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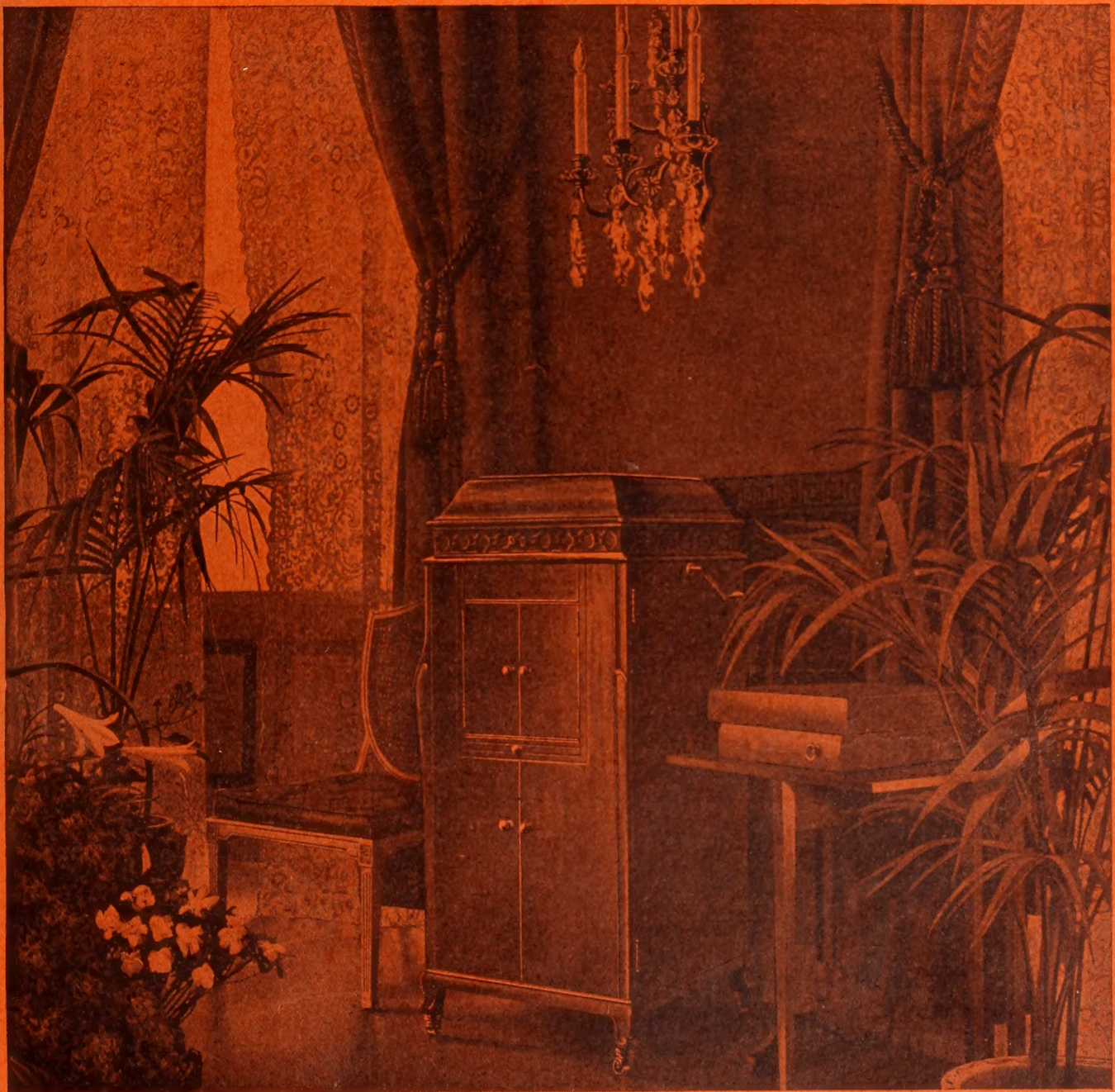
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The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, January 15, 1913



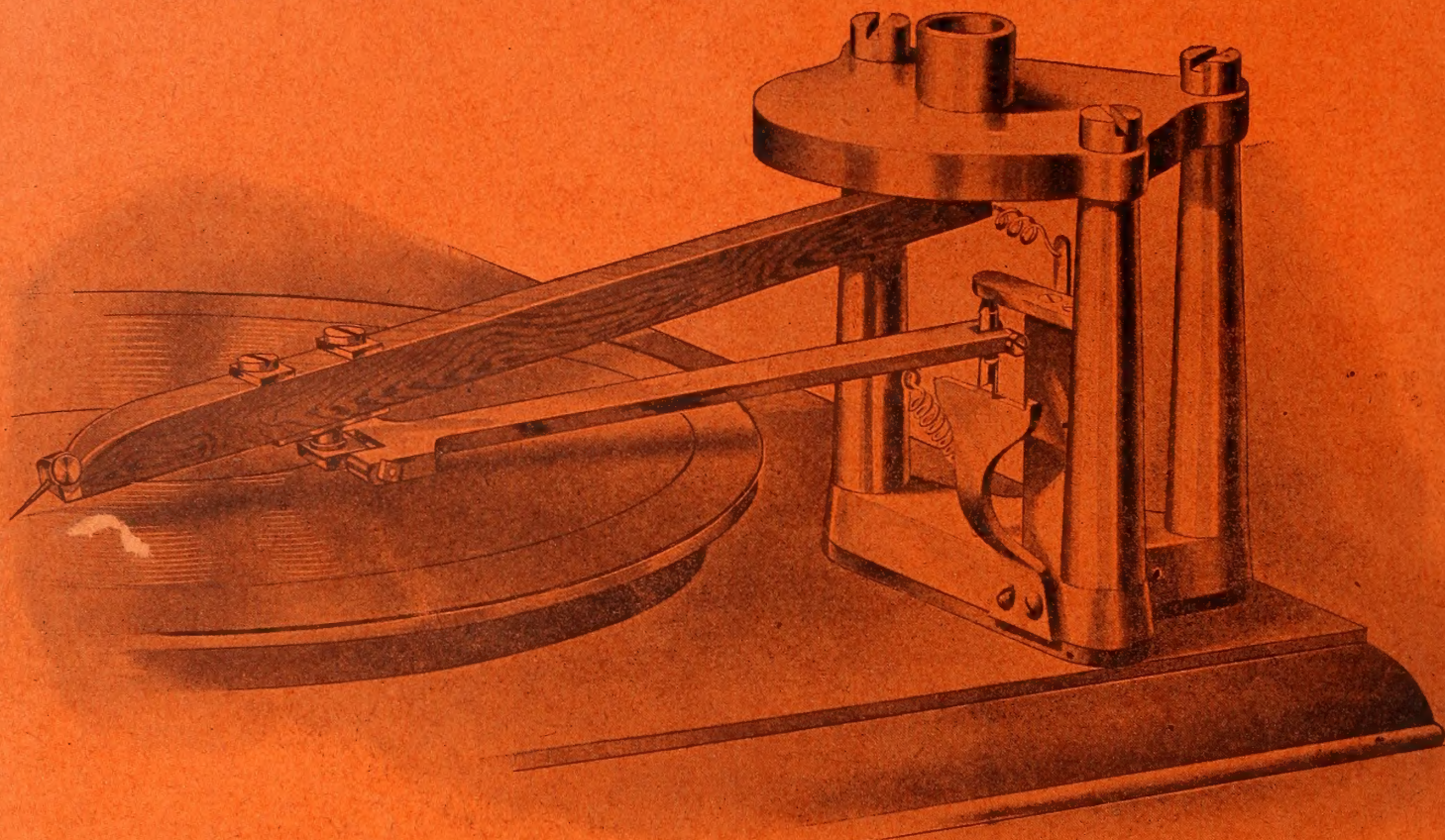
A Corner of the Music Room
in the White House

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TS 2301
P3A6
R55

The Vitaphone Reproducing Device



Showing the Vitaphone Stationary Sound Box

The extreme sensitiveness of the Vitaphone diaphragm, bringing out the full strength and correct tone of such instruments as the harp, piano and piccolo, is due to its fixed position and a non-metallic flexible connection under constant tension pressure. This exclusive Vitaphone sound box construction develops detail hitherto considered impossible to secure from a record and eliminates all disagreeable metallic harshness.

The Vitaphone Wood Arm refining the vibration and the extremely sensitive stationary diaphragm provide a system of reproduction without competition in tonal quality or price.

Vitaphone machines are sold only under a maintained and established price, which is protected by absolutely unassailable basic patents.

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 1.

New York, January 15, 1913.

Price Ten Cents

CREDIT TO THE CREDIT MAN.

The Important Position Held by Credit Man in Modern Business World.

The credit man has to convince the salesman that, besides being a waste of time, it is foolish to take orders from irresponsible parties and put upon the credit man the burden of declining them. Further, that in being easy with a delinquent customer, the salesman is frequently doing him anything but a favor, and that beyond the immediate ill results to his own house, there is danger of weakening all along the line, and consequently injury to every other grantor of credit.

In these and many other ways the credit man is a great force in elevating business standards, in eliminating bad practices and antiquated customs, and the result of the teaching of the modern credit man will be more apparent as time goes on.

Although he gives credit, like many other teachers, he rarely is given much of the credit for the value of the work he does. The things he doesn't do are often the most important. He must be content to have his reward in the knowledge that in teaching others he is himself learning to be a better business man, doing better work for his company, widening his influence and becoming a more useful man in his community.

PRICE MAINTENANCE UPHELD

By California Supreme Court in Recent Suit Fought Through the Various Courts.

The Supreme Court of California, in deciding the case of D. Ghirardelli Company vs. Jeremiah E. Hunsicker and Fritz Ernest, December 16, upheld the right of a manufacturer to fix the resale price on his unpatented goods by means of a label on the case. The defendants had cut the retail price on ground chocolate of the plaintiff's manufacture, and the Superior Court granted an injunction in May, 1911. The defense contended that since the goods were sold to jobbers and then to retailers, the Ghirardelli Co. parted with title to them and could not force a retailer to maintain the price when he bought the goods from a jobber and not directly from the maker.

In deciding this point the Court said: "If the goods in the hands of the wholesaler or jobber, who had purchased directly from the plaintiff, were subject to the conditions we have specified, including the stipulation that if he sold them at wholesale he would do so subject to the same conditions, the situation presented by the complaint is in all respects substantially the same as if defendants had purchased directly from plaintiff upon the same terms and conditions as the jobber or wholesale purchaser."

SAVING TIME IN REPORTING.

One of many instances of the usefulness of the phonograph in connection with court reporting comes from Seattle, Wash., via the Tacoma Tribune. That newspaper tells how two reporters, W. L. Fenstermacher and James M. Palmer, relieved each other in working shifts of one hour and by the aid of phonographs kept three typewriters busy taking from 150 to 175 pages a day.

The plan of redictating notes is in use all over the country, says the Phonographic World, and anyone taking the trouble to go around to the south side of the Capitol in Washington may see Fred Irland and others of the reporting corps talking into a machine after taking down in shorthand the more or less enlightening remarks of the solons of the nation.

As a matter of information, too, it might be added that no matter how large the output of talk in Congress, and it runs pretty high some days, it appears in the Congressional Record early the following morning. The Congressional record is practically the only daily publication for which the reporting is done in shorthand.

TALKING MACHINE EXPORTS.

The Figures for November Presented—Reports Show Increase for the Month.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 11, 1913.

In the summary of exports and imports of the commerce of the United States for the month of November (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for November, 1912, amounted to \$302,714, as compared with \$269,556 for the same month of the previous year. The eleven months' exportation of talking machines, records and supplies amounted to \$2,343,550.

TO HANDLE EDISON LINE ONLY.

Harger & Blish Relinquish Victor Representation in Conformity with Contract and Issue Interesting Announcement to the Trade.

(Special to The Talking Machine World.)

Des Moines, Ia., Jan. 10, 1913.

Harger & Blish, the prominent talking machine jobbers of this city, have just issued the following announcement to their dealers. It speaks for itself:

"We announce our intention to distribute for Iowa and South Dakota Mr. Edison's new disc phonograph.

"Our distributor's contract with the Victor Talking Machine Co. prohibits our jobbing any other line of disc machines and records than Victors. This means, of course, that we must discontinue the Victor line.

"After fourteen years of successful jobbing of their product and the splendid treatment always accorded us by the Victor Co., this was not an easy decision to arrive at, but after careful consideration we deemed it advantageous.

"To our former Victor dealers we extend our heartfelt thanks for their loyal support.

"To our Edison friends we bespeak for ourselves your continued support and patronage, assuring you that our facilities will be increased and bettered. With the new Edison disc added to the wonderfully improved cylinder products we will have a full and complete combination line to offer to our clientele."

NEW HOME FOR ROSS P. CURTICE CO.

Four-Story Building to Be Erected for Use of Lincoln, Neb., House.

The Ross P. Curtice Co., Lincoln, Neb., has secured a site in that city and completed arrangements for the erection of a large four-story building with a frontage of 50 feet and depth of 142 feet for the housing of its growing business. Work on the new structure will begin early in the spring and will be pushed rapidly. A feature of the building will be a spacious recital hall on the third floor, which will be used for talking machine, player-piano and other forms of recitals.

VICTROLAS FOR BATTLESHIPS

Included in Specifications for Two Fighters Now Being Built in this Country for Argentine Republic.

In the specifications for two new battleships now being built in the United States for the Argentine Republic, there are included two Victrolas apiece for each vessel as a part of its regular and official equipment. Such a high tribute to the Victrola is to be greatly appreciated.

In learning salesmanship don't confine yourself to the study of the theory. Get right into the harness and learn from practical experience.

VICTROLAS REPLACE PIANOS

In Sixteen Different School Buildings in Des Moines—Testimony to the Value and Educational Influence of the Talking Machine.

(Special to The Talking Machine World.)

Des Moines, Ia., Jan. 6, 1913.

Commenting upon the growth of the talking machine in the schools and the fact that in many institutions it is replacing the piano, one of the local papers remarked:

"Des Moines school children don't march out to the music of a rattly piano any more. No, indeed; the up-to-date school boy shakes his feet downward to the classic music of a Victrola.

"There are sixteen different school buildings in Des Moines which own their own expensive Victrolas. The machines are purchased by the school children themselves as the result of school entertainments. It is hoped that every school in the city will eventually own its own music maker.

"The buildings which have Victrolas transfer them from room to room. There are special music days when the voices of some of the world's greatest singers in classic numbers are heard.

"Miss Frances Wright, music supervisor for the Des Moines schools, acts as censor of the Victrola records, and only those may be played which have her approval. There are plenty of lively marches but no ragtime."

MRS. BELMONT'S TALKING PICTURES.

Suffragist Leader Is Considering Offer to Make a Six Minutes' Speech.

Mrs. Oliver H. P. Belmont has been asked to give a "Votes for Women" speech for the kinetophone, Thomas A. Edison's new talking and moving picture invention, and she is considering whether it would help the suffrage cause. Mrs. Belmont does not like making speeches, and she is rarely heard outside her own club rooms, 15 East 41st street.

In the new pictures Mrs. Belmont would appear as the president of the Political Equality Association, which she founded, and as one of the leaders of the movement in this country. She has been asked to talk on suffrage for six minutes. Since she joined the fighters for the franchise no other woman has shown greater activity and been more before the public than Mrs. Belmont.

FOURTEEN NEW CATALOGS

Containing Lists of Selections in Twenty-six Foreign Languages Issued by the Victor Co.

Fourteen catalogs of Victor records, listing selections in 26 foreign languages, were sent out early this month by the Victor Talking Machine Co. to its dealers in every part of the country. Accompanying these catalogs was a two-page letter from the advertising department of the Victor Co., calling the attention of the Victor representatives to the unlimited possibilities that exist for the cultivation and development of a profitable trade in foreign records.

Very gratifying progress has been made the past few years in the production of foreign records that will satisfy the tastes and requirements of the vast numbers of foreign-speaking people who reside in our large cities and cosmopolitan trade centers. The demand for foreign records is steadily advancing, and the aggressive dealer is already laying plans for the securing of a profit-sharing share of this trade during 1913.

The recent catalogs sent out by the Victor Co. contain records in the following languages. These records were selected with the utmost care as to their fitness and merit: Arabian, Bohemian, Hungarian, Polish, French, French Canadian, German, Gregorian, Greek, Hawaiian, Hebrew, Yiddish, Italian, Portuguese, Swedish, Danish, Norwegian, Finnish, Spanish, Turkish, Russian, Ruthenian, Slovak, Croatian-Servian and Roumanian.

THOS. A. EDISON'S NEW TALKING PICTURE INVENTION

A Decided Success and Wins the Highest Encomiums from Those Present at the Initial Exhibition Given at the Laboratory in West Orange, N. J., Recently—Represents the Latest Development of Thos. A. Edison's Efforts in the Line of Synchronizing the Motion Picture and the Phonograph—Presentation of an Entire Play or Opera Combining Action, Conversation and Singing Now Possible—Full of Possibilities.

Talking motion pictures are at last a reality. This newest form of amusement is to be offered to New York City in the course of four or five weeks. The inventor, Thomas A. Edison, promised it after a demonstration of his latest invention in the directors' room of the Edison laboratory in West Orange, N. J., on January 3. Arrangements have been made to install the talking motion picture machine in four vaudeville theaters in Manhattan and three in Brooklyn.

After many years of experimentation Mr. Edison has at last perfected a machine synchronizing the motion picture and the phonograph, solving a problem that has engaged the attention and study of investigators in every country where the motion picture is known.

The demonstration at the laboratory was witnessed by several of his associates and employes and the veteran inventor was an interested spectator himself. He occupied a seat on the front row, where he could best catch the strains from some of his favorite selections.

In all seven reels were exhibited. The first picture was that of a lecturer advancing to the front of the stage, bowing to the audience and proceeding in good voice to describe the new invention, which he called the "Kinetophone," the words having been placed in his mouth, after the fashion of ventriloquists, by the synchronized phonograph behind the curtain. He then made several tests to establish his assertion of perfect synchronism. A piece of chinaware was dashed to the floor with a crash. Horns and whistles were blown, followed by piano, violin and vocal solos. When collie dogs that actually barked were introduced into the picture, the shadowy lecturer, apparently satisfied that his audience was convinced, came forward again and said:

"To what vast purpose it can attain can only be guessed. Consider, for instance, the historic value of a Kinetophone production of George Washington if it were possible to show it now, and you will realize the splendid opportunities of future generations to study the great men of to-day. The political orator can appeal to thousands while remaining at his own fireside; the world's greatest statesmen, actors, singers can be seen and heard in even the smallest hamlet, not only to-day, but 100 years hence. In fact, there

seems to be no end to the possibilities of this greatest invention of the wizard of sound and sight, Thomas A. Edison."

Mr. Edison, taken by surprise at the complimentary utterances of the picture talker, looked as embarrassed as a schoolboy, and, fearing that there might be further tributes to himself on the unwound reel, straightway demanded of his chief engineer, M. R. Hutchison, that the performance be discontinued.

The next reel showed the miser scene from the "Chimes of Normandie," and in turn the Miserere from "Trovatore," the quarrel between Brutus and Cassius from "Julius Caesar," a comedy sketch entitled "The Politician," and two others, "Her Redemption" and "Dick, the Highwayman."

In light and grand opera, in comedy and serious



Thomas A. Edison.

drama, the movements of the actors and singers were marked by the realism of the present-day stage. Distinct articulation was attained, and this made it all the more obvious that voice and action had been simultaneously recorded. In order to synchronize light and sound waves it was necessary to have a recorder of sufficient delicacy to be affected by the minutest sound waves at a distance of fully 40 feet, so that the recording apparatus would be outside the field of the lens. The phonographic recorder was attached to the picture machine, and it was only left for the actors to perform in the regular way to make a dual record.

The record thus made is reproduced in the same

way that all motion pictures are projected, with the addition of the synchronized phonograph that interprets the pictures from behind the curtain. The phonograph can be removed from the picture machine at distances varying up to 300 feet. The talking machine is so constructed that it "sets the pace" for the picture machine, so that the reel cannot overrun the record on the phonograph. The operator of the picture machine, whose booth the law requires to be fireproof and consequently almost soundproof, is provided with a transmitter from the phonograph and a speed indicator, by which he can detect any trouble behind the curtain.

Mr. Edison expressed himself as highly gratified at the results achieved. He was frank to admit, however, that there were still some defects to be overcome, and his critical ear was quick to find fault with the selection from "Trovatore," which, he said, was "still rough" and would have to be "toned down."

"In the next year or two," said Mr. Edison after the completion of the tests of his new contrivance, which seems to have solved the problem of synchronizing the motion picture and phonograph, "it will be no unusual thing to present an entire play or opera, as we now are able to produce a playlet or scene from the big plays."

"The trouble was in getting sound tonal effects, as the recording device is obliged to act in concert with the photographic instrument. This compelled the players to talk at an instrument forty feet away, and it was quite difficult to get their words so that they could be reproduced naturally. We have managed it somehow, so that the amusement public, as well as ourselves, will be the gainer."

"How will this affect the stage?"

"It will give everybody an opportunity to not only see celebrated stage folk but to hear them in their portrayals as they speak their lines. The voices will be easily recognizable, and the larger the theater the better the words can be understood. The Kinetophone is not yet perfected by any means, but you may say that in my opinion the talking moving picture is no longer a theory but a scientific fact."

Mr. Edison then said it was his wish to put the best operas and dramas within the reach of the man of small means, or, as he expressed it, "to make it possible for the poorest families in Squeedunk to see the same operas and plays that are produced in New York City for an admission price of five cents."

THE POWER THAT WINS.

I know of no power more irresistible than the power of enthusiasm, optimism, proper self-confidence. It's the power that wins.

We are busy

During the current year we shall aim to improve our service and by so doing not only hold our regular trade but attract new dealers, familiarize them with our methods and be able to number them among our "regulars" and to favor them over the transients during the time of shortages as we have during the holiday season just passed.

IF YOU ARE NOT BUYING OF US NOW—WRITE.

EASTERN SERVICE IS GOOD SERVICE. BUT ABOVE ALL IT IS JUST.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR EIGHTEEN YEARS TALKING MACHINES EXCLUSIVELY

with nineteen thirteen business but take this opportunity to thank our dealers who favored us during nineteen twelve, for their support and to extend to them our heartiest wishes for their continued success in the year to come.



Victor-Victrola

The Victor-Victrola combines all the best qualities of all musical instruments.

It is a leader of music and of all things musical—the vital force of the musical world.

Its unequaled tone and its artistic appearance have put the Victor-Victrola into homes of culture and refinement everywhere.

The commercial triumphs of the Victor-Victrola have been in keeping with its musical successes. It has turned the stores of Victor dealers into the modern and impressive salesrooms they are today, and raised the entire musical industry to a higher and more substantial basis.

And the unprecedented opportunities for prestige and profits keep on growing larger and larger with every new development of this wonderful instrument.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequaled Victor tone.

VICTOR DISTRIBUTORS

Albany, N. Y. Finch & Hahn.
 Altoona, Pa. W. F. Frederick Piano Co.
 Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex. The Talking Machine Co., of
 Texas.
 Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. K. Eisenbrandt Sons.
 Bangor, Me. Andrews Music House Co.
 Birmingham, Ala. Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Chicago, Ill. Lyon & Healy.
 The Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. The W. H. Buescher & Sons Co.
 The Collier & Sayle Co.
 The Eclipse Musical Co.
 Columbus, O. Perry B. Whitsit Co.
 Dallas, Tex. Sanger Bros.
 Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music Co.
 Des Moines, Ia. Chase & West.
 Detroit, Mich. Grinnell Bros.
 Dubuque, Ia. Harger & Blish, Inc.

Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walz Co.
 Galveston, Tex. Thos. Goggan & Bros.
 Grand Rapids, Mich. J. A. J. Friedrich.
 Honolulu, T. H. Bergstrom Music Co., Ltd.
 Indianapolis, Ind. Stewart Talking Machine Co.
 Jacksonville, Fla. Florida Talking Machine Co.
 Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Lincoln, Neb. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Louisville, Ky. Montenegro-Richm Music Co.
 Memphis, Tenn. O. K. Houck Piano Co.
 Milwaukee, Wis. Wisconsin Talking Machine Co.
 Mobile, Ala. Wm. H. Reynalds.
 Montreal, Can. Berliner Gramophone Co., Ltd.
 Nashville, Tenn. O. K. Houck Piano Co.
 Newark, N. J. Price Talking Machine Co.
 New Haven, Conn. Henry Horton.
 New Orleans, La. Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Machine Co.
 Sol. Bloom, Inc.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Oklahoma City, Okla. Schmelzer Arms Co.
 Omaha, Neb. A. Hospe Co.
 Nebraska Cycle Co.
 Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. Louis Buehn.
 C. J. Heppe & Son.
 Penn Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
 Pittsburgh, Pa. C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me. Cressey & Allen.
 Portland, Ore. Sherman, Clay & Co.
 Richmond, Va. The Corley Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, Utah Consolidated Music Co.
 San Antonio, Tex. Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Phillips & Crew Co.
 Seattle, Wash. Sherman, Clay & Co.
 Sioux Falls, S. D. Talking Machine Exchange.
 Spokane, Wash. Sherman, Clay & Co.
 St. Louis, Mo. The Aeolian Company of Mo.
 Koerber-Brenner Music Co.
 St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinrichs.
 Syracuse, N. Y. W. D. Andrews Co.
 Toledo, O. The Whitney & Currier Co.
 Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.

TESTIMONY AS TO ACTIVITY IN DETROIT.

The Talking Machine World Scout Makes Gratifying Report Regarding Conditions as He Found Them in His Quest for News—Found an Army of Buyers of Talking Machines at Points Visited and a Cleaning Out of Stock That Bodes Well for Continued Activity During the New Year—News of the Month Worth Noting.

(Special to The Talking Machine World.)

Detroit, Mich., Jan. 9, 1913.

Some people are suspicious of the veracity of figures, arguing that they can be made to lie, so probably there will be among those who read the following a few skeptics who will glance aslant at the truthful facts herein recorded. But all scoffers are warned that The Talking Machine World scout in Detroit, having no reason to prevaricate, and having no physical disabilities causing him to see double, guarantees what is herein set forth, for one year, or money refunded.

On his monthly news-seeking tour he dropped into Grinnell Bros., State jobbers for the Victor and Edison companies, and found no less than twenty-eight prospects undergoing the ordeal of deciding just what machine they wanted to buy. And it wasn't the day before Christmas, either, but one week later, with the holiday rush seven days astern.

Manifestly, under those conditions getting an interview was out of the question, so The World scribe, marveling, betook himself to the Victrola shop of the Max Strasburg Co. There, too, every one of the dozen demonstrating rooms was in use. Mr. Strasburg himself waited on two or three patrons at once.

Exit once more, disappointed and wondering where the copy was coming from to fill a column in the January number. Invasion of the Detroit branch of the Columbia Phonograph Co. followed. All rooms in use and all attachés humping themselves. Something had to be "did," so in desperation Manager K. M. Johns was chased into a corner and held there by main strength until he was forced to disgorge a few remarks.

"No, it wasn't anything unusual," he said. That sort of stuff had commenced shortly after the first of December and had waxed steadily greater until in the closing hours of the holidays it had assumed proportions which made to-day's scramble seem considerable of a lull. The evidence was to the effect that almost everyone who had heard a Christmas phonograph had decided to go buy one of his, or her, own. The business had extended beyond the holidays in a way that made December a far bigger month than the same period of 1911, and put the entire year miles ahead of last year.

The talking-machine manufacturers have at last awakened to the importance of the Detroit trade, too, if not to the possibilities, for they kept all stores fairly well supplied, in comparison to last year.

"We couldn't get enough of the \$200 models," said Mr. Johns, "nor enough of three or four of the styles costing less than a hundred, but otherwise we filled our orders pretty promptly. The machines came in large lots, and besides that, we had enough special orders shipped by express to run up a bill of \$80 for that kind of transportation. All styles were in good demand, and we had lots of inquiry for the new \$500 grand, but it didn't arrive in time. All of our downtown Detroit agents had ordered from the picture, without seeing one."

The Farrand Co. is the fortunate possessor of the only Columbia Grand that has yet reached Detroit. It came in December 30 and held a levee in the show-window all day Tuesday. It was displayed in a way to show its gold-mounted arm and gold-plated tools, oil can and other interior fix-

tures, and a crowd was always on hand. Manager E. P. Andrews was so proud of it that he took delight in personal demonstrations for all comers. The owner of a \$200 machine, the best previously to be had, put in a bid for it, and it was as good as sold before it had been on exhibition a day.

A second trip to the Victrola Shop found Mr. Strasburg in position to talk while he worked, having switched from demonstrating to checking up a big shipment of records.

"I could have sold twenty-five machines to-day if we had had them to send out," he said. "As it was, we sent ten to their permanent homes. You see we are pretty well cleaned out. During the holiday trade we lost at least six or seven thousand dollars' worth of business in just that way—we couldn't get the goods to deliver."

"It puts me in a quandary. Here we are with a big store, all fitted up, and the talking-machine business growing at a rate that makes it seem as if we shall have to go after still more space. Yet, we can't get the stock to fill it and make the added expense pay a profit unless we put in a line of pianos to utilize the room. So I haven't decided what I shall do. I think we will wait a while, in hope that the talking-machine manufacturers will take care of us, for it is the best end of the music trade business. The goods move quicker because of the smaller prices and greater variety of styles and of music they furnish, and consequently the profits are turned over faster. But if we can't get the talkers, we will be compelled to put in pianos."

The Strasburg Co. has just hung up one of the finest electric store signs in Detroit. It is placed so that it can be seen from Library avenue, Farmer street, Grand River avenue and Woodward avenue. It is large enough to be read half a mile away. It says: "Victrolas and Grafonolas. Max Strasburg Co."

Lack of stock is not deterring the Detroit dealers from advertising, however. They are all intent on building for the future, rather than for the present alone, and are confident that in time the facilities of the manufacturing plants will be increased so that their trade may be adequately catered to. Then they expect a business that will repay them for the trials of the present.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.

VICTOR RECORD TO HELP COMPOSER.

May Offer Mascagni Means for Learning Tones of Nightingale's Voice.

According to the London Telegraph Mascagni has put nearly all the finishing touches on the opera in which he has collaborated with Gabriel d'Annunzio and the libretto of which is based on Byron's "Par'sima." The only thing completed is a section of the music, which is expected to represent the voice of the nightingale. It is said that Mascagni has never heard a nightingale warble and must wait until spring to become familiar with its notes.

"But wait!" says the Evening Post, of New York, "there is a Victor record, the result of a lucky chance, which reproduces the song of the nightingale most charmingly."

It is little comments like these that help.

VICTROLA FEATURE OF COMEDY.

Instrument Acts as One of the Central Figures in a Charming Love Scene in "Years of Discretion."

One of the features of the new Belasco comedy, "Years of Discretion," at the Belasco Theatre, New York, is the use of a handsome Victrola in the second act, the instrument and the record of a love ballad which it plays dividing interest with the actors in a charming love scene in which the Victrola furnishes inspiration and acts as a scene between two couple. It is not often that a talking machine is referred to so directly or plays so prominent a part in a legitimate production as the Victrola at the Belasco.

The Victrola was furnished by the Silas E. Pearl Co.

Steam is useful only when properly disciplined. It's the same with energy and enthusiasm.



Ysaye, the greatest violinist of this or any other age, has just made his first records. An announcement significant to Columbia dealers.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

SUGGESTS RECORDS OF PIPE ORGAN MUSIC.

An Interesting Letter Which May Appeal to Laboratory Heads Regarding Neglected Records of Special Music for Important Events.

A number of valuable suggestions are made in the letter printed below, in which the writer points out the need for more instrumental records which might be used at funeral services either in churches or in the homes, particularly in the smaller cities, where good music is the exception and not the rule.

As far as organ records are concerned it has been difficult hitherto to secure first-class reproductions of pipe organ music, but this, however, is now being obviated, and the time is coming when

organ records will form as great a feature of the catalogs of our manufacturers as the piano now does. Until such time as the laboratories are equipped with pipe organs an excellent substitute may be had in the Mason & Hamlin Liszt pedal organ, which, by reason of its construction, simulates the pipe organ tone most effectively.

The talking machine is now entering so many fields of artistic usefulness both in the home and in the concert hall that a new future has been unveiled, and a new appreciation evidenced, that

tells of the firm place which this instrument has won in the affections of those who at one time apparently underestimated its value and its importance.

The letter referred to is as follows, and we commend it to the attention of the manufacturers of records:

To the Editor of The Talking Machine World:

Apropos the interesting item in your current issue touching the Victrola music at the funeral service of a prominent citizen of Zanesville, O., November 29, permit me to say I was present on that occasion and found it the most impressive and appropriate music, both in selection and rendition, I had ever heard at a funeral; and that was the common verdict of all who heard it.

The only wonder is that such music has not already come into general use, as it surely must in the near future. For the records afford or can furnish vocal selections by the best of choirs, quartets and soloists and instrumental records by the best of bands and orchestras—resources to be had, except by this means, only in the largest cities, and there only at considerable expense and inconvenience.

There is now no lack of hymns and other vocal records suitable to such occasions. But desirable and needful additions might well be made to the instrumental records. At present (I am writing of disc records) there are but two funeral marches recorded in this country—Chopin's Marche Funebre and Handel's Dead March in Saul, the latter but a recent record. The Victor and the Columbia have band records of each, but one of the records of the Dead March is unsatisfactory, being a ten-inch, and hence too brief and played altogether too fast to be appropriately solemn and impressive.

I have band records of three others, but they are foreign—Wagner's from *Götterdämmerung* (12-inch double face); Beethoven's, from the Heroic Symphony, and Guilmant's Marche Funebre. Others by Beethoven, Mendelssohn and Schubert, to say nothing of lesser lights, afford a fertile field for selection. Good instrumental records might also be made of familiar hymns commonly sung at funerals.

Not the least impressive or appropriate of instrumental music would be good organ records. But, strange to say, no American organ disc records have yet been made—apart from a few accompaniments. That this grand instrument can be successfully recorded is shown by a number of foreign records, including Chopin's Funeral March and the Dead March in Saul.

As your columns have shown, this marvelous machine music has already been used with marked interest and appreciation on a number of funeral occasions, and its use is destined steadily to grow until it becomes universal. It is up to the companies to encourage and meet the demand by providing all desirable records in number and variety; and dealers would find it to their interest to keep on hand a supply of such records to meet the wants of those not having machines and records of their own.

VICTROLIST.

New York, December 18.

A NEW PICTURE OF SOUSA.

Great Bandmaster Snapped While Listening to Records of His Band During Stay in Springfield, Ohio—Well Pleased with Them.

A particularly interesting picture of John Philip Sousa, the famous bandmaster, was snapped recently in the store of H. H. McFarland, a Victor dealer in Springfield, O.

Upon the appearance of Sousa and his band in

newspaper reporters and photographers at the proper moment. Mr. Sousa was photographed while listening to one of the selections by his own band.

Mr. Sousa apparently appreciated the advertising value of the incident to the Victor dealer and aided in every way possible to make it a success.

GOES HUNTING DE LUXE.

A Victrola talking machine put in a rather unusual two weeks in the north woods of Michigan last month. When C. A. Grinnell and A. A. Grinnell, of Grinnell Bros., Detroit, Mich., went to the Upper Peninsula on their annual deer-slaying expedition, they stopped at one of the Grinnell branch stores and corraled the aforesaid Victrola and took it to the hunting lodge, together with a cargo of the most modern and modish records.

There were seven hunters in the Grinnell party, but the usual dull routine of evening camp life did not bore them. They did not have to invent hunting yarns in an attempt to entertain each other or to listen to the same. The Victrola made the evenings as entertaining as a Broadway playhouse. There was a greater variety and no dull spots.

The best place to buy is where you are sure of prompt and careful attention.

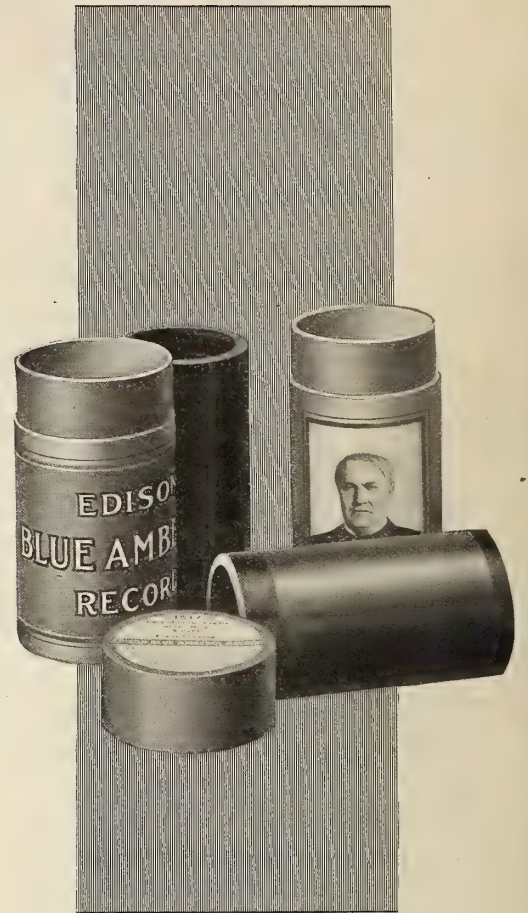


Sousa Listening to His Own Music on the Victor

that city some time ago Mr. McFarland arranged a special window display of Sousa records, which attracted much attention. One of his employees met Mr. Sousa at the hotel and requested that he drop into the store for purposes of inspection. Good press agent work resulted in the presence of

EDISON Blue Amberol Records

Mr. Edison's latest invention



—will make your sales far and away the best sales in your experience, because they make the Edison Phonograph far and away the best sound-reproducing instrument that can be had.

For the first time you can tell your patrons that you are offering a record which no amount of careless handling can injure, and yet has a clear tone of wonderful purity, an increased volume and a more lifelike quality of reproduction than any record they ever heard.

More than this, they can be assured that when they buy a Blue Amberol record, it will always be theirs as vividly as at first, for the Blue Amberol never wears out.

Three lists are now ready. Are you letting your jobber keep you up-to-date with them as fast as they appear?

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.

EDISON Amberola III.

**makes a hit with
the pocketbook**



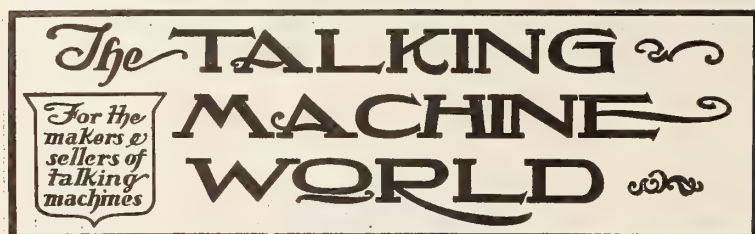
This is the model that will doubtless be within the reach of the many people who have listened to the more expensive models in your store.

You know how many times you could have put over a sale if the customer had just been a little richer. He didn't need to be convinced of the charm of an Edison—all he lacked was the wherewithal.

He's the man who will be equally fascinated by this handsome hornless Phonograph at a very reasonable price. The mechanism is precisely the same as the already famous "Opera" model—probably the one that made such a hit with your customer. The new model is finished in mahogany (piano or dull) and gold or weathered oak.

It's Amberola excellence less Amberola cost.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.



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NEW YORK, JANUARY 15, 1913.

THE business craft has been launched for the new year, and sails are now set for an eventful voyage during 1913. Whether it arrives at the port of success depends entirely on the soundness of the craft and the ability of the men to run it.

One thing is sure, the year just opened can be made one of good, sound business profit by talking machine men who look at the situation as it is, who do not fool themselves as to conditions, and who go ahead resolutely and courageously developing a business campaign on advanced lines.

Basing opinions on reports which come from eminent authorities in the financial and commercial worlds, the conditions for 1913 point unerringly to a era of prosperity.

At no period in its history has the talking machine and its position as a musical and educational factor been so greatly appreciated or understood as to-day.

This is due, first and foremost, to the perfection attained by the manufacturers in the production of machines and records, and to the exploitation which they are receiving in national periodicals.

This great educational campaign is now being better supported and supplemented by the right kind of work on the part of the retail selling forces.

This means much for the future of the business.

In the past too many of the men selling talking machines did not fully appreciate the remarkable merits of the product which they were offering to the public, nor did they seem to understand the importance of doing their share in bringing them before their local clientele by means of vigorous publicity.

There has been a tremendous awakening, and talking machine men now generally comprehend the importance of well-established and equipped warerooms or attractive windows, and the value of recitals and other publicity to interest the public in their product.

Talking machine merchants and salesmen are displaying a keener interest and more enthusiasm in their work. To such people the talking machine business opens up opportunities which are bound to pay a goodly return in increased business and profits.

The steadily increasing demand for talking machines of the better grade indicates that the product is steadily increasing its army of friends among those who are best able to judge of its artistic values. To-day the talking machine has reached a point where it supplies the demand of discriminating people for a perfect entertainer and instructor, and judging from the con-

tinued labors of inventors there will be no let up in its development.

ONE of the most gratifying developments in the talking machine field during the past year has been the increased appreciation and understanding of the talking machine as a musical factor in the community.

This feeling is not confined to any one section of the country. Travel where you will, you will find that old-time prejudices against the talking machine have disappeared. This is true particularly among teachers and others in the musical world, who sneered at the talking machine and calculated that it would "debase" musical art.

These people have been converted from their heresies, and to-day they are paying tribute to the talking machine by using it, not only in their homes but in their studios, as a means of enlightening pupils how certain noted artists interpret famous operatic roles.

This is a tribute not only to the reproductive perfection of the talking machine, but to the perfection of the record. And properly, for in this department of manufacture wonders have been accomplished along the lines of artistic completeness.

Plato, in his "Republic," declares that among the factors which make for the development of an ideal state "musical training is a more potent instrument than any other." And the reason assigned is this: "Because rhythm and harmony find their way into the secret places of the soul, imparting grace, and making the soul graceful of him who is rightly educated, or ungraceful of him who is ill-educated."

If, therefore, "sweetness and light" are the distinguishing characteristics of the noblest manhood and womanhood, and music makes for these traits, then any man who contributes to the spread of musical taste is a public benefactor, whether it is done in the name of philanthropy or primarily as a matter of business.

Indeed, the talking machine manufacturers and merchants who are distributing their products are to-day doing service of the highest possible order in stimulating musical taste and appreciation in America. Through the aid of the "talker" the greatest artists of the world have been brought into the homes of the people and have been made acquainted with the works of the masters, and in this way their tastes have been elevated and a new vista opened up to them in a musical way.

A PUBLIC acknowledgment of the value of the talking machine as an educational factor came within the hearing of the writer during a recent visit at the Wadleigh High School in New York, to hear a lecture on "Music in the Home." The lecturer, in speaking of the various factors that are influencing musical taste to-day, spoke in flattering terms of the talking machine.

He considered it one of the greatest influences for good, and gave it as his belief that the continued hearing of good songs by means of the talking machine could not but engender a liking for a better class of music, and especially among the young people would it stimulate a love for music which could not be attained in any other way.

This spontaneous tribute to the talking machine was not influenced by any monetary consideration, but rather a statement of fact based upon observation.

In this busy country of ours work and business of all kinds are conducted under a great strain. There is little time, as in the old world, for contemplation or concentration. When many people return to their homes in the evening they are either mentally or physically tired, and just in a receptive mood to listen to and enjoy a good song or instrumental number played on the talking machine.

This may be considered merely entertainment. It is more. It conveys a knowledge to the hearer of a special song or a certain class of music, which in time he is bound to like, and in this way his tastes are sharpened and his love for music broadened and accentuated.

The merchant will do well to get this viewpoint—that the talking machine to-day is far different from the toy of years ago, that it is now a musical instrument of tremendous scope, one that

has earned the right to recognition, no matter where it is sold. It should arouse his enthusiasm, and he should sympathize in a practical way with the efforts made by the manufacturers to acquaint the public with its possibilities whether in the school, in the church, in the studio, or in the home.

A READER of The Talking Machine World asks the following question: "Will you be good enough to give me your opinion regarding the use of proxies at conventions?"

Certainly we will, but our friend did not state specifically what kind of conventions he had in mind, and that is a very important matter to settle before answering the question.

If he means trade conventions we would say that such action must be governed entirely by the by-laws under which the organization works.

There is no opinion to express in a matter of this kind.

If the by-laws distinctly say that proxies should be used, then their use is in perfect form and there is no violation of rules whatsoever in securing them by members of the association.

If our reader means his question to apply to the Talking Machine Jobbers' Association, we would say that we are inclined to believe that the gentlemen connected with that organization are perfectly capable of managing its affairs without any special suggestions from us.

And right here we may say that a meeting of the Talking Machine Jobbers' Association is to be held in this city on January 14 and 15, the day when this paper appears, discussing many matters which may properly come before the meeting.

It is understood that one of the leading subjects which will be up for discussion will be amending the by-laws so that the use of proxies for the election of officers at the annual meeting may be rescinded.

Should the by-laws be changed to harmonize with this suggestion, it is proposed to retain the proxy privileges to apply to all other purposes.

After the Atlantic City Convention last year the use of proxies for the annual election of officers was discussed and a good many opinions were expressed which did not favor their use—in fact, some members did not hesitate to condemn the custom in the strongest terms.

As a matter of fact, we believe that when proxies are given by members of such an association they should be accompanied by an explicit statement that the party has a preference for a particular nominee for stated offices.

In no other way, in our opinion, can the giving of proxies work out satisfactorily and avoid the creation of ill feeling.

We might go a step further and say that it is hardly fair to the men who devote time and money to attend conventions to have their proxies nullified to a large extent by having proxies given by men who do not care enough about the Association to make any outlay to support it.

Really, the men who are engaged in the building up of the Association are the ones best qualified to judge as to its proper management and as to what rules should safeguard its future.

We do not know what action the meeting in New York may take at this writing, but we repeat that it is a matter entirely up to the members of the Talking Machine Jobbers' Association, or any other association for that matter, to establish rules which shall govern the organization.

If men do not care enough about the Association to participate in its workings, they have no moral right at least to sit back and criticize the actions of men who are devoting serious thought to its advance!

A DECISION of national interest and one which covers a most important issue was that handed down by Judge Hazel in the United States District Court recently in the suit of the American Graphophone Co. against C. A. Pickard, as assignee of the Hill Piano Co., Watertown, N. Y., which some time ago became involved in financial difficulties.

The question under consideration was whether the threatened violation by the assignee of the contract containing restrictions as to the selling price of Columbia goods signed by his assignor constituted contributory infringement. In this respect the court decided in the affirmative, and thus for the time definitely decides a question on its merits which has been of long standing.

The court held that the defendant assignee could not by the assignment to himself for the benefit of creditors secure any greater right to sell the patented articles than had his assignor. Thus the right of the Federal Court to enjoin the assignee appointed by the State Court is confirmed and the right of the assignee to sell at cut prices denied, the court holding that this he had no right to do, and enjoins him from doing.

The circumstances leading to the suit are interesting and as set forth elsewhere in this issue of The World are well worth reading. From the start the American Graphophone Co. was determined to assert its rights in this matter, and its attorneys took such steps that a rehearing was brought about, followed by the decision of Judge Hazel reinstating the original restraining order, which prevents the assignee from selling the goods at public auction.

IN the establishment of credits it is now conceded that business management with its orderly, exact cost accounting and money-saving efficiency system, is a factor of tremendous importance which is considered and weighed by banking interests who recognize its advantages in the development of modern industrial enterprise.

Conditions in the manufacturing field are being watched more and more, for the industry which is capably conducted has a relatively greater borrowing capacity than one which has failed to keep abreast of the times, even though it may have behind it many years of successful operation.

Those lynx-eyed men at the head of our great credit systems, keep a close watch, not only on the young industry, but on the old, in the fear that the latter may be retarding its progress to its own loss, and to the gain of its more progressive competitors. With these changes come corresponding revisions in credits.

Institutions are judged by their actions; in other words, there can be no resting on past achievements in the manufacturing world. Constant advance must be in evidence. Dry rot must be eliminated, and a close watch kept on competitors to the end that a healthy development of business ensues.

Many manufacturers never consider that credits are frequently judged by factory management, but the fact remains that the concern that lives in the past and is not alive to present opportunities is not in a condition to merit the financial support that is so readily given to those men and concerns which are imbued with progressive ideas in the control and advancement of their business.

BOOK TALKING PICTURES.

Edison Invention to Be Installed in 100 Vaudeville Houses.

It was announced Monday by the United Booking Offices that arrangements had been made with Thomas A. Edison whereby his latest invention, the kinetophone, or talking pictures, would be installed in more than 100 vaudeville theatres under its control.

Contracts signed with the American Talking Picture Company, which will distribute the invention, are expected to net more than \$500,000 in royalties within the year. One day last week an exhibition of the kinetophone was held at the Edi-

son laboratories in West Orange, at which the vaudeville men were present. Among them were E. F. Albee, representing B. F. Keith; A. Paul Keith; Martin Beck, head of the Orpheum Circuit; J. J. Murdock, executive manager of the United Booking Offices; F. F. Proctor, Sr., and F. F. Proctor, Jr.; M. Shea of Buffalo and Toronto, Jake Wells of Wells's Southern Circuit, Harvey Watkins of Montreal, Carl Lothrop of Detroit and Rochester, and Mr. Shenberger of Baltimore, and they expressed surprise and pleasure at the perfection of the Kinetophone.

In discussing the matter, Carl H. Wilson, Vice President of Thomas A. Edison, Inc., said that there would not be any contract made whereby any manager could get exclusive use of the inven-

tion. He said that while the selling arrangements had not yet been perfected it was certain that any one who wanted to could buy one of the machines.

WORTH EMULATING.

The success of another man should be something to emulate, not to envy. His success is proof that success is possible and this is all the assurance one needs.

The people you work for don't want to know about what you did yesterday. What they want to know is about what you are doing to-day and what you are going to do to-morrow.



"This is not the place to discuss the actual figures of the margin of profit on Columbia instruments and Columbia Records, but we are prepared to go into the full particulars with any dealer who will put a little of his time against a little of ours. We will agree to make the conversation interesting."

(From "Music Money", a book you ought to have.)



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

HEADS OF DEPARTMENTS AND FOREMEN ENTERTAINED.

Management of the American Graphophone Co. Entertains Heads of Departments in Connection with the Opening of the Exhibition Room at the Factory in Bridgeport, Conn. Interesting Remarks by C. E. Woods, Manager of the Factory—President Easton and Messrs. Lyle and Dorian Also "Among Those Present"—An Interesting Gathering.

(Special to The Talking Machine World.)

Bridgeport, Conn., Jan. 9, 1913.

An exceedingly enjoyable affair was the supper and smoker given last night in behalf of the management of the American Graphophone Co. to the heads of the departments and their foremen, in connection with the opening of the exhibition room at the local factory of the company. The affair was made more enjoyable by the presence of President Edwin D. Easton, General Manager George W. Lyle and Frank Dorian, head of the dictaphone department. These gentlemen made the journey from New York to hear, as they all said, in the course of their remarks, the words of wisdom which were to be heard from C. E. Woods, who has been the manager of the factory for the past seven months.

Not only these visiting officers of the company, but all of those who have been serving under Mr. Woods, and noting the improvements he has made in every department of the factory in the brief time he has been at the helm, found what he had to say of the most vital interest. It had been generally known by most of those present that Mr. Woods was one of the top liners in the art of modern manufacturing and scientific management, as well as the author of books on technical subjects that are held in high esteem, even among the masters. Therefore, a great deal was expected and it is gratifying to note that no one was disappointed.

It was said of Mr. Lincoln's first inaugural address that he delivered it with an ease and perfect mastery of his subject that indicated that the business of his life had been to deliver inaugural addresses. Mr. Woods' manner, the geniality with which he spoke, his absolute freedom from any attempt at oratory, and the prevalent strain of common sense that characterized all he said, went home to the heart of every man present. There was no jarring note, no accent of criticism in a single sentence.

He pointed the way to the results he desires and expects to achieve, and impressed all who listened with the thought that here is a man who comes to help in solving hard problems and who says frankly that he needs help as much as the helpers need him. It is not to be doubted that no body of men engaged in "making things" ever listened to a more instructive talk on subjects with which they were familiar or to one more charmingly blended with light and shade.

Frank Dorian spoke with grace and pungency about the Dictaphone and was listened to with great pleasure.

General Manager Lyle was very generous in his remarks, crediting the factory with having made great advances, during the past year, over anything that had ever been achieved before, and

predicting for 1913 still further advances. His words were those of encouragement and kindly praise and everybody felt the happier for having heard direct from the general manager.

President Easton was most happy in his remarks. One thing he said, every man present carried away with him under lock and key, and that was that whatever of machinery, of patents, of good will, with all that these imply, any company might have, the most valuable asset that any corporation possesses is its men. He called upon those who had been in the service of the



C. E. Wood.

company twenty years to stand up. There were a handful of these, including Herbert A. Budlong, the assistant manager of the factory; Frank A. Dorian, of New York, and B. C. Root, of this city. He then asked those to stand up who had been in the service fifteen years and more than twenty men arose, and so on until the call for ten-year and five-year classes brought nearly every man present to his feet.

William E. Parker, the assistant general superintendent, who is in the fifteen-year class, made an effective speech relating to the manufacture of graphophones and some of the many difficulties that are encountered in their construction.

Aside from those already mentioned, there were present Raymond L. French, general superintendent of the factory; James I. Brereton, purchasing agent, both of whom are in the fifteen-year class; Charles A. Chadwick, a veteran who is probably in the twenty-year class, for he was associated

with the late Thomas H. Macdonald in East Bridgeport, when the talking machine art was very young; Charles Morrison, one of the fifteen-year men, and Walter P. Phillips, of the same class; Frank L. Capps, Homer Reid, W. S. Tyler, Thomas Stevensen, M. E. Lyle, Walter E. French, Edward Brurdage and A. A. Steventon, the two last named in the fifteen-year class, as well as E. V. Sloan and A. E. Belcher. Also the following named of vintages ancient and recent, and all of them of vintage rare: W. S. Tyder, F. Horsfall, F. Hinckley, W. S. Kerr, W. P. Case, A. Elwood, R. R. Meade, James Phelan, W. S. Scott, C. W. Ellison, P. G. Verrelle, Fred Emaneger, Daniel Fogarty, J. H. Bentley, W. H. Mueller, Herman Mueller, Charles Horsey, W. H. Crowther, James Mullen, Charles Lomme, James McCaffrey, E. E. Moore, Hugo Windhovel, E. L. Tanner, D. W. Rowell, Frank Kron, Thomas Condon, P. McLaughlin, George H. Symonds, H. J. Kennedy, M. J. Grant, Charles Plumb, P. Brantmeyer, Fred Tordoff, G. B. Rowell, A. Fardee, J. T. Wilson, A. E. Crowther, E. E. Price, J. Scully, A. W. Wadham, L. Morrison, G. W. Spall, J. R. Petrie, E. S. Towne, F. Barrow, A. Burkhard, J. Riley, J. Murphy, G. Langham, F. Bray, J. Cashman, H. Warren, G. Finch, J. Kramer, A. Seaman, T. McGovern, C. Haugh, W. Parsell, G. Bentz, Edward Kermode, James Moloney, Nicholas Cullen, George Hawkins, Patrick McGough and Messrs. Callahan, Dunleavy, Rauscher, Connors and Hopkins.

CARD OF APPRECIATION.

Sent Out by the Blackman Talking Machine Co. to Its Friends in the Trade.

The Blackman Talking Machine Co., 97 Chambers street, New York, is sending out to all its dealers a card of appreciation for their unswerving loyalty during the past year, and expressions of good wishes for the coming year. Accompanying each card is a handsome fob, designed for both artistic appearance and durability with a very pretty figure as a charm, bearing the words "Victor" and "Edison."

It is a general custom for the employees of the Blackman Talking Machine Co. to present Mr. Blackman with a Christmas gift as a token of their appreciation of his treatment during the year. This idea has never met with Mr. Blackman's approval, and he informed his staff last Christmas that he would be obliged to decline any gift in 1912 as being against his principles of doing business.

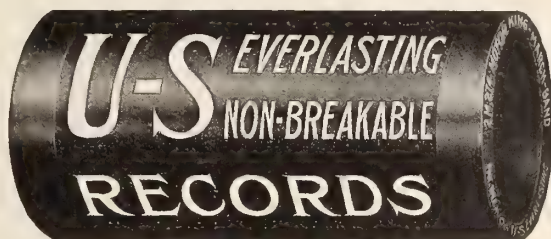
When the rumors early last month of a gift being selected by his employees reached Mr. Blackman's ears, he immediately wrote a letter to his employees, explaining his position in the matter, assuring them of his appreciation of their good intentions and splendid work during the year, and emphasizing the fact that any Christmas present would be positively declined by him.

It's good advertising and right treatment of a customer that anchors him to the house. It's that kind of a store policy that pays, and pays BIG.

The Right Record

— WITH —

The Right Surface



Fit Any Phonograph

The demand today is for an indestructible record with a smooth playing surface. A record free from knocks and gratings. A record that will not break or wear.

U. S. Everlasting Records meet these conditions in every particular, and are the only records fulfilling this demand.

The construction of U. S. Everlasting records is indestructible throughout—not partially. Dropping them to the floor does no harm. They will not break in handling. They are true to name—everlasting.

We invite—yes challenge comparison—with any indestructible or semi-indestructible record on the market. Compare the surface of U. S. Everlasting Records with any other so-called indestructible records by playing them side by side. A trial will give you ample evidence—the results convincing as to the supremacy of U. S. Everlasting Records.

The January list of U. S. Everlasting Records will meet with the unqualified approval of the most critical. Your copy is ready for you—also our complete new record catalog. Ask for them today and make the comparison suggested above. It is to your advantage.

THE U. S. PHONOGRAPH COMPANY

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

CLEVELAND, OHIO



The announcement of the Columbia "Grand", price \$500, will have a big effect on those people who insist upon getting the *best*—but it is also bound to give a tremendous impetus to the sale of the Columbia "De Luxe" at \$200, from the large and representative class of people who always seek the happy medium.



Columbia Phonograph Co., Gen'l
Tribune Building, New York

EXPECTATIONS OF PACIFIC COAST DEALERS REALIZED

In the Matter of Holiday Business—December as a Matter of Fact Established a New Record in the Number of Machines Sold—Complaints of Shortage Were Universal—Opening of the Emporium Department an Event—Sherman, Clay & Co.'s Big Victor Business—Pacific Phonograph Co. Featuring Edison Goods.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 5, 1913.

Holiday business in talking machines was fully up to the expectations of the local distributors and dealers. In many cases December established a record in the number of machines sold. The only cloud in the sky was the general shortage of machines. Jobbers shipped out machines as fast as they were received, but they could hardly supply the demand. Stocks are very low now that the holidays are over and the managers are placing orders quite freely for immediate delivery. They find business keeping up very well since the holidays, especially record business. Columbia dealers were a little disappointed because the new \$500 Grand Grafonola did not reach the Coast in time for the holiday trade, but even so, it is expected to attract considerable attention when it does arrive. Dealers in Edison goods are also holding over orders on account of the shortage of the new disc machines.

Opening of the Emporium Department.

The principal event in the local talking machine trade the past month was the formal opening of the Emporium department, which took place in time to share the holiday rush of business. It opened with a complete line of Columbia machines and records, and opening business proved very gratifying to Manager Morgan. The department is situated on the third floor adjoining the piano display space, and is an attractive show place, although the present arrangement is only temporary. Soon after the first of the year it is to be given considerable more space, which will be utilized for more demonstration rooms and an auditorium, where Saturday afternoon concerts will be held. A few days before the opening of the department the Emporium devoted a full page advertisement in one of the daily papers to an opening announcement, giving in detail the policy of the department, terms, etc. It stated that any machine up to and including \$50 styles could be had for \$2 down and \$5 a month; any machine over \$50, for \$5 down and \$5 a month. The announcement stated further that there would be no discount for cash, no interest charge, and that monthly charge customers would be entitled to these terms. Since the opening of the department Columbia machines and records have been featured quite extensively in one of the large show windows and in various prominent places on the first and second floors of the building in order to call attention to the new department.

J. H. Dorian, representative of the Columbia Phonograph Co., General, stopped over a few days in San Francisco on his way to New York from the Orient, where he has been for the past four years, during which time he has achieved great

success in introducing the talking machine into new territory and stimulating the demand in sections where it had been introduced before his arrival in the field.

The local office of the Columbia Phonograph Company, General, is closing the best fall business it has ever enjoyed, according to Manager Gray. He says for several months they have shipped out machines on orders just as fast as they could get them, and that now stocks are generally low all along the Coast.

A. R. Pommer, manager of the Pacific Phonograph Co., distributors of Edison goods, is very enthusiastic over the new disc machine, and says he is finding no difficulty in getting dealers to recognize its strong points. The supply of records being very limited, handicaps demonstrations to a certain extent, but even so, the special room arranged for the reception of visitors interested in the new product is hardly ever silent. The representatives of the company, who covered the Coast territory, giving special demonstrations with the new machine just after its arrival, met with very good success in securing large initial orders among the out-of-town dealers.

J. B. Chandler, special representative of the Edison Company, who makes his headquarters with the Pacific Phonograph Co., in this city, returned a short time ago from a visit to the trade in the Northwest, and reports having placed good substantial orders with jobbers in Portland, Tacoma, Seattle and Spokane for the disc machine.

Manager Bailey, of the local branch of Babson Bros., reports a very good holiday business in Edison goods, considering the fact that the supply of disc machines was so limited. Mail order business in Blue Amberol records during the month of December was very good.

Peter Bacigalupi, Jr., manager of the talking machine department of Peter Bacigalupi & Son, who handle Victor and Edison goods, reports a very good holiday business in both lines. He expects big things with the new Edison machines.

A. G. McCarthy says that Sherman, Clay & Co. had the biggest Christmas business in Victor goods in the history of the organization. They are practically sold out. The day before Christmas they put on four extra delivery wagons for the delivery of talking machines alone. Business is keeping up very well since the holidays also, especially in records, the people with new machines now being much interested in records. Mr. McCarthy says that the branch stores of Sherman, Clay & Co., all along the Coast enjoyed a good talking machine business during December, as well as the local establishment.

Manager Black, of the Wiley B. Allen Co.'s talking machine department, reports a very successful Christmas business, but the same as other deal-

ers, experienced difficulty in filling the demand for certain styles of machines. He noticed a decided falling off in the demand for horn machines. In fact, he says there were very few inquiries for them, and in most of the cases where visitors did ask for them, they changed their minds before placing their orders.

Christmas morning found Kohler & Chase with but very few machines, either Columbia or Victor, on hand, which indicates a splendid holiday business in the department. E. W. Scott is now getting ready to replenish his stocks.

The California Music House, on lower Market Street, owned by R. A. Daniels, is being moved to San Jose, where Mr. Daniels will occupy part of the store of the J. H. Harrell Co., piano dealers, with his stock of small goods, talking machines and sheet music. The two companies have not consolidated, however, as was planned a short time ago.

The Columbia Phonograph force celebrated the close of the year's business by a dinner at the downtown cafe, followed by a theater party.

The entire stock carried by Benj. Curtaz & Son, outside of pianos, has been purchased from the trustees by the Mission Phonograph Co.

TWO NEW SIMPLEX BOOKLETS.

Interesting Information for Both Trade and Public Regarding Simplex Start and Stop Device Offered in New Literature.

The Standard Gramophone Appliance Co., 173 Lafayette street, New York, manufacturers of the Simplex automatic start and stop device, has just issued two interesting pamphlets, entitled "Hints to Dealers and Jobbers," and "You Need This Simplex Automatic Start and Stop Device." The first named booklet is being distributed in large quantities to jobbers and dealers, and shows how to attach the Simplex for demonstration purposes without disfiguring the top of the cabinet, explains how to demonstrate the Simplex with ease and accuracy and is a brief but concise circular on the merits of the device. The second named booklet is along the lines of the "Hints," but is intended for distribution by dealers direct to the consumer. It is a very neatly printed circular, and contains much information of value to prospective purchasers of a start and stop device.

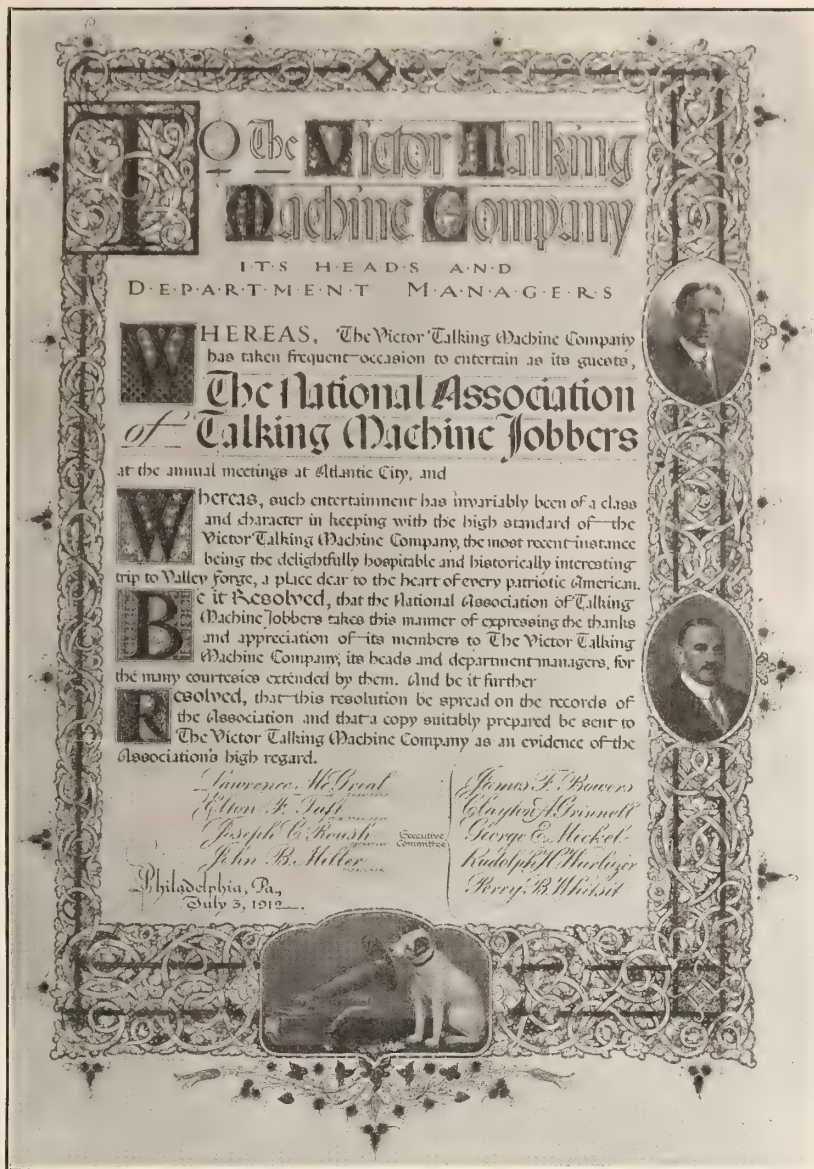
"We are progressing very nicely," stated Thos. W. Kirkman, manager of the company, in a chat with The World. "We are adding new representatives to our lists all the time, and our circulars are bringing excellent returns. We are working on an extensive advertising campaign to feature the device in the daily newspapers in order that our dealers may reap the results of localized publicity. This campaign is well under way, and our agents will also be aided by display cards and various forms of publicity that we are now preparing. The outlook for this year is very promising, and I am very well pleased with the success to date of the Simplex device."

Good will as a business asset is the hardest to get and the easiest to lose, yet without it no business can long prosper.

ILLUMINATED RESOLUTIONS PRESENTED TO VICTOR CO.

The accompanying illustration portrays the set of resolutions presented to the Victor Talking Machine Co. by the retiring officers and executive committee of the National Association of Talking Machine Jobbers. As explained in detail in last month's World, the object of presenting these resolutions was to express the appreciation of the association for the many entertainments furnished it by the Victor Talking Machine Co., and particularly for the one enjoyed by the association's members and guests at Atlantic City last year.

The illustration hardly does justice to the beauty of the original set of resolutions, which are engrossed in gold and colors. The panel portraits of Mr. Johnson and Mr. Geissler are in water colors and enclosed in a beautiful and expensive frame. The presentation address was made by Jas. F. Bowers at an informal



luncheon held at the Bellevue Stratford Hotel, Philadelphia, on Dec. 7, 1912.

STRONG PROTEST BY DEALERS.

At Suggestion of Victor Co. Dealers All Over the Country Sent Telegrams and Letters to Congressmen Protesting Against Passing of Oldfield Bill.

Before this issue of the Talking Machine World reaches subscribers hundreds of Victor talking machine dealers and other members of the trade will have dispatched a telegraph night letter to

both their Senator and their Congressman, protesting against the passage of the Oldfield Bill. Spurred on by the manufacturers, who have impressed upon the dealers the disastrous effect the Oldfield Bill would have on their business if it becomes a law, the retailers of talking machines have evinced a strong interest in the fight against the passage of the bill and their telegrams of protest sent, at the suggestion of the Victor Co., must have created a strong impression on those who have received them.

INDIANAPOLIS TRADE GLEANINGS.

Thomas Devine to Feature Dictaphone—Handsome Victor Window—Kipp-Link Co. and the Edison—Victrolas for Christmas Gifts.

(Special to The Talking Machine World.)

Indianapolis, Ind., Jan. 10, 1913.

Thomas Devine, manager of the Indianapolis branch of the Columbia Phonograph Co. since 1905, leaves that position this week to devote all his time to the Dictaphone business, and a new manager will succeed Mr. Devine.

In view of Mr. Devine's experience with the old commercial graphophone in New York, it is predicted that he will handle his new position successfully. Mr. Devine will still have his office in the local store in North Pennsylvania street.

In the past Mr. Devine has handled both the Dictaphone business and the graphophone business, but both have grown to such proportions that it became necessary to separate the work. Mr. Devine is pleased that the opportunity came to him to devote all his time to the Dictaphone.

The talking machine business in Indianapolis in December went above the high water mark. All dealers are one in saying that they cannot account for the large amount of business done in their lines.

The window of the Stewart Talking Machine Co. in North Pennsylvania street has been attracting more than usual attention. W. S. Barringer, manager, has installed a miniature grand opera stage with a number of scenes from the well-known grand and light operas. Victor business with the Stewart store has been the same as everywhere else—not enough machines.

The new Columbia reproducer has made a tremendous hit and the demand for it exceeds the supply at the present time. The window in the Columbia store has been attracting attention. It was designed by C. P. Herdman. With a white background, the full Columbia line in mahogany finish showed up wonderfully well.

At the request of several Indianapolis newspaper men, Hylton Howell, of the local Columbia staff, gave a musical entertainment at the Denison Hotel on the Sunday night preceding Christmas. The Grafonola was used by Mr. Howell and the affair was a pronounced success.

The Kip-Link Co. in Massachusetts avenue is busy taking orders for the new Edison disc machine. Mr. Kip says he will not be able to get enough machines for some time to fill the orders he has taken. This company has the State agency for the Edison machines, and it reports that all who have heard the new Edison are loud in their praises of it.

Miss Lazarus, manager of the talking machine department of Aeolian Hall, did not have enough Victor machines for the holiday trade, and her record trade has exceeded her fondest hopes, she says. One woman bought three Victrolas from Miss Lazarus for Christmas presents.

FAMOUS RECORD ALBUMS



SHOWING ALBUM CLOSED

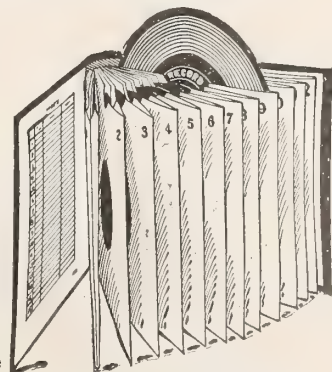
When full of Records the Album will fit in a cabinet or book case.

These Albums are made to match Victor, Edison, Columbia and all other Cabinets.

Containing 17 pockets, made of strong Jute fibre paper, for both single and double faced Records.

Each pocket is hinged on both sides and joined to a heavy back, covered with a rich brown cloth, and has emblematic gilt stamping on the front cover. Also bound in very attractive Imitation Leather.

THE "NATIONAL" RECORD ALBUMS are made by the most skillful workman. They possess qualities found in no others, and are sold at very low prices



SHOWING ALBUM OPEN
Showing Reference Index

Write for terms and samples if you are not already handling our Superb Albums.

Address; NATIONAL PUBLISHING CO., 241 South American St., Philadelphia, Pa.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 11, 1913.

Boston talking machine dealers are especially interested just now to see what effect the new parcel post will have upon their business, for there is a feeling among some of them that this method of transportation to going to work out advantageously when it comes to sending away records. Several local concerns are experimenting with it and there is an eagerness to get hold of the new zone maps, that a careful study of the proposition may be made before dealers take advantage of the new privilege.

Successful School Work.

The work among the schools undertaken by the Columbia Phonograph Co. has been meeting with wonderful success. Manager Erisman has lately compiled a tabulation in considerable detail of the work done among the Boston public schools, and this is being forwarded to the head offices of the Columbia Co. According to the figures from September 15 up to January 1 there were 217 calls made on the masters of the schools, and only six of that number failed to give the plan proper attention. During this same period 681 teachers and 28,429 pupils have heard the Columbia machines, and there are 37 of them now installed in schools, with a number of good prospects ahead.

To Handle the Edison Line.

Thomas A. Edison, Inc., has made a selection of four representatives in Boston who will be the dealers for the new disc machines which now are practically on the market. These dealers will be F. H. Thomas Co., of 690 Boylston street; George Lincoln Parker, Colonial building, Linscott Sporting Goods Co., 7 Hanover street, and the C. E. Osgood Co., 744 to 756 Washington street.

45 Per Cent. Increase in Business.

Manager Erisman, of the Columbia Phonograph Co., reports that the 1912 business in this city was 45 per cent. in advance of last year's business. He says that the outlook for the new year is exceedingly bright and rather different from a year ago, when many dealers were found who were not pushing business as they ought. During the year the field was pretty well gone over, so that today nine out of every ten dealers retained are "on the job" in no uncertain way.

Eastern Co.'s Striking Window Display.

One of the most conspicuous windows along Tremont street during the holidays was that of the Eastern Talking Machine Co., which had a large display of dolls dressed by Gaby Deslys, the foreign musical comedy star and dancer, who was playing an engagement at the Shubert Theater at that time. These dolls were subsequently distributed by the little dancer on the stage of the theater to a number of poor children. With the dolls were a number of machines and records, so that no one could look at the window without becoming familiar with the talking machine appurtenances. In the same way the past week the same window has been full of Harry Lauder reminders, that famous Scotch comedian and entertainer also playing an engagement at the Shubert Theater.

Recovering from Accident.

The trade will be glad to learn that Edward Read, of Read & Read, one of the veterans in the talking machine business, is rapidly recovering from the accident which befell him in the subway a few weeks ago. Mr. Read is one of the best-known talking machine men in New England, and was one of the first to sell outfits in this part of the country.

The Champion Carter.

E. J. Wilkinson, the champion carter for talking machines, and familiarly known as the "chief of the papposes," has been about the busiest man in the business the past few weeks. He is known to everyone in the trade, and when it comes to expressing machines no one knows how to handle the outfits quite as does "Old Ed."

Visit from Legal Light.

C. A. L. Massie, the legal adviser of the Columbia Phonograph Co., was a caller in Boston lately. Mr. Massie combined business with pleasure on this visit. He was entertained by Manager Erisman, of the Columbia, while here.

Doing Increased Victor Business.

Ever since the downtown retail warerooms of Chickering & Sons have been opened in Tremont street the Victor business has been surprisingly large, and Manager Urquhart has experienced only one difficulty, and that was getting a sufficient number of machines to supply the demand.

A Visitor from Manchester.

The Boston trade has had the pleasure quite

often lately of welcoming to the city William F. Howes, who is with the Piper & McIntyre Co., of Manchester, N. H., who are Victor and Columbia distributors. Mr. Howes formerly was head of the phonograph department of Houghton & Dutton, in this city.

Geo. L. Parker Exploiting the Edison.

George Lincoln Parker, who has added another room to his Victor department in the Colonial building, has made rather extensive arrangements for demonstrating the new Edison disc machines under the most approved conditions. Mr. Parker has taken a large apartment, almost a small hall, at the top of the Colonial building, where visitors are entertained with this new machine. The daily demonstrations are being largely attended and Mr. Parker's method of publicity is meeting the eye and ear of hundreds of people.

To Lecture on Talking Machines.

W. L. Hubbard, the publicity manager of the Boston Opera Co., who has been giving a course of well-attended and instructive lectures on opera at the parlors of the Columbia Phonograph Co., has a most informing lecture on talking machines which he is preparing to give, and arrangements may be made to present this lecture at the Columbia parlors shortly.

Close Phenomenal Year.

Manager Herbert L. Royer, of the Victor department of the M. Steinert & Sons Co., reports the year 1912 as having been a phenomenal one and 1913 begins with a great number of excellent prospects. Mr. Royer, as soon as he can find the time, will make a tour of some of the principal New England cities by way of stimulating trade. The arrangement of the executive offices on the second floor, which Manager Royer put into effect some time ago, is proving of the utmost value in the dispatch of business.

Guests of E. F. Taft.

Manager E. F. Taft, of the Eastern Talking Machine Co., entertained his mother and father, from Providence, over the Christmas holidays, at his pleasant home in Beacon street, Brookline.

Planning to Take on More Room.

So rapidly is the business growing with the Columbia Co. that Manager Erisman is planning to take on more room at the Tremont street quarters, and at the same time there will be a rearrangement of the apartments, by which Mr. Erisman will have new private offices. The new parlors on the second floor have proved an immense benefit in the demonstration of machines.

Attractive Window Display.


Charles F. Atwood has an attractive Victor display in his Tremont street window, and the most conspicuous feature is the announcement in the center of the window of gems from "The Merry Countess," which is especially opportune, as that musical piece opens to-night at the Shubert Theater, a block away from Mr. Atwood's warerooms. Mr. Atwood sold a large number of Victor outfits during the holidays.

Travels for the Edison Institution.

Through an inadvertence H. R. Skelton, the active, enterprising traveling man for the Edison goods, was last month referred to as of the Pardee-Ellenberger Co., though everyone knows that Mr. Skelton is directly associated with Thomas A. Edison, Inc., by which concern he is recognized as a most valuable man.

Ditson Co.'s Clever Victor Display.

Victor business with the Oliver Ditson Co. is all that could be asked for and the year has begun most promisingly for Manager Winkelman and his able staff. In the show window of the house devoted to the display of musical instruments there has just been installed a clever display by way of advertising the Victor. It is no less than an optical illusion. In the center is a large Victrola of Louis XIV design with the doors open, and through the opening one sees at the rear at an



THE KEYSTONE

OF OUR

BUSINESS BUILDING

IS P-E SERVICE

Never before has P-E Service occupied such an important position to you. Service is becoming more and more the chief demand.

During 1913 we will even better 1912's good service. "Exclusively Edison and Exclusively Wholesale" aptly describes the scope of it.

With the addition of Edison Home Kinetoscopes, it lends further opportunity to the live dealer for an expansion of sales and profits.

You should be with the P-E organization. A special letter tells you in detail about it. Want to read it?

EDISON JOBBERS EXCLUSIVELY

THE PARDEE-ELLENBERGER CO.

66 Batterymarch St.
BOSTON, MASS.

96 State St.
NEW HAVEN, CONN.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

angle a Red Seal disc, over which are spread quantities of fiber needles which seemingly are kept in position by nothing at all. On both sides of the Victrola are fancy screen arrangements carrying out the Louis XIV idea, and on these is an elaborate arrangement of floral designs, one panel on one side advertising Caruso records; the similar panel on the other side calling attention to the Melba records. The display is attracting a great deal of attention because of its artistic cleverness.

Orders for Columbia Grands.

Manager Erisman, of the Columbia Co., states that he is in receipt of a number of orders for the new \$500 machines for February delivery. The public who have the money seemingly want the best there is when they select a Columbia outfit.

Boston Opera Artists Make Columbia Records.

Two of the new artists of the Boston Opera Co. to begin recording for the Columbia are Jeska Schwartz, contralto, and Fely Dereyne, soprano, arrangements for whose appearance at the Columbia laboratory were made through Manager Henry Russell, of the Opera House, and Manager Erisman, of the Columbia.

Tom Murphy with Thomas A. Edison, Inc.

Tom Murphy, who made many friends in Boston when he was in charge of the Boston Opera ticket office when it was located in the warerooms of the Eastern Talking Machine Co., has associated himself with Thomas A. Edison, Inc., as a special agent and will travel in the interests of the new Edison disc machine.

Grafonola Concerts Half Movies.

The Dream Theater, in Winthrop, a few miles out of Boston, has taken advantage of the Columbia machines as aids in its entertainment, and between the moving pictures on the screen the manager gives concerts, mostly of the vocal character, advertising on the outside of the house the artists who are appearing, and even asking the audience often for a choice of singer and giving them what they ask for, too.

Spends Whole Time in School Campaign.

The Eastern Talking Machine Co. has put Edward A. Welch out on the road to give his whole time to the school proposition. Accordingly, he will spend all of his time among the schools for the most part in Greater Boston. Manager A. W. Chamberlain, of the wholesale department of the Eastern Co., has been hustling for fair lately and he has the satisfaction of seeing a notable growth in his department. Speaking of goods purchased through the Eastern warerooms, there is a man over in South Boston, so The World correspondent was told the other day, who is the proud owner of 950 Victor records, practically all of them purchased through the Eastern's salesmen.

Lively Post-Holiday Demand for Victors.

At the Henry F. Miller Victor warerooms one finds all the demonstration rooms occupied these days, many of the callers being persons who have just become interested in the Victor proposition. Manager Francis T. White and his assistants have been unusually busy since the new year came in.

A LIVE COLUMBIA DEALER.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 10, 1913.

One of the particularly live Columbia dealers of this city is R. A. Dinsmore, proprietor of the Roxbury graphophone store, which is now located in attractive new quarters at 1221 Tremont street. Through the medium of original and persistent advertising and live salesmanship Mr. Dinsmore has built up an excellent demand for the instruments and records of the Columbia line.

Some dealers have tried short items in the local news columns and with good results. People come in the store and mention the advertising.

M. SONNENBERG PIANO CO.'S STRIKING WINDOW DISPLAY.

The M. Sonnenberg Piano Co., which controls a number of stores in the leading cities of Connecticut, is justly proud of the cleverly ar-

hibiting this line has been most gratifying. As will be noted, the display is designed along original lines. The talking machines are shown prominently and tastefully.

The M. Sonnenberg Piano Co. represents some of the leaders in the piano field, and caters to a high-class clientele that appreciates quality as represented in a piano or talking machine. The celebrated Chickering and the old-established Kranich & Bach lines are extensively advertised by this progressive house.

NO WONDER.

"I've found a new use for those gramophone records you bought last week and which cost such a lot of money," said his wife, according to the San Francisco Chronicle.

"How clever you are," he exclaimed. "What is your latest?"

"In the first place," she began. "I hold a skein of wool over my arm, tie one end of the wool on a reel, place the reel on the gramophone pin and then start the machine. The wool is wound up in no time."

The fond husband gasped in admiration.

"But that is not all," she continued. "To-morrow I shall place a little bath-brick on one end of the records, start the gramophone, and so clean the knives."

He is still gasping.



anged handsome show window in its store at Bridgeport, Conn., shown in the accompanying illustration. This enterprising house recently closed a contract with the Columbia Phonograph Co. to handle a complete line of Columbia products, and its success to date in selling and ex-

W. H. BAGSHAW

ESTABLISHED 1870

Lowell, Mass., U.S.A.

WORLD'S LARGEST MANUFACTURER OF

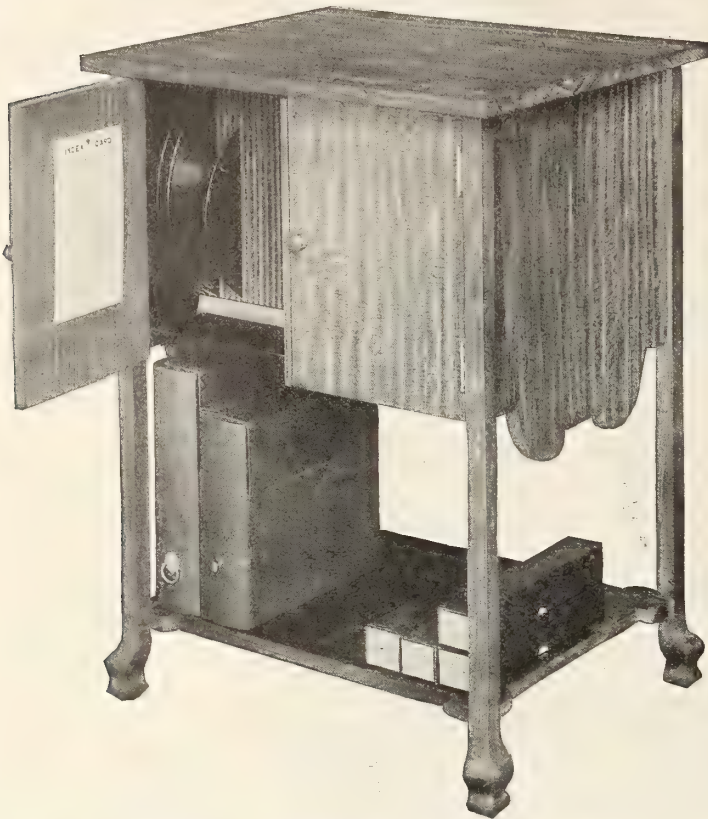
DESIGNER AND MAKER OF
DUPLEXTONE NEEDLES
THE NEEDLE WITH TWO TONES
LOUD AND SOFT
WRITE FOR ILLUSTRATED BOOKLET

TALKING MACHINE NEEDLES

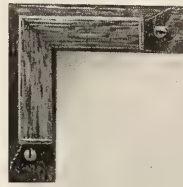
OF ALL STYLES, SHAPES AND SIZES

**We Are Exclusive
Manufacturers of**

Salter's Patent Felt Lined Shelf Cabinets



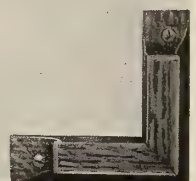
No. 103. Top $20\frac{1}{4}$ x $24\frac{1}{4}$. 33-in. High. Interior has Felt-Lined Shelves.



SALTER'S ADJUSTABLE CORNERS

"PATENT PENDING"

Can be put on any Cabinet to fit all styles of machines. Holds machine firmly in place on cabinet.



If your jobber does not handle our line we can take care of you direct

Our 1913 Catalogue is just out, ask us to send you one to-day

SALTER MFG. COMPANY

337-343 NORTH OAKLEY AVENUE, CHICAGO, ILLS.

ALL BUSINESS RECORDS BROKEN IN 1912.

At Least as Far as the Sales of Talking Machines and Records Go in Baltimore—The Final Spurt Made in December the Climax to a Most Remarkable Season—Interesting Reports Along Optimistic Lines Made by the Various Dealers in the Monumental City.

(Special to The Talking Machine World.)

Baltimore, Md., Jan. 5, 1913.

December broke all previous monthly records for the sales of talking machines and records in this locality and the year of 1912 broke all yearly records for the same business. The final spurt made by the dealers in December was the climax to one of the most remarkable seasons that any of the men ever engaged in the trade have experienced. The break which led to the making of the two records described above started just after the vacation period last September and kept up unabated right straight through the fall months without any let-up, but increasing steadily each month. The result of the whole business is that at every store the dealers declare that their stock is completely depleted and with the exception of a few of the smaller instruments there is practically nothing in stock and the dealers are awaiting shipments from the factories.

One of the features of the Christmas trade was the remarkably pretty window display at Cohen & Hughes, Victor representatives, which was arranged entirely by Mr. Silverstein, the manager of the Victor department. This display represented a beautiful and up-to-date music room with the mother and father and two children enjoying the charms of music from a Victor Victrola and a player piano. The mother was the operator of the new musical instruments and she placed the records on the Victrola and the music roles in the player-piano, while the father occupied an easy chair smoking a Havana cigar, while the children were romping about the floor in gay delight. The figures used were of genuine wax and it is unnecessary to

say that the crowds about the windows were large each evening.

Mr. Silverstein said that there was more business than could really be attended to because of the lack of supply of machines and the month was the largest the firm has ever had. Mr. Silverstein is preparing for a trip South where he will visit the trade for the firm in the various localities.

Charles F. Stran, who recently entered business for himself under the firm name of the Lyric Music Co., reports that December was an excellent month for the sale of Victor and Columbia machines and records.

Manager Denison of the Columbia Phonograph Co. branch, stated that the business done during December was the largest of any month which the firm has done since the branch was started 22 years ago, while 1912 carried off the honors of being the banner year for the trade.

"A 75 per cent. increase over the business done any previous year is what our records for 1912 show," is the way Manager W. C. Roberts, of E. F. Droop & Sons Co., explains the condition of trade as far as his firm is concerned. This firm handles the Victor line and the only kick Mr. Roberts has is that he cannot keep a sufficient supply on hand to satisfy all customers. Mr. Roberts is preparing to make a trip to the Victor factory within the next week or so.

Manager Thomas Gordon, of the Gordon Talking Machine Co., Columbia and Victor representatives, announced that December was the best month ever so far as his firm is concerned. He and his able assistant, Josie Fink, were on the go night and day looking after the rush of customers.

Sanders & Stayman enjoyed their share of the good business during the month with the Victor and Columbia lines, while they also had a nice trade with records.

William Knabe & Co. did well with the Columbia line, while the Kunkel Piano Co. had a number of good sales to report of Victors. Hammann & Levin likewise had a good run on the Victor machines and records.

WIRE RECORD RACKS

Made Under the Heise System by the Syracuse Wire Works Are Steadily Enlarging Their Sphere of Usefulness.

The Heise system of wire record racks was evolved by the Syracuse Wire Works, Syracuse, N. Y., to aid the talking machine dealer in the maintenance of records. The system occupies but little space and is so arranged that any particular record can be secured instantly. In addition, a minimum of record breakage and damage is reported by those using the Heise system.

There are two types of this system, the wall model and the revolving model, both furnished for either cylinder or disc records. Of course, the large demand is for the disc styles. The prices are very low, costing about \$2 a tier, each tier holding approximately 250 records. Material used in the construction is heavy, strong wire, plated and lacquered, made by skilled workmen, and the finished product represents a record system that is "simply perfect and perfectly simple."

WHAT NON-ADVERTISERS LOSE.

Business men who do not advertise lose: New customers; interest on invested capital in stock unsold; time waiting for customers who do not come; clerk hire for the same periods of waiting; decadence in dust-collecting stock; popular acquaintance, which means return of trade; credit among live business men; loyalty of employees; confidence of customers; opportunity; their business.

EXCELLENT POST-HOLIDAY TRADE IN PHILADELPHIA.

The Volume of Business in December Was Far Beyond Expectations—Depleted Stocks Being Rapidly Replaced—Much Interest Displayed in Edison Disc Plans for Quaker City—Important Pennsylvania Co. Moves—Strawbridge & Clothier Take on the Columbia—More Room for Wanamaker—Few Changes at Opening of Year—News of the Trade.

(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 10, 1913.

The talking machine business in Philadelphia during the entire month of December was phenomenal. The holiday business was beyond all expectation. Everything was practically cleaned up and deliveries were continued well into Christmas Day. There was a shortage of goods and many sales were lost, but not to the same extent as last year, for the dealers had provided themselves more bounteously. And the most satisfactory feature of the business was the high-class machines which were sold in the majority.

The dealers started the new year with practically nothing in the way of machines to sell, and with a very much depleted record shelf. But owing to the foresight of all the big companies they kept their factories continually at it, and already a number of the stores have been able to get about a normal stock. A still further agreeable feature is the amount of selling that was done between the holidays. Many, it is evident, who had found money in their Christmas stocking, decided to invest it in a talking machine, and the dealers believe that business is going to keep steadily on and they are all optimistic regarding the present year.

No changes have taken place among the Philadelphia talking machine merchants with the dawn of the new year, and neither can I hear of any new dealers entering the business. The factories, in a great measure, have made this prohibitive except to some one with a substantial backing and with capital to purchase and pay for a stock sufficient to start a respectable place. Through the State it is different and a number of new fellows are being continuously started.

Manager Eckhardt, of the Pennsylvania Talking Machine Co., is going right after the dealers with success. The Strawbridge & Clothier department took on the Columbia in the early part of December and they had a phenomenal holiday trade on the Columbia.

The Estey Co.'s talking machine department was wonderfully successful and the proprietors are so delighted with the results they have had in Philadelphia that they will add the Columbia to their piano store in New York. Walter Linton, in charge of the Estey department, says: "We surpassed our most sanguine expectations in our December business. Considering that it is only a new thing with this company, started last June, the heads of the firm are very much gratified with the results. One gratifying feature was that the Columbia had prepared itself to the extent that we were able to get enough machines. The storm before Christmas simply swamped our delivery, so that all day Christmas we were delivering and were kept busy at the 'phone answering inquiries as to when the machines would arrive."

The Wanamaker talking machine department, for at least two weeks prior to Christmas, was congested at all times. It was compelled to make hearing rooms out of its offices and move the management into the main concert room. It expects shortly in the new year to build a number of additional hearing rooms, as the twelve booths it now has is not nearly adequate for its trade. Otherwise there will be no change in this department.

In the talking machine department of C. J. Heppé & Son, Mr. Elwell says they had a banner month and the business they did was greatly in excess of last year. They received more goods this year, but not enough in proportion to the orders. The trouble that we did experience was that the machines did not come in at the time we most needed them, and for that reason we were compelled to turn down a number of sales. They also had a tremendous record business, and Mr. Elwell says that the same report that is made of

the Philadelphia store applies to all the stores in this district who obtain their goods from the Heppé house.

The Edison Co. is preparing to enter this field with its new disc machine very shortly. While no announcement is made as to who will handle it rumor has it that before spring it will be in full running order here and with an establishment thoroughly in keeping with this firm. Just prior to the holidays it had quite an extensive Edison disc machine exhibition in one of the large parlors of the Continental Hotel. This exhibition was visited by a number of the dealers, in spite of the busy period.

Manager Eckhardt, of the Pennsylvania Talking Machine Co., reports that his holiday business was most satisfactory. And what is especially pleasing is that all the dealers in the Columbia in this territory enjoyed with the main house in Philadelphia the holiday prosperity. With them the retail business showed a very substantial increase over last year, and business has been keeping up very nicely since the holidays, with every indication of a bigger business three months after than was enjoyed three months prior to Christmas.

Mr. Eckhardt says: "I believe the people are beginning to appreciate and realize the excellent advantages of the new model Grafonola, and this is shown in the little difficulty we experience in selling these instruments." M. H. Housel, of Sweet & Reid's, Williamsport, Pa., will join the Pennsylvania Talking Machine Co.'s local force this week and will cover eastern Pennsylvania for them, filling the vacancy caused by Mr. Heath joining the Columbia force at New York.

The Pennsylvania Co. has two very important deals now pending and it believes that during 1913 it will be able to show that it is necessary for all talking machine merchants who desire to keep strictly up to date to handle the Columbia. The local business in December was handicapped somewhat in its inability to wait on all the trade for want of room. The Mignonette, \$100, was the most popular seller, but there was also a very heavy trade on the De Luxe and the Regents, which are very popular with the trade in this territory.

Gimbel Bros. report that they had a fine holiday business in talking machines, and the two new rooms that they recently added to the department helped them materially during the rush, but they are badly in need of more space, but don't hope to secure it at least for the present. They made a big gain the past holiday season over last year. The entire holiday selling force will be continued at the Gimbel department on account of the increased business, and it is practically the only department in the store in which there was not someone laid off after the Christmas rush.

Louis Buehn & Bro. in December closed the biggest month they ever had, and Louis Buehn is highly delighted with the success of his house in 1912, not alone in its talking machine business but in the very excellent business they have had in the Edison dictating machine. He says: "The prospects for the new year show every indication of being a better year than last year." They are going after the dictating machine business for everything that is in it in the coming year, and they already have on tap a number of very big orders. They are going to try to see whether this machine cannot be placed in every important establishment in Philadelphia where it could be used. The firms now using it are highly delighted.

THERE'S LITTLE DIFFERENCE.

Little difference whether you are the man who hires or the man hired. One aim means success for you and for the firm. It is to have a foundation of satisfied customers.

**The Victrola Engineer**

does not worry about stopping and starting his Victrola when it is equipped with a

Simplex Automatic Start and Stop Device

—the one with the exclusive starting feature.

—the stop which adds to the appearance of the Victrola and completes the Victrola equipment.

—the device that can be attached to any Victrola by anyone in a few minutes.

—the stop that people appreciate and buy wherever they see it demonstrated.

Our skilfully prepared newspaper advertising campaign to benefit dealers

is of enormous importance in popularizing the SIMPLEX AUTOMATIC START AND STOP DEVICE in your own town.

Write us for the details of our newspaper campaign and how we make it effective for you.

Ask us how to proceed to interest your customers so that every Victrola you sell may be equipped with the SIMPLEX.

Ask us to demonstrate to your complete satisfaction why the SIMPLEX START AND STOP DEVICE is by far the most practical and useful appliance of its kind.

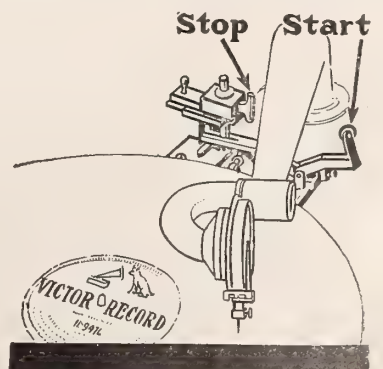
Be sure you understand clearly those superior points which make the SIMPLEX the one Victrola attachment in its field which leaves absolutely nothing more to be desired.

Everybody wants it

There's a virgin field awaiting you, and our proposition will let down the bars to some mighty profitable grazing for you.

WRITE NOW**STANDARD GRAMAPHONE APPLIANCE CO.**

173 Lafayette Street, New York, N. Y.



How to Increase Your Profits

Why not supplement your stock of Talking Machines and Records by carrying as a "side issue" a profitable quick-selling line of Small Musical Instruments and Supplies? Such a line occupies little space, requires but a small investment, can be handled by your regular sales force and offers a very handsome margin of profit. It is a very desirable adjunct to a Talking Machine store, attracting a class of customers who are likely to develop into purchasers of Talking Machines and Records—the amateur players on Guitar, Mandolin, Banjo, Violin, etc. Suppose, for instance, that a violinist should step into your store to purchase a set of strings and that you should, for his benefit, put on a record by one of the famous concert soloists. Doesn't it stand to reason he would at once see that possession of such an instrument by him would be almost equal to a course of study under that particular artist, and that a realization of that fact would be a strong incentive for him to buy a Talking Machine as well as to become a regular customer for records by players of his favorite instrument?

We are certain that it would be well worth your while to give this matter your immediate and careful consideration and to write us for further information. Our experience of nearly half a century in the music business is at your service in the selection of a stock of goods exactly suited to your requirements. We should like to tell you about our Musical Supply and Show Case Outfits. They cost little and bring quick returns.

Why not write us today and thereby open the way to a very desirable addition to your regular line of business?

Lyon & Healy

Chicago

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 8, 1913.

The only complaint one hears in the Chicago trade, both wholesale and retail, regarding business for 1912 can be characterized as a negative one. It refers to the larger business we could have done had it not been for the shortage of machines. As it was the year as a whole was an excellent one showing a fine increase over the preceding year. December made an excellent showing. Although business really started even in a retail way in November, the first part of December was somewhat disappointing, but a heavy rush started about the 10th and brought the month up to the proportions of a record breaker. The week between Christmas and New Years is reported by many of the retail stores as having been something of a revelation in point of sales.

Jobbers say that since the first of the year types of machines on which there has been a severe shortage have been coming forward and material relief of the situation now seems to be in sight. That both dealers and the public have come to a realization of the situation is found in the fact that although every distributor carried over large numbers of unfilled orders cancellations have been surprisingly few. There has been some revision of orders, of course, but little reduction in total volume. The record business has been something immense, the dealers generally heeding the urgent advice of the jobbers to specialize on record sales and thus offset any deferred or lost business through the machine shortage. The great bulk of machine business has been on the higher priced goods; that is the report all along the line.

General conditions are considered healthy, collections this fall have been satisfactory, and the opinion generally expressed is that 1913 is going to be a bigger year than 1912 with less worry and strain as the year advances because of a more perfect adjustment of supply to demand.

Columbia Makes Exhibit.

The Chicago office of the Columbia Co. has a fine exhibit at the Household Show which opened at the Coliseum on Jan. 3 and closes on the 12th. A fine showing of the various types of Grafonolas is made, Columbia records are exhibited and photographs of the Columbia grand opera artists occupy strategic positions. An attraction that draws crowds to the booth is a guessing contest further conducted by the Industrial Exposition Co., the promoters of the show. It is the traditional jar of

beans proposition, but the prize offered is certainly up to date enough, being a Columbia Princess \$75 Grafonola. The exhibit is in charge of S. M. Field, the retail floor manager of the company's Chicago office.

Damon and Pythias.

Frank Moses, Wisconsin traveler for the Talking Machine Co., underwent an operation for appendicitis at St. Luke's Hospital last Saturday. The offending organ was successfully removed and Mr. Moses expects to be back on the job again in a fortnight. With him during the operation was Elmer Dittmar, his college chum and fraternity brother, who also travels for the Talking Machine Co., with Illinois and Iowa for his territory. A year ago Moses was Dittmar's constant companion when the former underwent a similar experience. Prior to Mr. Moses' seance under the surgeon's knife the twain had spent the holidays happily at Dittmar's home in Clay Center, Kans. Truly a case of "comrades in joy and adversity."

Monthly Sales Energizer.

The Chicago house of the Rudolph Wurlitzer Co., will send to their dealers each month this year a blotter bearing the calendar for the month and a Victor sales argument selected from the Victor advertising literature. "Grand Opera at Home" is the subject of the January blotter talk which is embellished with a pertinent illustration. The recipient is advised "to try it (the argument) on your trade." The idea is just to place one of the strong Victor sales arguments before the dealer each month on the dealer's desk where it will be kept constantly before his eye.

Represent New Line.

The O'Neill-James Co., 337 West Madison street, will act as jobbers for the entire line of the Boston Talking Machine Co., and which will be shortly ready for the market. The machines are equipped with a reproducer with a sapphire needle and play the Phono-Cut (hill and dale) disc record. The O'Neill-James Co. have already on their floor a sample of a Boston hornless machine retailing at \$30 and other and more expensive styles will follow. The initial record bulletin shows a fine list of double-face records retailing at 65 cents. Besides acting as a jobber for the entire line, The O'Neill-James Co., announce that they are the sole distributors for the United States for the Little Wonder talking machine made by the Boston Talking Machine Co. It is a small horn machine of

unique construction with a tone which in volume and quality is entirely out of proportion to the size of the machine itself. It has the sapphire point reproducer and uses the Phono-Cut records. The company are prepared to supply the trade with this machine and have a stock of records on hand.

Columbia Notes.

C. F. Baer, manager of the Chicago office of the Columbia Co., says that both in point of dealers' business and the Chicago retail business December was a record-breaking month. The bulk of the business ran on machines ranging from \$50 up, with an amazing proportion on the highest price machines. An important point in the business of the Chicago office is the number of good new accounts recently established. Two notable deals in the loop were made last month when the P. A. Starck Piano Co., and Rothschilds added the Columbia line. Within the past week or so The Packard Co., Fort Wayne, Ind.; Bell Bros., Muncie, Ind.; Elbell Bros., South Bend, Ind., and the Brown Piano Co., Bloomington, Ill., have all put in the line last named, being exclusive Columbia dealers. E. B. Selbman, 2033 Milwaukee avenue, one of the largest talking machine dealers outside the loop, gave the company the largest order he ever placed with them.

The Chicago office of the Columbia Co. has organized a department for the establishment of Dictaphone agencies in the Chicago territory outside of the city. Desirable agencies have been established recently, Hammond, Fort Wayne, South Bend, Hammond, Oshkosh, Peoria, Cedar Rapids and a number of other important points. The work is in charge of E. F. Baumann, who has had charge of the order department for several years past.

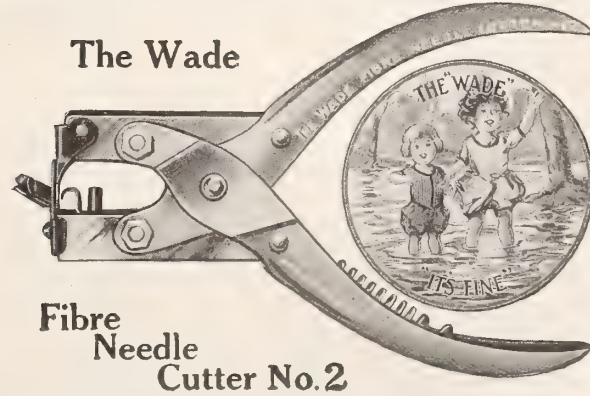
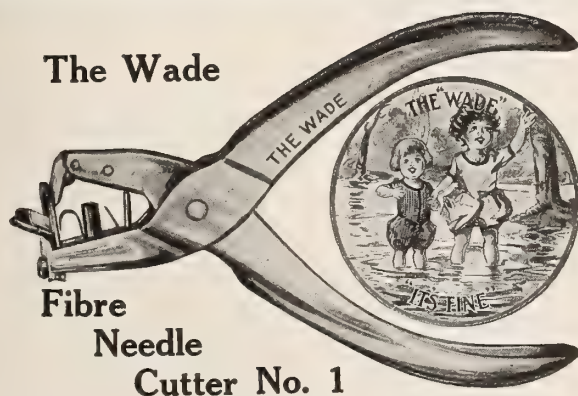
W. A. Everly, E. O. Zerkle and G. L. Cook, travelers for the Columbia Co., all spent the holidays in Chicago.

W. C. Fuhri, District Manager of the Columbia Phonograph Co., is spending the week at headquarters in New York.

The U. S. Line in Canada.

T. J. Bennett, Canadian representative for the United States Phonograph Co., of Cleveland, recently returned from an extended trip to Canada and the Northwest. At Winnipeg he found Whaley, Royce & Co., who were made United States jobbers a year ago, doing an excellent business.

(Continued on page 22.)



The WADE FIBRE NEEDLE CUTTERS, No. 1 and No. 2, trim the needle at the proper angle, and the needle can be repointed from 12 to 15 times, thus giving as many perfect tunes per needle as any other cutter made. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point.

The WADE CUTTERS have an upper and lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel, and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening.

The construction of the WADE No. 2 affords the most powerful cut of any tool ever made, and the blades work parallel to each other, therefore it requires practically no exertion whatever to trim the needle.

We fully guarantee this cutter in every respect, and if the blade of this cutter ever gets dull we will give you a new blade upon return of the old one.

LIST PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

1227 East 46th Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 20)

ness on the line throughout the provinces of Manitoba, Alberta and Saskatchewan. The Hudson Bay Co., is doing a large business at its numerous trading posts. At Vancouver he arranged with the Teporrtten Drug Co., as jobbers for British Columbia. The Vancouver Piano Co., are handling the United States line and the Victor goods and have a beautiful department fitted up for the purpose. At Portland, the Eilers Music House has taken on the line as jobbers, while at Seattle a new distributor was established in the Stewart & Holmes Drug Co.

Has New Manager.

E. P. Rowe has been made manager of The Talking Machine and Music Parlors at 1010 Wilson avenue, succeeding P. A. Tyson, who disappeared a month ago. Mr. Rowe was formerly a member of the sales staff of The Talking Machine Shops, Jackson Boulevard and Wabash avenue.

A Joyful Announcement.

Chicago friends of L. C. Parker, manager of the talking machine department of Gimbel Bros., Milwaukee, have received cards announcing the arrival on January 5 of Miss Fern Parker. The little lady weighed seven and a half pounds at the time of her debut and is said to be the possessor of a fine lyric soprano voice.

Enlarge Departments.

The house of Adam Schaaf, the well-known Chicago piano manufacturer, is enlarging its Victor department on the second floor of its building at West Madison street, and building two additional demonstration booths.

T. P. Flannery, Halstead street and Diversey boulevard, who has handled Victor goods in connection with his drug business, will incorporate a company for the conduct of his talking machine business, which will be provided with separate quarters in the vicinity of his present store.

Developing Record Sales.

In one of its meaty monthly letters to its trade, the Talking Machine Co. recently had this to say on the subject of the proper following up of record sales. It's worth remembering:

"It's the man, who, when he first buys his machine, is sold a well selected list of records—not all Grand Opera, not all comic, nor Collins and Harlan stuff—but a few of the standards, some of the old song—but a few of the comics—a line of which he can't tire—and who in some way is made to buy a few new records each month; that's the man who is the profitable customer.

The question is, how to get that man into your store. A card system showing each customer, the machine he owns, and possibly keeping track of every record he buys, will give you a very good index of his taste, and also the opportunity of guiding him into the correct way of purchasing records.

"See to it that your customer keeps a proper index of records and carries them in convenient form, so that when he wants a certain record he can put his hands on it. You have no idea how this helps you to keep up the customer's interest."

Brieflets.

George M. Nisbett, sales manager for the U-S Phonograph Co., Cleveland, O., paid a visit to the Chicago branch of the company a few days ago.

George Cheattle, traveler for the Talking Machine Co., is spending a week's vacation in New Orleans.

Both Lyon & Healy and the Rudolph Wurlitzer Co. have discontinued as jobbers of the Edison phonograph line and will devote themselves to the Victor line exclusively.

Babson Bros. bought the Edison stock of Wurlitzer in Cincinnati and Chicago and the Edison record stock of Lyon & Healy.

Phonograph Co. Opening.

No definite statement can be made as to the exact date when The Phonograph Co. will open in its new quarters at 227 Wabash avenue, in this city, which is being remodeled, but this will occur as soon as a complete stock of Edison disc phonographs can be secured, it is stated. The company will handle Edison disc and cylinder goods, both wholesale and retail. It is understood that one

of the best-known talking machine men in the country, with a wide knowledge of and acquaintance in the Western trade will have charge as manager.

The Phonograph Co. will occupy the first floor as machine demonstration and general reception rooms. A series of attractive booths are now being constructed. The record sales department will be on the second floor. In all probability the third floor will be devoted to wholesale stock. The fourth floor of the building has been leased to E. C. Barnes & Bros., the Edison dictation machine dealers, who will move in about February 1. They will have more than double the space now occupied in the First National Bank building.

Take on the Victor Line.

The Bissell-Weisert Piano Co. has just closed a lease for a series of seven rooms adjoining its warerooms in the Fine Arts building and extending along a passageway connecting with the main warerooms. The rooms are beautifully decorated, having been used formerly by W. K. Cowan as showrooms for art furniture, and will need little rearranging to adapt them to the company's purposes. They will be used for additional pianos and for Victor talking machines, which this house handles exclusively. O. C. Searles, who has been manager of the talking machine department of the Aeolian Co.'s Chicago branch, has been secured as manager. When he had charge of the talking machine department of the Bissell-Cowan Co. he went with the department to the Aeolian Co., when that company took the lease of the Bissell-Cowan Co., two and a half years ago.

Now that the Aeolian branch is discontinued the Bissell-Weisert Co. will have the only talking machine department on Michigan avenue.

LYON & HEALY AND PARCEL POST.

The Prominent Institution Has Put in Practice a System Which Will Be of the Greatest Benefit to the Customers of the House.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 11, 1913.

As a result of careful study of the new parcel post law, Lyon & Healy have just put into practice a system which will be of the greatest benefit to their customers.

This system consists in having all orders to go by parcel post filled complete, including wrapping and stamping, in one handling. Parcel post packages are then placed in specially designed receptacles ready for the Lyon & Healy parcels post messenger service. This messenger begins at 8 o'clock in the morning, making the circle of the various departments of the big house, collecting all parcel post packages. As soon as he has made the tour of the house he takes all the packages over to the Chicago post office.

He then returns and makes another tour of the house. This proceeding continues throughout the entire day. The result is that many dealers will now receive their orders from Lyon & Healy twenty-four hours ahead of the old schedule. For instance, if an order is received, say, from Indiana, at 8 a. m., it may be filled and ready for delivery at 8.15. If it is, it is certain to be at the post office and on its way by 9 a. m. The post office, in all probability, will catch a noon train and the music dealer will have his supplies in hand by the middle of the afternoon. Under the old express system this order would be filled in the morning, checked later, and finally sent to the shipping room in time for collection by the express company at 5.30 in the evening. Dealers on Lyon & Healy's lists are now in a position to offer their customers such service as would have been entirely out of the question last year.

LARGER QUARTERS FOR TALKERS.

The Florida Talking Machine Co., of Jacksonville, Fla., is experiencing the most successful season in its career and has moved its office to the mezzanine floor of the store in order to make room for additional sound-proof demonstrating booths.

DEALERS' ASSOCIATION MEETS.

Talking Machine Men Hold Their Regular Quarterly Session on Wednesday of Last Week—Resolutions Against Oldfield Bill and the Advertising of Certain Jobbers Passed.

The regular quarterly meeting of the Eastern Talking Machine Dealers' Association and the first meeting of the new year, was held on Wednesday of last week at the Cafe Lion d'Or, New York, with a large percentage of the membership of the association in attendance. The session held particular interest for the dealers in that a thorough discussion of the Oldfield bill was one of the leading features.

The dealers went on record as being strongly opposed to the bill and passed a resolution to that effect, it being also resolved that a committee representing the Eastern Talking Machine Dealers' Association, possibly accompanied by a committee from the Philadelphia association, call upon Representative Littleton, of New York, and a member of the House Committee on Patents, and present the arguments of the dealers against the bill in person. The committee called upon Mr. Littleton at Whitestone, L. I., on Tuesday last.

The Oldfield bill and its ramifications and the price maintenance question came in for much general discussion, pro and con, before the resolutions were passed. It was suggested that where manufacturers of articles protected by patents sold them at prices that offered the manufacturers excessive profits at the expense of the public, the matter should be the subject of Federal investigation with a view to regulation, but the protection of the actual patent rights should be maintained. The dealers were particularly impressed with the dangers that lurk in the price-cutting which would surely be indulged in by the department stores were the fixed price on machines and records wiped out.

Another matter that caused considerable discussion was the advertising of certain jobbers, which, it was claimed, was directed against and proved detrimental to the interests of the dealer. A resolution was passed to the effect that the dealers discontinue patronizing the jobbers who offended in the matter of advertising and that the jobbers be notified regarding the objections of the dealers and their stand in the matter.

Several new members to the association were announced at the meeting. The next meeting of the association will be held at the Lion d'Or on the second Wednesday in April, at 12:30 p. m., which has been decided upon as the official opening hour.

DATING CHECKS AHEAD.

How One Shrewd Merchant Saved His Money When a Customer Died and Left Affairs in Bad Shape.

This is what one shrewd retailer did, and saved his money in doing it. He received information that one of his heaviest customers was in close quarters, and that a loss might be made on the account with his storekeeper. The latter called on his customer, who admitted that he was short of cash. "But I'll do this," he said. "I will give you a check dated thirty days ahead."

"I don't like that plan," said the merchant. "Suppose you give me a check dated to-day. I will pledge my word not to bank it or use it any way for thirty days. You know that my word can be taken." The debtor demurred, but finally gave the check as asked for. This is what happened: When the customer failed the merchant was clear. Others, who accepted checks dated thirty days in advance, lost their money, for the customer, who was apparently most healthy, suddenly died. The check dated back was good. Those dated ahead were worthless—because dated after the death of the man who signed them, says the Hardware Dealers' Magazine. Dating a check ahead is simply a promise on the part of the maker to have the money in the bank at a certain time. As a matter of fact, he is simply giving a promissory note for the amount.

An Incident

"Have you Record number 16377?"

"I will see. No, we have not got that one, but—"

"Well, let me hear number 35259."

"We haven't that one in stock either, but I can get it for you."

"Never mind, good day."

Short a Few Records and a Customer Lost

Mr. Dealer: Full loyalty and allegiance to Victor Goods has made us Distributors in the sense of the true wholesaler.

You will appreciate our service—no matter where in the United States you are situated—*forget the freight and get the goods!*

Largest Victor Distributors in the World

The Talking Machine Company
137 N. Wabash Avenue, Chicago, Illinois



New recordings by Mary Garden, Orville Harrold, David Bispham, Kathleen Parlow and Madame Maeterlinck are in the Columbia list for February. Announcement of new recordings by any *one* of these artists always causes a steady movement across the counter.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

MAKING A HOBBY OF ONE'S BUSINESS.

**Develop a Penchant for Hard Work, and Specialize—Then Watch Prosperity Draw Near—
Good Advice for the New Year.**

A happy new year to you, Mr. Dealer, and here's hoping that old Father Time has not aroused your superstition with the unlucky 13.

There is just one way to fool the crusty old gentleman of the scythe and silvery locks, and at the same time prove to the world that there is nothing unlucky in a baker's dozen. Make up your mind to do thirteen times as much business this year as you did last, and rest assured if your wish comes true (and there is no reason on earth why it should not) old Dad Time will crawl into his hole and pull his superstition after him.

By this time, I imagine, you are wondering what recipe for prosperity I have copied in my little red memorandum book for you. Be patient only a little while and the same shall be unfolded to you.

It materialized in this way: Three gentlemen were dangling from straps in a crowded trolley car. The writer was more fortunate, having procured a seat. There being no ladies standing in his immediate vicinity, he did not feel it his duty to keep his attention focused upon the pages of *The Talking Machine World*, which lay across his lap, so he gazed at the gentlemen instead.

Two represented normal specimens of the desk-toiler, solid, capable men, you understand, but a little worn, tired, and dissatisfied looking. The other fellow, however, was as jubilant as a school boy on the verge of his vacation. If he had a care in the world, his face did not show it, and while his companions were saying unkind things about the traction company for not running sufficient cars to provide for the comfort of its patrons, he was gaily propounding to them the advantages to be derived from maintaining an upright position while in transit. They were an interesting trio, and as the car rocked its way down town I enjoyed their company hugely.

When at last I reached my destination and alighted, I found the care-free one beside me. We exchanged greetings, as is customary in the City of Brotherly Love, and walked on together, chatting as we went.

Learning that he was a substantial talking machine jobber with whom I had long desired an interview, I told him of my wishes and he promptly invited me to his office.

Upon our arrival there, he excused himself for a sufficient time to look over his mail, dictate an important letter or two into his commercial phonograph, and then with a courteous invitation to ask as many questions as I liked, he proclaimed himself at my service.

"Please tell me about yourself," I suggested. "Give me a brief resumé of your career."

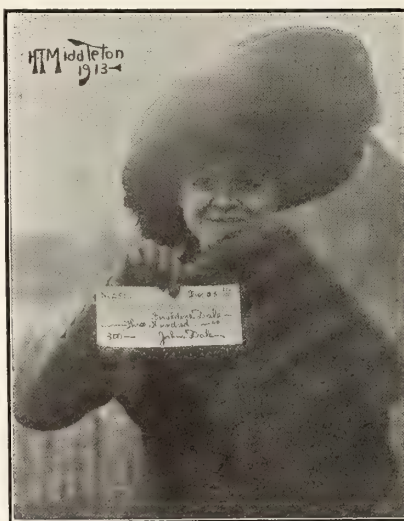
"Very well," he answered smiling, "if that is what you want, you shall have it, and a simple and unvarnished tale it shall be."

"From the very first," he began, after a moment spent in careful thought, "I made a hobby of my business. Really, young man, there is little else I

can say, because I owe my entire success to that one thing."

"I will emphasize that point in my story," I promised him, "but I would like the details, please. Making a hobby of one's business sounds mightily interesting. Won't you particularize?"

He looked at me quizzically for a minute in silence, then asked, with a grin, "Did you happen to notice those fellows on the car with me this morning? You did? Well, they were bound for a Southern gunning trip. Didn't seem very enthusiastic over their prospective vacations, did they? They never do; they have no hobby, you see.



Capturing That Check.

They're good chaps, and all that, but a man without at least one hobby will never achieve real success, because his heart is not in his work."

"Now, my friends will go down along the Maryland shore and bang at ducks for a couple of days, and try their level best to think it's fun they're having. When they get back to Philadelphia and sit at their desks once more they will endeavor to do business in a businesslike way, but their success will be in proportion to their endeavor—'nuff sed."

"I have developed a penchant for hard work to the degree of taking it to bed with me nights and to the table with me at meal times, and yet it has not undermined my health or interfered with the sunny side of my disposition to the slightest degree. Why? Because I have made it a hobby, and consequently it does not seem like work to me, but rather a congenial and absorbing pastime; a game I am playing against old Father Time. Every time I pull off a good deal or one of my men makes a big sale I feel as happy as a baby over its first tooth.

"When you make a hobby of your business you conduct it along scientific lines. You are not content to fight the battle for existence as the other

fellow fights it, but search for the heaviest weapon obtainable, and proceed to lick him if you can. You make warriors of your subordinates, too.

"One of the most powerful weapons with which to gather the scalps of your competitors is specialization. To illustrate how a talking-machine specialist can make a sale materialize from thin air, I will cite an incident that occurred a few days after Christmas. One of my young salesmen was on his way to the store—he makes business a hobby like his boss—and in the course of his journey overheard, unintentionally, of course, the chatter of two fair maidens. One of them, it seemed, had received a check from father, and had not definitely decided how to spend it.

"It was up to the specialist to collect sufficient data to put that check in circulation, so he bided his time until he saw a meek-looking young man lift his fedora to the lady of wealth, then he diplomatically engaged the meek one in conversation, first speaking casually of the weather, and the after-Christmas crowds, but gradually drifting round to his heart's desire. Eventually, as opportunity offered, he feigned an acquaintance with one of the maidens, mentioning a name.

"'By Jove! That's rich! Why, you've made the mistake of your life!' exclaimed the meek one. 'That's Geraldine Dale. Lives at the Hamilton apartments, you know.'

"Of course he knew. How horribly stupid of him.

"That afternoon Miss Dale was waited upon by my specialist with a wonderful talking machine, together with a glorious array of crimson-centered discs, and when they parted company the check from father nestled against his heart.

"A hobby, according to no less an authority than Webster's Dictionary, is that which a person pursues with zeal or delight. Therefore, if a man will but choose his profession carefully, being sure of its congeniality, and making it a hobby, success must surely knock at his door ere long."

Thus ended the interview.

How about making a hobby of your business during 1913, Mr. Dealer, and see what happens?

HOWARD TAYLOR MIDDLETON.

IN SEARCH OF BUSINESS SUCCESS.

Many merchants, like Sir Launfal, travel far and at random in search of the Holy Grail of business success that lies at their very doors.

The men who try to do something and fail are infinitely better than those who try to do nothing and succeed.

This Is What It Will Do

THE GRAPHITE RECORD LUBRICATOR will improve the reproduction. It will reduce the scraping noise one-half. It will make the record last three times as long. It has scientific basis. It is what has been looked for from the beginning. Send for circular and learn all about it.

Vox Humana Talking Machine Co.
NANTUCKET, MASS.

MEETING OF TALKING MACHINE JOBBERS ASSOCIATION.

Held at Hotel Knickerbocker on Tuesday of This Week with Many Officers and Members Present—Clause in Illinois Corporation Laws Prevents Amendment of By-laws—Oldfield Bill Discussed and Energetic Action Taken—Question of Fixed Instalment Price for Talking Machines and Records Again Laid Aside.

A special meeting of the National Association of Talking Machine Jobbers was held at the Hotel Knickerbocker, New York, on Tuesday morning, January 14, for the purpose of taking up the question of amending the by-laws of the association with a view to prohibiting the use of proxies in voting at the annual elections of officers.

Although called together for the purpose of accomplishing a definite object, the members of the association were met with a peculiar situation, for it developed that J. Newcomb Blackman, president of the association, had consulted a firm of corporation attorneys for the purpose of insuring the legality of any action that might be taken at the meeting, and had learned that the by-laws of the association providing for the amending of any of the sections of the by-laws at a special meeting of the members of the association was in direct violation of the corporation laws of Illinois, under which the association is incorporated.

The Illinois corporation laws provide that changes in the by-laws of a corporation can only be made at an annual meeting of the members of the corporation and after due notice being served thirty days in advance. Considerable expert information was also collected regarding the legality of proxies, and as a result the matter was laid aside to be taken up at the next annual convention of the association.

The Oldfield Bill.

Upon learning that the membership of the association as a whole could not take action in amending the by-laws, a meeting of the executive committee of the association was called, at which the members at large attended. The regular routine business to come before the committee was disposed of and a discussion of the Oldfield bill entered into. The resolutions committee reported that the resolution protesting against the bill based on that passed by the National Association of Piano Merchants, had been forwarded to Representative Oldfield and various other members of the House of Representatives. It was decided that those present at the special meeting should sign a protest against the Oldfield bill, to be sent on Wednesday night to the father of the bill, as well as to both the majority and minority leaders in the House, and that the individual members at the same time make formal protest to their Congressmen.

The Matter of Prices.

The question of two fixed prices, cash and instalment, for talking machines, also came up for consideration at the meeting, owing to the fact that a special instalment price feature appears in the new agreements issued by Thomas A. Edison, Inc. The executive committee, in whose hands the question was left at the last convention in Atlantic City, however, decided that it would be unwise at this time, as it was before, to stir up the price question while dangerous legislation is pending.

The business before the meeting was all completed at the morning session, and in the afternoon most of those in attendance divided their interest between the Automobile Show and the gathering of piano merchants at the Hotel Astor.

Those Present.

Those present at the meeting included Emanuel Blout, New York; S. B. Davega, of the S. B. Davega Co., New York; A. F. Ferris, Utica, N. Y.; N. D. Griffin, of the American Talking Machine Co., Gloversville, N. Y.; E. P. Hamilton, of Frederick Loeser & Co., Brooklyn, N. Y.; M. Goldsmith, with Sol Bloom, New York; Louis Buehn, Philadelphia; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; Benj. Switky, New York; H. L. Royer, M. Steinert & Sons Co., Boston, Mass.; O. K. Houck, of the O. K. Houck Piano Co., Memphis, Tenn.; Burton J. Pierce, of J. W. Jenkins' Sons Co., Kansas City, Mo.; M. H.

Andrews, Bangor, Me.; H. W. Weymann, of H. A. Weymann & Sons, Philadelphia; John B. Miller, Penn Phonograph Co., Philadelphia; W. D. Andrews, Syracuse, N. Y.; C. N. Andrews, Buffalo, N. Y.; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; I. Davega, of I. Davega, Jr., Inc., New York; N. Goldfinger, Greenhut-Siegel Cooper Co., New York; Louis J. Gerson, John Wanamaker, New York; E. A. S. Barkelow, Silas J.

BLACKMAN BANQUETS JOBBERS.

President of National Association of Talking Machine Jobbers Provides Handsome Entertainment at Hotel Knickerbocker for Visitors.

J. Newcomb Blackman, president of the Talking Machine Jobbers' Association, tendered a sumptuous banquet to the members present at the meeting at the Hotel Knickerbocker at seven o'clock in the evening. The banquet was purely informal and was thoroughly enjoyed by all present.

Mr. Blackman acted as toastmaster, and introduced several of the guests, who responded with extemporaneous talks, some of a serious nature and others in a humorous vein. There was no attempt to make the banquet the scene of trade discussions, but rather to promote the feeling of good-fellowship which marked the proceedings.

Each guest at the banquet was presented with a handsome souvenir of a delightful evening in the way of a fob bearing the words "Blackman, Victor and Edison." This fob presents a very attractive appearance, and its receipt was appreciated by all present, who pronounced it a souvenir in harmony with the enjoyment of a "comrades" dinner. The table was artistically decorated, and the menu reproduced herewith did credit to the ability of the Knickerbocker chef, who served a dinner that left nothing to be desired on the part of the diners.

MENU.

Cape Cod Oysters		
Veloute Clamart aux Croutons		
Supreme de Sea Bass, Duglere		
Medaillon de Boeuf, Choisy		
Pommes Helene	Laitues Braise au Jus	
Sorbet Favorney		
Chapon de Philadelphie Roti, Cressonniere		
Salade Lorette		
Mousse Glace aux Violettes		
Mignardises		
Cafe		
Cocktail	Sauterne	Champagne

In welcoming the guests to the banquet, Mr. Blackman reminded them that the dinner was intended as a "get-together" meeting of the members, and that informality would be the rule of the evening. He called attention to the pleasant relations that exist at the present time between members of the association, and his earnest desire that these cordial relations will never cease to exist. At the conclusion of his speech of welcome, Mr. Blackman was unanimously greeted and toasted as the "white blackman" and a "general good fellow."

In presenting the first speaker of the evening, O. K. Houck, of Memphis, Tenn., Mr. Blackman commented on the splendid establishment that Mr. Houck represents, and the magnetic personality of its president. Mr. Houck responded with a semi-humorous talk dealing partly on the important part which talking machines will undoubtedly play in the hereafter and the probability that the traditional harps above have been surely changed to Victrolas by this time. Speaking seriously, Mr. Houck stated that he believed that the Victor Co. had done more in the last ten years to uplift and elevate music than any other force had accomplished in the previous hundred years. He remarked on the splendid opportunities that exist at the present moment for the development of a profitable talking machine clientele, and stated that the industry was in its infancy. In support of this assertion, Mr. Houck stated that his profits in his talking machine department for the month of

Pearsall, New York; J. Newcomb Blackman and R. B. Caldwell, Blackman Talking Machine Co., New York; J. W. Blackman, Blackman & Son, New York; J. J. Wood, Charles H. Ditson & Co., New York; G. T. Williams and V. W. Moody, of the New York Talking Machine Co., New York; O. L. Neal, Neal, Clark & Neal, Buffalo, N. Y.; J. F. Bowers, Lyon & Healy, Chicago; F. A. Seamon, Rudolph Wurlitzer Co., Chicago; H. L. Ellenberger, Pardee-Ellenberger Co., Boston, Mass.; James B. Landay, Landay Bros., New York; James K. O'Dea, Paterson, N. J.; Perry B. Whitsit, Columbus, O.; J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; J. H. Dittich, Rudolph Wurlitzer Co., Cincinnati, O.; J. G. Corley, Corley Piano Co., Richmond, Va.; and Carl A. Droop, E. F. Droop & Sons Co., Washington, D. C.

December, 1912, were greater than the profits for the entire year of 1911.

In introducing the next speaker, Edward Lyman Bill, Mr. Blackman made a short address outlining the importance of trade journalism in the talking machine industry, and commented on the fact that prior to the publication of The Talking Machine World the talking machine trade had had no means of exploiting their product in a public way, and was considerably handicapped by this lack of proper support. Mr. Blackman spoke of the inestimable good that Mr. Bill had conferred on the entire industry by his tireless work on its behalf, and of the many instances when he had occasion to refer to Mr. Bill or the paper for the solution of some difficult trade problem.

Mr. Bill gave an interesting address on the present condition of the talking machine industry, its steady growth, and the future in store for it. In speaking of the men behind the industry, Mr. Bill paid tribute to the ability, personality and progressiveness of the men who form the National Association of Talking Machine Jobbers, and stated that the association had accomplished incalculable good by standing together as a single unit, instead of striving in opposite directions as individuals. Mr. Bill also commented on the benefits of price maintenance, and the fact that this single feature plays an important part in the placing of the talking machine industry on the high pedestal it now occupies. Mr. Bill concluded his remarks with a short talk on trade journalism.

Mr. Blackman next called upon W. D. Andrews, of Syracuse, N. Y., and in presenting him to the guests, spoke of the troubled conditions that existed years ago, before any association had been formed, of the formation of the Eastern Talking Machine Jobbers' Association, and the difficulty in locating a man who would steer the ship during these troublesome days. The ultimate selection, stated Mr. Blackman, was Mr. Andrews, who had assisted largely in the promotion of the feeling of good-fellowship that now exists between members.

Mr. Andrews gave a short talk on the progress of the industry and of the pleasant relations that now exist between the jobbers and the factories. In the course of his address, Mr. Andrews stated that he did not believe it would be a wise thing for the jobbers to ask the manufacturers to change their policies at the present time, as the industry is in a very prosperous condition, and in view of the fact that the factories are turning out goods as fast as they possibly can.

At the conclusion of Mr. Andrews' talk, Mr. Blackman placed the remainder of the evening in the hands of the guests, who were asked to call upon anyone present. The following remarks were purely informal, and among those who contributed to the jollity of the evening were Louis Buehn, Burton J. Pierce and Milton Goldsmith.

After the guests had expressed a vote of thanks to Mr. Blackman for the delightful evening that had passed, the banquet came to a close.

The Standard Gramophone Appliance Co. exhibited its Simplex Start and Stop device to an interested gathering of jobbers prior to the opening of the banquet. The exhibit was in charge of Manager Thomas W. Kirkman. W. A. Condon, of the Condon Autostop Co., also exhibited its new device called the "Nose" Autostop.

PROPOSED TAX ON SHELLAC AND COPAL GUM.

Talking Machine Records Affected—Proposed Underwood Tariff Bill Imposes a Duty on Raw Materials Used in Their Manufacture.

In an interview with M. Dorian, treasurer of the American Graphophone Co., bearing on his recent appearance in Washington in connection with the hearing on tariff revision, he furnished The World with the following particulars:

The Committee on Ways and Means of the House of Representatives (Hon. Oscar W. Underwood, chairman) began hearings on the 6th inst., at which interested parties were permitted to express their views or to submit briefs for or against the proposed amendments and modifications of the existing tariff laws and regulations. The hearings will continue until each schedule, of which there are about a dozen, has been gone over in this manner.

These hearings are preliminary to a revision of the present tariff act—known as the Payne Tariff Act—and are expected to afford the Committee on Ways and Means, which will have charge of the drafting of the revision, all necessary data for properly presenting its views and recommendations to the House of Representatives when the same convenes in special session at the call of President-elect Wilson early in March.

Schedule A—chemicals, oils and paints—was the first to be considered by the committee. The hearings on this schedule lasted two days. A large number of industries are affected under this schedule. The talking machine industry is one of them.

Under the so-called Underwood bill (H. R. 20182), paragraph 37, a duty of one-half of one cent per pound was imposed on copal gums, and from one to one and one-half cents per pound on shellac.

Both of these products enter into the composition of disc talking machine records, some manufacturers using one ingredient only and others both.

The House bill 20182 was under consideration by the Committee on Finance of the U. S. Senate in March of last year. The Senate Committee on Finance reported adversely upon the proposition to put shellac and copal gum and other articles now upon the free list upon the dutiable list.

In this report the Finance Committee says: "It does not appear that any representations have ever been made to Congress by manufacturers of chemicals, by the manufacturers using said products, or by any other persons, looking to a revision of said schedule. On the contrary, all of the representatives of such industries who have appeared before your committee have protested against the enactment of said bill in whole or in part."

Further along in the report the committee said: "Many of the articles transferred by this bill from the free list to the dutiable are articles of common household use. They are not produced in this country and cannot be profitably produced here. To place them upon the dutiable list, therefore, would constitute a tax without any compensation by way of the encouragement of home industry and without any possibility of the tax being avoided by the production of such articles in the United States."

The Committee on Ways and Means of the House proposes to reintroduce this same schedule and to place under the handicap of a duty those products which are not produced in this country and which cannot be produced here—profitably or otherwise—but which are indispensable ingredients to the American manufacturer.

Mr. Dorian appeared before the Committee on Ways and Means and urged that shellac and copal gum be retained upon the free list. He pointed out to the committee that both of these commodities are of foreign origin; cannot be produced in this country, and are indispensable in many American industries, including the talking machine industry. That American manufacturers are in close competition with foreign manufacturers for foreign markets on products where these ingre-

dients form an important part, and that the foreign manufacturer already enjoys an advantage over the American because of his closer proximity to the source of supply, cheaper transportation rates and cheaper labor. That the imposition of a duty upon these hitherto free raw materials will constitute discrimination against the American manufacturer in favor of his foreign competitor so far as these foreign markets is concerned, and either result in closing these foreign markets to him or compel him to shift such portion of his manufacture as is meant for foreign consumption to a foreign country, thus depriving American labor of an opportunity to retain for its benefit work it has formerly exclusively enjoyed.

In the course of the hearings the statement was made on behalf of the committee that the purpose of the proposed revision was to reduce the duty on some schedules and to meet this loss of revenue by putting some hitherto free materials upon the dutiable list. The opinion was expressed by several members of the committee that the industries affected should be willing to support this additional tax.

There was also manifest on the part of a majority of the House committee a determination to adhere to the original program, notwithstanding the protests and arguments submitted.

The consensus of opinion about the Capitol is that the bill when introduced will follow closely the provisions of H. R. 20182 and that it will finally pass the House in that form.

When it reaches the Senate, however, the industries affected will renew their objections with better prospects of securing some relief from the unfair and burdensome provisions favored by the Ways and Means Committee.

THE VALUE OF STOCK ENVELOPES.

Demonstrated Most Successfully by the New York Talking Machine Co.

The New York Talking Machine Co., 83 Chambers street, New York, is experiencing a steady and gratifying demand for their special dealers' stock envelope which embodies several features of considerable value to the Victor dealer.

This stock envelope was conceived with the idea of enabling the dealer to keep an accurate record of the drawing-powers of each separate and individual record, thereby making it possible for him to know at a glance how many of a certain record should be called for in his order or re-order, and at the same time the dealer can keep his Victor envelope fresh and clean, and have it in a presentable shape to give to a purchaser.

The stock envelope is used in the following manner: When a stock of records is received, they are immediately transferred to these special stock envelopes, and their factory number placed in the upper corner of the envelope. The Victor envelope is then placed aside, and is fresh and clean for the use of the purchaser of the record. The record in the stock envelope is placed in the record rack, and after a sale is made the dealer has an empty stock envelope on hand, which serves as a re-order. When the dealer places his re-order with the jobber or distributor he places the date of the order and the quantity ordered on the bag. On receipt of the quantity ordered he places a ring around the quantity showing that they have been received, and continues to re-order on this arrangement.

It can be readily seen that the dealer by means of this system has an infallible record of the popularity of a particular selection with his clientele, as the number of re-orders and the quantity called for each time will, of course, increase as the demand for the record grows. Whereas, the first and initial order placed may have called for only one record, the sixth order placed one month later will probably call for twenty-five records of a certain number, as the dates on the stock envelope

will tell the dealer accurately just how long the last order was on his shelves, and give him a definite basis for the time and quantity of his next order.

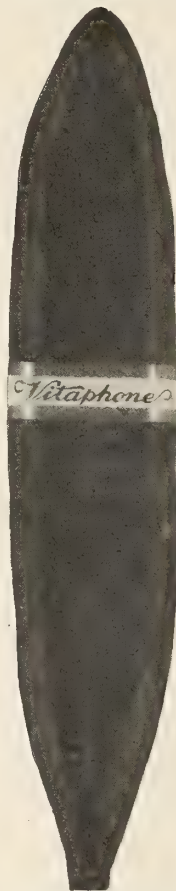
COLUMBIA WITH ESTEY CO.

New York House to Follow Example of Philadelphia Institution.

The Columbia Phonograph Co. has just completed arrangements with the New York headquarters of the Estey Piano Co., at 23 West 42d street, whereby this prominent concern will handle the Columbia line in its New York store. The Columbia products have been handled by the Philadelphia house of the Estey Co. for some time, and the results achieved were so satisfactory that the company decided to install a Columbia department in New York.

JUST A FRIEND FROM HAVANA.

The Illustration Not New Form of Record, but Reproduction of One of the "Smokes" That Made Friends of Vitaphone Co. Happy.



No! this is not a page from a cigar catalog. The illustration simply shows the style of business card adopted by the Vitaphone Co. of Plainfield, N. J. To have things consistent, the company had to buy good cigars, so anyone favored by a Vitaphone call will smoke "long and hearty." Judging from its size, it must be a "two-hour record" and the music is well flavored, showing admirable choice in selection. To those who had the privilege of being favored around the holidays with these choice "dispellers of gloom," the Christmas dinner left no bad after effects. The "grouch" was eliminated by the "optimist" who bid the old year a hearty farewell with all its "hard knocks" and the New Year was started with the cheerful feeling that as the world grows on there will be room enough for all to get their share in the way of business. And no one smoking these cigars

could overlook extending to the donors the best of wishes for advancement and progress during 1913.

A well-known English recorder of seven years' experience recording in Europe and Asia, Edison tuition, desires position in America. For full particulars address "Recorder," care of The Talking Machine World, 373 Fourth Avenue, New York City.

CHAUFFEUR'S COMPLETE OUTFIT SACRIFICED.—Consisting of elegant mink fur-lined coat, Persian lamb collar, \$35; pair of elegant bear robes, \$15 each; raccoon cap, \$5; pair of fur gloves, \$4; pair of goggles, 50c.; 1 pair leather leggings, \$3.50. Will sell separately or the lot, all new; never worn. Original price, \$225. C. CHASE, 118 East 28th St., New York City, N. Y.

FOR SALE.—5,000 Edison 2-minute records, 10c. each; 5,000 Zonophone 19-inch records, 15c. each; all new, clean stock. DENINGER, 335 North St., Rochester, N. Y.

POSITION WANTED.—Experienced talking machine man with wholesale and retail experience, will be open Jan. 1 for position, either traveling or retail; capable of taking management; prefer West. Excellent references; know business thoroughly from repair to selling. Address "M. L.," care The Talking Machine World, 373 Fourth Ave., New York City.

EXPERT REPAIRMAN, familiar with all makes of talking machines and phonographs, is open for a position; highest references as to capability. Address "EXPERT REPAIRER," care The Talking Machine World, 373 Fourth Ave., New York City.

THE TRADE SITUATION IN THE CREAM CITY.

Heavy Holiday Business Causes Shortage of Stock Among Both Jobbers and Dealers, but Plans Are Made to Take Care of Coming Demands—Better Class of Both Machines and Records Have the Call—Some Interesting Window Displays—McGreal Now a Minion of the Law—The Victrola Used in Vaudeville—The Month's News Summarized.

(Special to The Talking Machine World.)

Milwaukee, Wis., Jan. 11, 1913.

Everywhere one hears the same thing—the report that this season's holiday business established a new high record. Jobbers and retailers have the same story to tell and all say that they could have disposed of more machines had they been able to secure them. Indeed, the shortage of stock seems to have been the only disquieting feature of this year's business. Dealers all over the State say that people bought goods more freely than they have in recent years and that demand was not confined to any one class of goods, but was more general in nature. This seems to prove that prosperity is widespread in the Wisconsin field and that the talking machine men are coming in for their just share of the good things. Another bright feature of the situation is the fact that collections are giving probably less trouble than they have in years.

The shortage of stocks is still being experienced, owing to the fact that the factories are still behind on their orders and are unable to supply jobbers with the necessary goods. This state of affairs has its bright side as well as its dark, because there is no denying the fact that stocks in dealers' hands are lighter than they have been in many seasons. Instead of the dealer laying in a heavy stock of machines before the holiday rush, the average retailer was able to secure hardly enough to meet his actual requirements, so there is a fertile field for the jobber from now on. Jobbers in all the leading lines say that they will be able to dispose of every machine which they can lay their hands on for the next three months. This fact, combined with the bright outlook in all lines of trade, certainly promises a period of prosperity for the talking machine interests. Dealers and jobbers are all decidedly optimistic regarding the coming year and all seem convinced that a record breaking trade will be secured.

"Our business during the month of December was remarkable," said Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., jobber for the Victor line, "but it would have been much better had we been able to secure the machines to meet the demands of our dealers. The prospects for the coming year are certainly bright. Leading Milwaukee dealers have told us that their holiday business this year was the best in their history."

"We couldn't have asked for a better holiday trade," said Lawrence McGreal, well known Edison jobber. "There was a strong demand, as usual, for high grade goods, although I think that demand was more general than it has been in some time. If 1913 business keeps up at the rate at which it has started, we will be more than satisfied. The new Edison disc machine is making a decided hit with the Wisconsin dealer and orders are coming in even better than we expected. There is not the slightest doubt but that the Edison people have a wonderful proposition in this machine."

"The holiday business was the best in the history of our store," said A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer. "Demand was good for both machines and records, but we were handicapped like most of the other dealers by the inability to secure stock enough to satisfy the trade."

William P. Hope, traveling representative of the Thomas A. Edison, Inc., in Wisconsin and Upper Michigan, was in Milwaukee this week on business. Mr. Hope has been demonstrating the new Edison disc machine about Wisconsin and has been meeting with the best of success in securing orders. Mr. Hope says that dealers are intensely interested in the new machine and that they are backing up their convictions by placing some fine contracts.

Paul A. Seeger, manager of the new Victor department at the Edmund Gram Music house, reports that the December business far exceeded his expectations. Mr. Seeger says that the demand for Victrolas X, XI, XIV and XVI, has been especially good.

J. H. Becker, Jr., manager of the Victor department at the Espenhain department store, is maintaining his past reputation of featuring interesting window displays. While the "Pink Lady" was at one of the local theatres recently, Mr. Becker filled an entire window with "Pink Lady" records, literature and Victor machines. With the result that some fine sales were made. The same scheme was followed with "Robin Hood" records. Mr. Becker is keeping up his daily concerts and he believes that they are bringing in a lot of new business.

L. C. Parker, manager of the Victor department at Gimbel Brothers, has found business so good after the holidays that he has retained all the extra employees secured for his department during the rush season. Mr. Parker has found that his gain in business for the past year exceeded his expectations. Some fine Victor sales to Milwaukee public schools are reported by Mr. Parker.

The talking machine departments at the two stores of the Edward Schuster & Co. are continually making more of a feature of the Victrola business. Miss Elizabeth Hughes, assistant manager at the Third and Garfield store, has been giving special demonstrations of the Victor line before various organizations and has met with a fine sale of high-grade Victrolas as a result. Miss Elizabeth Meizer, assistant manager of the Twelfth and Vliet street store, has met with a fine business of late.

H. O. Franke, representing the Pooley Furniture Co., of Philadelphia, recently called upon the Milwaukee trade.

Lawrence McGreal, Edison jobber, who was elected sheriff of Milwaukee county at the last election, entered upon the duties of his new office on Jan. 5. Joseph F. Gannon, assistant manager of the Wisconsin Talking Machine Co., jobber for the Victor line, was appointed one of the deputies. Both Mr. McGreal and Mr. Gannon are

finding time to look after their talking machine interests.

The Victrola was well advertised in Milwaukee this week by Charles Kellogg, the "nature singer," who appeared at one of the local vaudeville theatres. Five Victrolas, furnished by the Wisconsin Talking Machine Co., assisted Mr. Kellogg in his different singing and whistling acts.

The Auxetophone was made good use of recently at Madison, Wis., by Dr. L. A. Coerne, well known head of the school of music of the University of Wisconsin, who employed one of these machines and a Tel-Electric piano to demonstrate opera music at one of a series of lectures given by the faculty of the school of music. The Auxetophone was especially successful in demonstrating the Wagner opera, "Die Walkure."

RATHENAU MEDAL TO EDISON.

First American to Receive Prize Coveted by the Scientists of Europe.

Thomas A. Edison has been awarded the Rathenau medal for the best device or process in the electrical industry for safeguarding industrial life and health.

It will be presented to him on the evening of Jan. 23 at the American Museum of Safety, No. 29 West Thirty-ninth street. The medal is coveted by inventors and scientists in Europe. It gets its name from its presentation in one year by the German Emperor to Dr. Emil Rathenau, long at the head of the Berlin Electricity Company, for a submarine wireless telegraph device with which in 1894 messages were sent for three miles under water. Mr. Edison will be the first American to obtain an impression from the famous die.

The award is made to him because of his storage battery as a safety device in mines, tunnels, submarine boats, factories where explosives are made, powder magazines and in industries in which explosive gases are generated or used. This invention has reduced to a minimum the physical risks of workers in these lines.

The following concerns have completed arrangements with the Columbia Phonograph Co. during the past few weeks to handle the Columbia line: S. R. Leland & Sons, Worcester, Mass.; Robert W. Carter, Concord, Mass.; F. A. Guttenberger Co., Macon, Ga.; D. J. Stevens, Danbury, Conn.; Allen Piano Co., Perth Amboy, N. J.; F. A. Von Entress, Town of Union, N. J.; Norwalk Piano Co., Norwalk, Ohio; Fairbanks & Son, Natick, Mass.; Tampa Hardware Co., Tampa, Fla., and Emanuel Somenfeld, Cleveland, Ohio.

IN the clinches you can rely upon the Ditson Victor Service. Profits are contingent upon *our fast work*—and we know it.

STOP saying to your customers: "We haven't got it," because you can get it from **DITSON**.

FAST Victor service is our aim and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company, Boston, Mass.



Watch
interest

And those dealers who

Last year more dealers sold more Columbia product than ever before in the history of the Company—60% more than in 1911. Any dealer able to look through an open window can see that the demand for Columbia product is healthy, natural and dependable, and that Columbia dealers are putting away an extra amount of dollars for a rainy day.

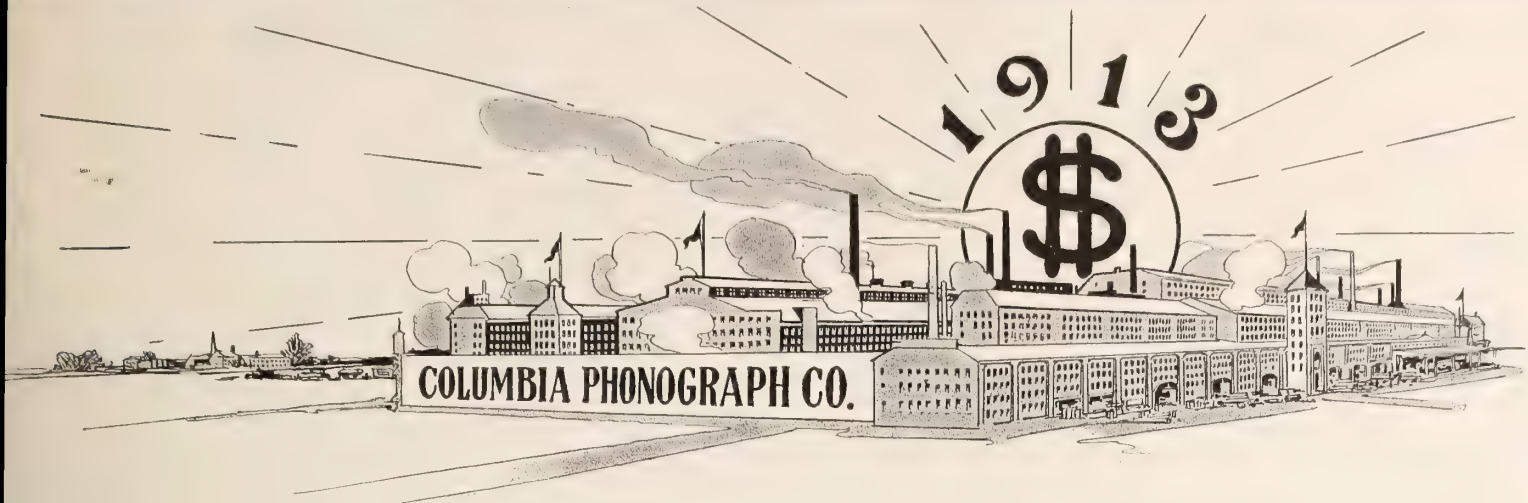
So our first message to you for this most promising year of 1913 is to ask yourself if you can unearth one solitary business reason why you *can't* or *shouldn't* sell the thousands of record buyers who are now going down street or across town.

Columbia Phonograph

Tribune Building



Creators of the talking machine industry. Pioneers and leaders in the world.
Largest manufacturers of talking machines in the world.



See the Columbia for the most interesting events in 1913—

who watch *from the inside* will have a much better view.

People are asking for Columbia product. The demand proves it. And they are going to continue to ask more and more. They are asking for records by

Destinn,	Nielsen,
Fremstad,	Bispham,
Slezak,	Parlow,
Zenatello,	Hofmann,
Nordica,	White,
Garden,	Gay,
Harrold,	Segurola.

They *want* records by artists such as these—and there are *no substitutes*. In just the same manner they will want Bonci records, just announced, and Ysaye records soon to be announced.

Is there any reason under the sun why *you* shouldn't get this business?

And instruments: Our \$20 "Eclipse" can play rings around any competitive instrument at \$25; while the same machine in mahogany at \$25 is the only mahogany machine under \$40. There's our good old "Favorite" at \$50, the most popular and the largest selling instrument ever put out, with every comparison boosting it a notch higher. There's our "Baby Regent" at \$100, "Colonial" at \$150 and "Regent" at \$200, the only line of table instruments made and absolutely free from competition. There's our "Mignonette" at \$100, "Nonpareil" at \$150, and "De Luxe" at \$200, that need no "boosting" from us. They are able to stand on their own legs in more senses than one.

Finally there's our Columbia "Grand," price \$500, an instrument that will find a ready market with those who want only the best, and are willing to pay for the best.

We have the demand; we have the product; we have the organization; we have many thousand loyal, plugging dealers, and your only excuse for not securing a Columbia agency should be because some live dealer got there first.

See the Columbia Company, Gen'l Manager, New York

the talking machine art. Owners of the fundamental patents.
Write for "Music Money," a free book you ought to have.



RECORDING ARTISTS IN MOSCOW AND ST. PETERSBURG.

An Impression of Moscow and Its People—The Artists Including Cossacks and Sarts—Life of the Artists in St. Petersburg—Other Interesting Data.

By T. J. THEOBALD NOBLE, a Prominent European Talking Machine Recorder.

After a very tiring journey lasting four days, from London through Paris, Berlin and Warsaw, I arrived in Moscow, where it was extremely cold, the thermometer registering 24 degrees of frost. I had encountered one or two incidents so common and anticipatory when entering or leaving Russian Territory. I will mention but one. At Warsaw I was compelled to wait twenty-two hours in a desolate, ill-smelling and unsanitary room as there was a suspicion of a trivial kind on my passport. In my excitement at such unmitigated impertinence, I went from asseverations to threats; both proved unavailing, the officials were inexorable, and what is the more amazing would not be bribed. (The first time in my experiences, and they are many, that a Russian official refused a bribe). On the following day I was released with many belated expressions of regret and apology, but unrequited as to the reasons of my temporary arrest. I eventually discovered the reason through the inevitable means, "A bribe, surreptitiously given" to an under officer. It transpired a passport had been stolen in Berlin from an Englishman, and on my arrival at the frontier I had been suspected, being alone and not having a knowledge of the language (the Russians immediately suspected me of purposely not speaking the language with a view of passing myself off as an Englishman), together with the suspicious appearance of my recording outfit, which they believed to be parts of an infernal machine. The arrest of the culprit in Berlin I was informed saved me from the possibility of several days detention. Moscow has been written about to such an extent I will not worry you with my encomiums, but I should like to say a few words of Moscow from a talking machine recorder's point of view. I found the town wonderfully interesting, and when once settled down, I found myself living in and amongst customs and life of the early nineteenth century, for comparatively (with other great towns) speaking, Moscow remains in the same state of progress now as when Napoleon saw it. There are in Moscow sixteen hundred churches, or as the Moscovites say "forty times forty churches." The famous historical building the Kremlin (Moscow's Acropolis) is there with its three tremendous old-time fortified walls, surrounding it, the size of which can be gauged when it is known that contained in its walls, is the city or business center of Moscow, also fifty churches and the Royal Palace. Outside the principle streets the shops are rudely constructed of wood, and appear to have stood just as they now stand for centuries.

On the sidewalks are to be observed—and many times felt—obstacles of various sizes which outside of Moscow would not be tolerated. Large ten-inch rain pipes protruding from the shop fronts on to the sidewalk, for any person to cut, break or bruise their shins. Gratings lifted out of the walk a good three inches for tripping over and inflicting Heaven knows what damage.

Shop shades or blinds pulled down to within five feet of the walk. Holes, posts, and projections of all kinds are tolerated in a manner which is to other than Moscovites extraordinary.

Yet, strange as it will doubtless appear, after a very short time one becomes accustomed to this curious state of negligence, and commences to enjoy and appreciate this association with an earlier period, the existence in an atmosphere which is not yet contaminated with the progress of mechanical life which is referred to in Europe and America as, "civilization."

Here, there are no tubes, overhead trains, motor lorries, motor buses, taxicabs or motorcycles; no rush, wild-headed speculations or hustle. All is different, business proceeds in a leisurely form, and it is a proverbial fact, that you cannot succeed in making a Moscovite "hurry."

This must not be interpreted to mean that they

are a lazy or lethargic populace—it is a state of, or an existence in an earlier period of civilization, a period which we have already passed and forgotten. Of the people, I find them interesting, philosophical, intellectual, and argumentative. In business (talkers), careless, mercenary and a bad creditor.

Hospitable Russians.

Hospitality is such that its magnanimity is incomprehensible. Sympathetic, confidential and most sincere friend when once obtained. In trouble they display the same characteristics as most discontented souls—courage, bravery and daring. (I had many times witnessed this latter statement.) Until one penetrates into the vast areas of police terrorism which crowd on the Russian people from every side, it is difficult to comprehend the great feeling of disgust and contempt which the people have against the Government in their tyrannous rule. Such is my opinion of the Russian people after having lived amongst them for over three years.

My recording room in Moscow was large and very satisfactory, and I was anxious to test it with my diaphragms, and make the necessary alterations to them for using in a new atmosphere. My first date was with a choir of eight men who had arrived from Kazan. I was not a little perturbed on observing them, for they were all big heavy fellows over six feet and must have averaged a weight of fifteen stone at least.

Their bulk was such that I could not record them as to horns I had were too short to allow bunching them round the machine and near enough to the horns to make a satisfactory record. I was, therefore, compelled to postpone the date in order to have two longer horns constructed. When they did sing, however, it was a revelation, the very building shook with the immense volume of tone, and although I had figured out the distance away from the horns they stood, I was inclined to believe that the strength would be too great for my diaphragm and that there would be a number of blasts in these "masters." I was accustomed to record loud records, but I certainly had never recorded such a volume of tone and such great power before. To my surprise the diaphragm held and had made a good record. I here surmised and afterwards proved that there is a certain quality in the language which assists the recording, there is an absence of the hard, guttural and blatant words so common in the English and German languages.

The expression, synchronizing, and harmony in each of the numbers was faultless and above criticism. The clearness of the tenors, the roundness of the baritones and the sonorous tone of the basses was a thing which I had never heard before. The rendering was so fine that it fascinated me and I was sorry when I had finished making their records.

Records of Noted Artists.

My next artist was the bass Ciberiakoff, another giant. In his case I was compelled to have a part of the floor opened to allow him to stand down ten inches. Otherwise the angle of the recording horn would have been such, that it would have entirely altered the tone of his voice and resulted in a bad record; unnatural, thin and weak. He made a number of very fine bass records of which no doubt there are many in America.

My next artist was the baritone Kamionski who had just returned from America where he had won success and was returning. It was here I first encountered a Russian, or I should say a Moscow Orchestra, whose playing was so bad that I was forced to dismiss the whole of them. They played in a nonchalant manner as though accompanying a third rate vaudeville turn and treated

the whole process of recording as a big joke, which was, however, quickly dispelled through my summarily dismissing them. I was paying Kamionski a hundred dollars per song, and the orchestra a dollar an hour for three hours. The conductor three dollars the session.

I wasn't wasting any time with bad musicians. Apologizing to the artist I postponed the date for a week, determined in the interim to scour the town with the intention of acquiring sixteen reliable or musically intellectual men.

During the four following days I recorded four more artists, sopranos, tenors and a choir, all with excellent voices and a perceptive knowledge of the intricacies in recording which was of great assistance. About this time I recorded, or attempted to record a military band. I noted the draggled slovenliness of the men, the dirty instruments which to my surprise were being carried as one would carry a piece of wood or rope, and prognosticated that all this omened bad playing.

I nevertheless decided to test them, and after having carefully focussed them, informed the conductor he could commence. To my horror they commenced to play without having first tuned up, and when it is remembered that outside it was freezing hard, the awful result can better be imagined than explained. I have never heard such an abominable conglomeration of music before in all my experience, they were not only out of tune, but were not blowing clearly and making the most horrible mistakes. After listening with great patience for ten minutes, I saw that it was hopeless and dismissed them, much to the astonishment of the conductor who was ignorant of even the first principle in music.

Difficult to Get Good Military Bands.

After this debacle I was compelled to go round in an endeavor to discover a representative military band, but after a seven days' search and after hearing approximately twenty bands I was unable to obtain a really good one. However, military bands being a necessity for the catalogue I chose the best of a bad crowd. Eventually I was able to instill into their heads the necessity of playing without error, and I was able to make a number—but certainly very few—good band records.

By this time I had formed a pretty bad opinion of Moscow orchestras and bands, for it must not be forgotten that I had been also trying to discover sixteen good musicians for accompanying, and in this I was experiencing incredible difficulty. At the opera where fifty men are playing and where there has been several days' rehearsal of the opera by the men, the playing is irreprovable. To choose sixteen of their number for recording, however, is quite a different matter—they are useless after an hour. I eventually succeeded in obtaining fourteen fairly good men from the opera and the symphonic orchestras. Even these men to say the least were an uncouth, lethargic and disinterested group, who looked upon the recording from a monetary point of view only, a thing which surprised and disappointed me considerably, for the vocalists were such charming people. Several amusing incidents occurred which illustrates conclusively the blatant ignorance of the military band conductors who are a callous, mercenary, malignant and unscrupulous clique.

During the playing one day of the first selection I noticed the cornets were blowing a curious tone and remonstrated with the conductor, who without even testing it himself replied, "Oh, no, Monsieur, it is impossible." I immediately demanded through my interpreter for the cornet to tune to the clarinet, the result was that we found the instrument broken and blowing a tone similar to a two-cent whistle.

The man afterwards confessed that his conductor was aware of the broken instrument and had forbidden it to be mentioned to me.

On another occasion I had a similar dispute as to the band being out of tune, but in this instance a conductor ordered the men to tune, which they did. Still, the fault was there, but this time the conductor pretended, or actually did not notice it until the men tuned their instruments singly, when it was discovered that the basses had brought, and were actually playing on flat, instead of sharp-pitch

instruments. I was in the habit of paying the band (the conductor) sixty-five dollars for a session of three hours, with twenty-four men. I was not a little surprised and disgusted when I learned that the conductors were paying their men but 75 kopees (35 cents) for the three hours' work, whilst pocketing over fifty-six dollars themselves. One no longer is amazed at the slovenliness of the poorer fellows. They are treated as dogs by their conductors and it is little wonder that there is such a painful absence of good military bands for recording purposes.

My next artist was a contralto, Mme. Vasskevitch. She possesses a voice of exceptional range and was a pleasure to record, she so quickly grasped how to record that I was able to record a dozen different songs in three hours. This artist I may add spoke perfect English having been educated in England; she also spoke fluent French, German and Italian. She is visiting America in 1913 and should prove a big success both on the stage and on records.

It was about this time that I recorded the finest selections I have ever recorded in my experience—a mixed choir from the Opera House. If these records were on sale in America, I have no hesitation in saying they would prove a revelation, not so much for the actual recording, but for the magnificent, incomparable and glorious rendering of the "Savitzky Choir." This choir, consisting of twelve women and twelve men, sang selections of such varying styles that were extraordinary. One selection would be Faust, the next a Russian peasant's wedding feast; it made no difference to their rendering, which was at all times superb. To make a record of such a choir with an accompanying orchestra consisting of twenty men is an extremely difficult undertaking for a recorder at any time, but especially in a foreign country.

The placing of forty-four musicians and vocalists around four horns, all in focuses, is an operation that obviously requires a certain amount of cogitation, and I have no hesitation in saying that had I not received the co-operation and assistance of the artists, I should never have succeeded in making the records. They entered into the recording with a contagious enthusiasm and vital interest which was amazing and of incalculable help to me.

During the progress of these selections the recorder has to be in and among the artists, for in one part he may have to draw four men away from the horns and at the same time place five others nearer, while in another part the sopranos may have a few bars to themselves, necessitating the men to withdraw from the horns and the ladies to approach nearer. In the next few bars it will be "ensemble," and then all have to bunch around the horns and in such a position to insure a good balance, and so on through the record. All these movements have to be surreptitiously carried out without the slightest noise. The manner in which the Russian ladies entered into the recording was beyond praise. I remember in a particular record the ladies were not required for the last half minute of the selection; they did not merely bend or lean away from the horns, but voluntarily stooped and almost sat on the floor to enable all the men to approach nearer the horns. Imagine getting some of our own dear ladies to assist in the recording to that extent—Caesar!

The hilarious selections with singing, yelling, balalaika, harmonium, tambourines, whistling and all other forms of sound were difficult to record, but were nevertheless delightful selections and gave an excellent insight into the Russian national character in their amusements. A number of these records are among my most prized collection in my home, and their piquancy and irresistible jocundity are often the cause of much amusement and appreciation. The singing of the Cossacks was a great disappointment, for their singing can only be likened to a lot of overgrown children yelling and crying, each making an earnest endeavor to cry louder than another, resulting in an awful hulla-balloo. They were in most cases accompanied by one of their women playing on an old—very old—harmonium, which produced a tone similar to a pig who objects to being kicked. I

afterward recorded many records of the Cossacks in their own territory, "The Beautiful Caucasus," but with similar results—very disappointing.

During my sojourn in Moscow I had recorded a little over two hundred titles, including the best and the worst of Moscow and other Russian artists, whose fees ranged from 5 roubles to 600 roubles per song. The latter price was paid to the most popular artist in Russia, a lady who received the equivalent to \$6,000 for twenty titles (600 roubles per song). The Cossacks, on the other hand, received their railroad fare from Vladikavkaz and back, and the large sum of 500 roubles for forty titles (eight men). I recorded

but a few important artists in Moscow, for the best were, I was informed, in St. Petersburg. After receiving the necessary permission from the police to leave Moscow, I left for "Peterburg." Before leaving Moscow I should like to say once again that the recording was a success and the array of talent was unexcelled throughout the world. The people were charming and hospitable to a degree and I was treated with the utmost respect by the employees of the company. It was here, too, that I met and enjoyed the company of that inveterate globe-trotting American recorder, Fred Gaisberg, of the Victor Co.

(To be continued next month.)

INCREASING DEMAND FOR EDISON DISC PHONOGRAPH.

Continues to Be of Enormous Proportions—Working Hard to Supply the Demand—To Issue Salesmanship Record—F. K. Dolbeer's Report on Conditions.

Conditions at the Edison factory in regard to shipping the new disc phonograph and records have greatly improved since the last writing. Jobbers and dealers, however, are still using their creative powers for new excuses to secure the goods from the factory and to their customers because they have not got sufficient goods.

The day the writer was there a concern telephoned from Boston claiming that they could sell within a week one hundred of the new \$250 Edison disc phonographs, providing they could receive sufficient records to go with them.

To show how the Edison disc records are moving, a little town just over the line in Canada which formerly used \$200 or \$300 worth per year, increased their volume many times, recently ordering \$5,000 worth.

For the exploitation of these disc records the Edison Co. is putting on the market what they call their Advertising record, but which is really more of a salesmanship record. It is a talk upon the Edison machine, its inventor and its scope. A deep, powerful voice tells the story, beginning with Mr. Edison's first experiment thirty-four years ago—how he made 2,000 experiments on reproducers; how the materials are selected and manufactured; of the details of the recording of

the artists; of the plans to come for music—an interesting story in every way.

This will be a valuable aid to dealers throughout the country. All that will be required is to put this record upon the machine and the machine sells itself, so to speak. There will be fifty disc records in the new list when it is completed.

The sales offices of the Amusement Phonograph end of Thos. A. Edison, Inc., have all been segregated upon the second floor of the Administration building. This was done for the purpose of concentrating upon details. For instance, F. K. Dolbeer now has offices formerly occupied by President Wilson; C. E. Goodwin, manager of the traveling men, is now in the rear of the second floor, instead of being on the third floor. The third floor is now devoted to the kinetophone, kinetograph, business phonograph and advertising executive departments.

F. K. Dolbeer, sales manager, gave The World details covering the above story, particularly in regard to the ordering and shipping of the goods. Mr. Dolbeer is exerting every influence he can to care for the trade, but he fights heavy odds, owing to the tremendous demand for the goods and the limited output so far, notwithstanding an increased working schedule.

YSAYE MAKES COLUMBIA RECORDS.

The Famous Belgan Violinist Who Is Scoring Such a Great Success in America Signed a Contract with the Columbia Phonograph Co.—His Records Will Have a Great Vogue.

The Columbia Phonograph Co. announces that arrangements have been completed whereby Eugene Ysaye, the world-famous Belgian violinist, will produce records exclusively for the Columbia Co. Ysaye is recognized as the greatest living violinist,



Eugene Ysaye.

and his tour in America this year has been a continual chain of tremendous successes. His performances are attended by large and enthusiastic assemblages and the mere announcement that Ysaye will perform is sufficient to draw music-loving crowds.

Ysaye made his first Columbia records last week,

and according to those present at his recordings they were unusually successful. These records will be placed on the market the early part of next year, and the international fame of Ysaye assures an enormous sale. The Columbia Phonograph Co. is justly elated over the addition of such a wonderful artist as Ysaye to its rapidly growing list of famous record producers. It was only after many months of persuasion that Ysaye would consent to sign a contract for the producing of records, but he finally signed for a number of years, and his first records will be the forerunners of many more to appear regularly.

CABINETS AND ALBUM RACKS.

Featured by John Wanamaker—Most Attractive Propositions—Business Continues Active.

The talking machine department of John Wanamaker's New York store continues to do a splendid business notwithstanding the passing of the holiday season. High class types of Victor machines are in particular demand, and the call for expensive records has been enormous following the large sales of machines made during the holidays. There is also a steady call for the language outfits manufactured by the Thos. A. Edison, Inc., Inc., in conjunction with the International Correspondence Schools.

On another page of this issue of The Talking Machine World is shown a number of talking machine accessories which the Wanamaker talking machine department is handling both wholesale and retail, and which have met with uniform success. Their record cabinets and album racks especially have won high praise from users for their completeness and excellence throughout.

Keep advertising it all the time, rain or shine. You'll find 'twill pay.

PARCEL POST POSSIBILITIES

So Far as It Affects the Talking Machine Trade
Summarized—Little Too Early to Note
Whether It Will Be Used Largely or Not.

With the opening of the new parcel post system on January 1, talking machine dealers have been discussing the possibilities of the new system, whether or not it will help their trade, and to what extent its use will become general. As the system has been in use but a few weeks, there has hardly been sufficient time to make a fair test of the benefits to be derived from an active use of the system by talking machine dealers. The public in general has not become thoroughly acquainted with the detailed working of the parcel post, and as a result, there has been a slight tardiness in taking advantage of the benefits it undoubtedly offers, if utilized extensively by the public.

Talking machine dealers are offered a wide field for the use of the new system, as they may not only send records by the parcel post, but needles and similar accessories for the talking machine. In order to ascertain the views of talking machine dealers in New York and vicinity, a representative of The World visited several of the dealers who were practically unanimous in their opinions as to the various benefits to be derived from the use of the parcel post. They stated that this was particularly true as regards the summer trade, when customers, who are away on vacations and unable to secure records, needles, etc., from any dealer within a considerable distance, will be greatly assisted by the parcel post which delivers any parcel up to eleven pounds to any point reached by rural or free delivery.

The regulations provide that parcels of merchandise, including farm and factory products (but not books and printed matter) of almost every description up to eleven pounds in weight and measuring as much as six feet in length and girth combined, except those calculated to do injury to the mails in transit, may be mailed at any post-office for delivery to any address in the country.

Delivery will be made to the homes of people living on rural and star routes as well as those living in cities and towns where there is delivery by carrier. Where there is at present no delivery by carrier the parcels will go to the post-office as is the case with ordinary mail.

The postage rate for the first zone—that is, within distances not exceeding fifty miles, will be five cents for the first pound and three cents for each additional pound. The rates increase for each successive one of the eight zones into which the country is divided, the maximum rate being 12 cents a pound, which will carry a parcel across the continent, or even to Alaska and the Philippines.

For a fee of ten cents a parcel may be insured, and if the parcel is lost in the mails an indemnity to the amount of its value, not to exceed \$50, will be paid to the sender.

The law provides for the use of distinctive postage stamps, and there is now being distributed to postmasters for use in parcel post systems a set of stamps of twelve denominations. Parcels post maps, with accompanying guides, are to be sold to the public at their cost, 75 cents, through the chief clerk of the Post-Office Department.

OF INTEREST TO EXPORTERS.

Trade Conditions in South America Described in Detail in Instructive Books Prepared by the Pan-American Union.

The Merchants' Association has just received for filing in its reference library a number of books descriptive of Latin America which will be of interest to New York manufacturers exporting to South and Central America and the West Indies. Most of these books are published by the Pan-American Union, under the direction of the Hon. John Barrett, and all are distributed through the agency of the International Bureau of American Republics.

ARTISTIC VICTOR ROOMS IN LOS ANGELES.

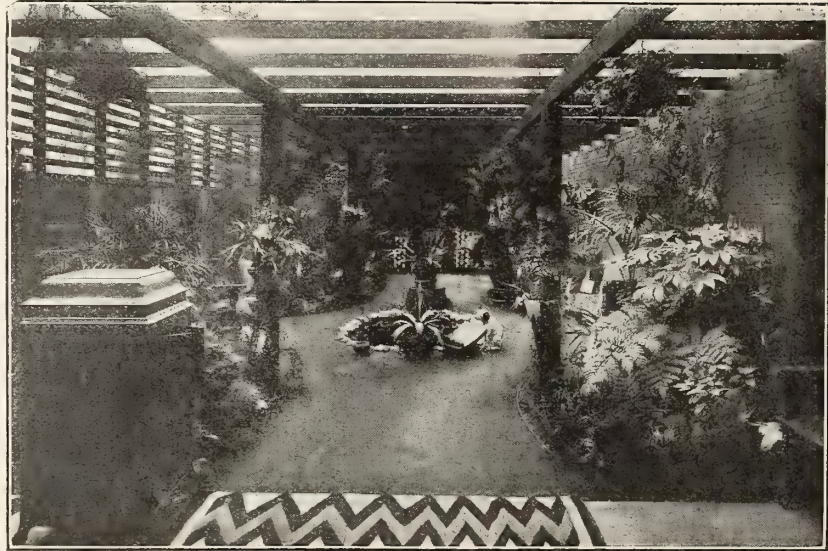
Illustrations and Description of the Very Beautiful Establishment Conducted by the Musical Record Co., Give an Idea of the Value of Artistic Environment.

(Special to The Talking Machine World.)

Los Angeles, Cal., Jan. 5, 1913.

The opening of the Victor shop by the Musical Record Co., of this city, of which Albert D. Wayne is manager, has created considerable comment among the friends of the Victor product in south-

one immediately to the heart of the Orient. The mission Indian room, with its Navajo blankets, Indian baskets and pottery, together with oil portraits of some of the famous Indian chiefs, seems to be the proper setting for "Ragtime Cowboy Joe." But the crowning feature of this establish-



The Tropical Garden of the Musical Record Co.'s Victor Shop.

ern California. The manager, after seventeen years' experience in the talking machine business, decided to pin his faith exclusively to "His Master's Voice." The salesroom of this department is finished in mahogany, and its walls covered with goblin tapestry is without a doubt one of the most handsome of its kind in the country. The record

ment is a garden in the rear filled with a valuable collection of tropical plants and palms which is the private collection of one of the stockholders. The swinging seats and rustic benches scattered about in the garden, giving a capacity of three score or more of people who would like to enjoy the afternoon and evening concerts around the goldfish



Reception Room of the Musical Record Co.'s Victor Shop.

rooms, with their upholstered walls of padded brocade silk, are certainly unique, one of which is furnished in the Louis XVI. type, with Vernis Martin Victrola and gold-plated furniture; is in fact the most gorgeous outlay. Another room with its Turkish couches, Oriental rugs, old Persian wall hangings and Damascus blades seem to transport

fountain and under the vine-covered pergola. The patronage extended the company has so far exceeded its expectations, and it has been put to its wit's end to replenish the stock, being compelled to order by wire from wherever the goods could be had. The people in the city appreciate a talking machine shop that is "different."

The titles of some of the books received are as follows:

"Latin America—The Land of Opportunity."

"Traveling Notes in Central America."

"Panama—Method of Acquiring Public Land."

"Rubber and Its Relatives."

"Tobacco."

"Cotton, the Most Widely Used Staple in the World."

The Hon. John Barrett, the Director-General of The Pan-American Union, has also forwarded to the association for the information of the members consulting the library:

"Chili; an Account of Its Wealth and Progress,"

by Julio Perez Canto. "Brazil in 1911," by J. C. Oakenfull, and "Guide to Modern Peru; Its Great Advantages and Vast Opportunities," by A. de Clairmont, M.D.

These publications are especially important in view of the approaching completion of the Panama Canal and the keen interest which is now being taken in trade extension in Central and South America. A somewhat similar series of books dealing with the industries of the Netherlands was recently added to the library and catalogued in last week's Greater New York. These books are available for consultation by the members of the Merchants' Association.

THE HIGH COST OF CHEAP CREDIT.

By J. NEWCOMB BLACKMAN, President of the Blackman Talking Machine Co., New York, and the National Association of Talking Machine Jobbers.

[A discussion of the freedom in which credit is extended in both the wholesale and retail trades, and the importance of more care being taken in the extension of credit, not only for the sake of economy, but in justice to those members of the commercial world who are entitled to credit by reason of their true financial standing and value.—EDITORIAL NOTE.]

The high cost of living seems to be a favorite excuse for many ills of to-day, both in business and private life. I believe the American people fail to realize the important part which every merchant and buyer plays in the cause and effect of this situation. Did you ever stop to carefully consider the fact that the honest man must pay for those who are dishonest? That the man who pays his bills must also pay those of the one who fails to do so, and again the fact that crime and dishonesty in many forms exist makes it necessary to maintain an expensive police force?

The man who does not pay his bills and makes a habit of not doing so is not worrying as much about the high cost of living as the honest man, but he is the common enemy of all classes except those of his own kind. Now let us consider this situation as confronting us in the talking machine business, and it will apply equally as well in practically every other line of commercial life.

Millions of dollars are spent each year telling people their credit is good and letting them believe that all they need do is to express a wish for something, whether it be a luxury or otherwise, and it will not only be granted them by the delivery of the article without delay, but payment will be the last consideration. Is it any wonder in view of this state of affairs that the average buyer fails to recognize the justice of insisting that he establish his responsibility before delivery?

It is the duty of every employer not to surround his employes with temptations, and rules must be formulated that will safeguard them against temptations. Taking the extension of credit, however, and starting with the retail buyer you will find that the dealer must be liberal or lose the business to the other fellow. Too often it is a case where they fail to regard their obligations seriously, simply because their jobber is too liberal in extending credit.

Recently a failure of several hundred thousands of dollars in Newark, N. J., disclosed simply another example of the truth of the high cost of cheap credit. Here was a concern that obtained some \$400,000 worth of credit on what eventually appeared to be, according to a commercial agency report, a "paid in" capital of about \$150. Talking machine jobbers and piano merchants extended liberal credit and allowed this firm to compete, by means of their assistance, with those dealers in that territory who are paying their bills and are entitled to credit.

Many creditors of this concern gave them credit, simply because they relied on what should have been the good judgment of some of the bigger fellows dealing with the same firm, and in the meantime this concern filled the newspapers with advertisements which tended to ruin the reputation of reputable piano manufacturers, piano merchants and talking machine dealers. During the interim others looked on, with the courage of their convictions, losing business, or continually asking themselves whether or not "two and two still make four," or if they were not mistaken, and had better not leave the path of good business judgment and follow suit. You probably know the final outcome so far as the existence of this particular company was concerned, but who pays the bills?

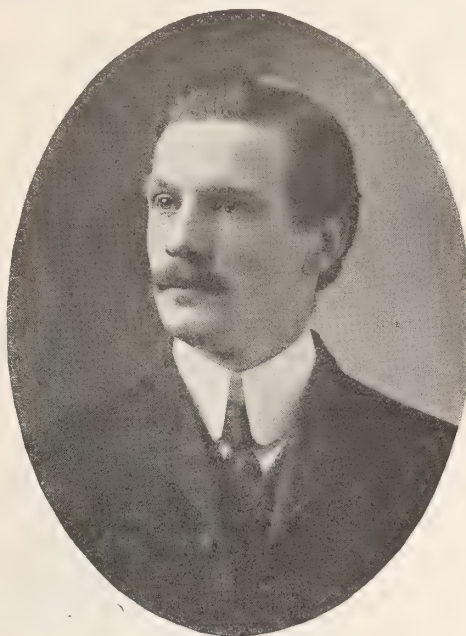
Every creditor who lost money will at the end of his business year look at his profit and loss sheet and perhaps forget one of the real causes should it fail to be satisfactory to him, but, instead, may complain that the profit on the goods he handles is not sufficient, or he may even tighten a little more where not justified or needed.

I take the position that it is the duty of every merchant not to extend credit in a reckless man-

ner, if for no other reason than to give the dealer who pays his bills and is entitled to credit an honest chance. Also that failure to follow this principle has driven many an honest dealer to dishonest methods or to a reckless conduct of his business, eventually bringing about disaster.

For the benefit of the dealer who wants cheap credit let me say that if he does not realize that it is not good for him, in many cases he should be treated like the child that cries for candy just before meal time. Did that dealer ever stop to consider that he cannot have a monopoly on this cheap credit, and that he should look with suspicion upon the jobber or manufacturer who is enabled to offer him things which old reliable and financially strong concerns are unable to do?

Right here let us consider the position of some of the dealers who owe a bankrupt concern a considerable amount, and who may be put out of business by the cold demands of the receiver to pay up at once or suffer the consequences. Such a course



J. Newcomb Blackman.

of duty seems rather harsh after notes had been renewed and other usual privileges had been discontinued, but why did he not consider that possibility when he did business with that kind of a concern?

One of the chief causes of the high cost of living to-day is wastefulness, and the fact that there are too many consumers and not enough producers, but this thing is sure—if the safe, sound and conservative merchants and dealers will find each other and stick together, the reckless concerns will find their game harder and an economy will be introduced that will be very productive for all. The Government is investigating a claimed "money trust," and yet the concern that I referred to before, I am told, had no difficulty in finding eighty-seven banks who made them loans on what I am safe in saying was certainly questionable security.

We have some of the best organizations in the country dealing with the subject of credits, and that they do not lack knowledge of credit methods is evidenced by the fine speeches heard at banquets and the excellent articles written, but which are not always carried out in practice by the authors. In defence of some of these authors let me say that many a credit man is unable to follow his convictions because the house keeps on complaining of poor sales and will not back him up or the house itself, suffering from competition made possible by cheap credits, thinks it necessary to take many chances.

Fortunately, merchants and the buying public are beginning to realize that honesty in merchandising pays, and that a square deal policy is the best for all. There is also a noticeable change in

the advertising of the best concerns, for they are taking their customers into their confidence, as it were, and talking in an open, frank and honest way about their methods. They should have the support of everyone, and it is to be hoped that the American people in measuring a man's success in life will not do it by means of the dollar sign.

Everybody likes to be encouraged, and it is a great help to the merchant or employe who is trying to do what is right. Would it not therefore be a good resolution for the year 1913 that every jobber and dealer resolve for his own protection, in justice to others and for the sake of economy that he will not give or accept credit which his own common sense tells him is like gambling, even though he may have to discontinue business and work for someone else. This will at least be one of the many ways that great improvement and economy in the conduct of business will be attained, and there will be less bad debts and bankrupts, and business men will conduct their business not only with an eagerness to acquire money but for the confidence and respect of those with whom they deal.

PRICES CANNOT BE CUT.

Decrees and Injunctions Issued Against Concerns in Butte, Mont., and in Chicago, on Complaints of American Graphophone Co.

A decree and injunction have been entered in the U. S. District Court, District of Montana, against Orton Bros., of Butte, Mont., for cutting prices on Columbia products.

A similar decree and injunction for price-cutting on Columbia products have also been entered in the U. S. District Court, Northern District of Illinois, Eastern Division, against Spiegel, May, Stern Co., of Chicago.

In both of these cases the defendants appeared by counsel and paid the costs. Spiegel, May, Stern Co. was represented by Mayer, Meyer, Austrian & Platt, Esqs., of Chicago, and Orton Bros. by E. B. Howell, Esq., of Butte, Mont.

The American Graphophone Co., complainant in both suits, was represented by its counsel, Elisha K. Camp, Esq.

OPEN "TALKER" DEPARTMENT.

A. McArthur Furniture Co., of Boston, Takes on the Columbia Line and Will Feature It in a Prominent Way in the "Hub."

A recent addition to the rapidly growing list of Columbia Phonograph Co. representatives in the New England states is the A. McArthur Furniture Co., of Boston, one of the largest furniture establishments in the state of Massachusetts. This firm has opened a handsome talking machine department, and will handle the Columbia line exclusively. Their initial order was placed by the American Supply Co., of Worcester, and called for a representative stock of all the different Columbia machines. Although the new department has been open but a week or two, Manager H. A. Yerkes, of the Columbia Phonograph Co.'s wholesale department, states that they are achieving a splendid success.

EDISON AGENTS IN PORTLAND.

Three Edison agencies were established in Portland, Me., this week by the traveling representative of Thos. A. Edison, Inc., who visited Maine demonstrating the merits and features of the New Edison disc machine. The new representatives are Lord & Co., Edison Phonograph Co., and the James Bailey Co.

Franz Ewald Thormeyer of Hamburg, Germany, was granted a patent this week on a device by means of which the inventor proposes to so regulate the starting of a talking machine as to produce synchronous action with the movements of a picture reproducing machine.

The question of whether or not there is room at the top need not trouble you until you get there. Then it will take care of itself.

HER RECORDS ARE POPULAR.

Those Made by Mme. Staberg-Hall, the Noted Soprano, in Swedish and Norwegian, Particularly, Are Great Favorites.

In the Columbia list appear a number of records made by Mme. Staberg-Hall, a concert singer of note, who began her career under the training of Fritz Arlberg. The brilliancy and beauty of her voice secured her the position of first soprano in the Swedish Ladies' Octet, which toured America for two seasons. Then she developed into a coloratura singer, appearing in the large cities of



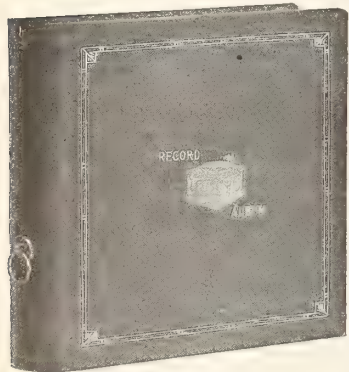
Mme. Staberg-Hall.

the country as soloist with such noted musical organizations as the Boston Symphony Orchestra and the Minneapolis Symphony Orchestra. She has also sung before royalty in Europe and her concert travels have taken her as far away as Australia.

Mme. Staberg-Hall then returned to Berlin and Stockholm for three years, following which she took up her residence in Minneapolis, where she secured a great success as a vocal teacher as well as in concert work. Four of the records made by Mme. Staberg-Hall are in Swedish and one in Norwegian, and recently she commenced making a new series of songs. Her records are considered to be of the highest character in enunciation and intonation.

AN ALBUM MUCH IN FAVOR.

The accompanying illustration shows the new style of album cover stamping introduced by the Schafford Album Co., 26-28 Lispenard street, New York. This is designed to meet a popular demand for 1913, and orders to date give indications of its success. These albums are furnished in brown silk cloth and Viennese imitation leather, with gold plated rings. Each album contains seventeen envelopes and are made for either ten inch or twelve inch records. The company still furnishes albums with the regular marking of only the two words, "Record Album," to those who prefer it. Prices are low, as shown by the Schafford announcement elsewhere in this number.



Do not growl because the old man goes out to play golf at 3 o'clock. Either he has earned the right by perfecting his organization or he is giving you a chance to pick up opportunities which he is neglecting.

GREETINGS TO COLUMBIA DEALERS.

General Manager Lyle Reviews the Progress Made in the Columbia Business During the Past Year and Predicts Further Advances and Great Activity for 1913—Compliments Dealers Upon Co-operation.

George W. Lyle, general manager of the Columbia Phonograph Co., this week sent out the following letter to the dealers throughout the country handling the Columbia line late in December:

"To Columbia Dealers: The season of the year is at hand when Christmas greetings and good wishes for the New Year will reach you from your many friends.

"None can be more earnestly sincere and hearty than those which the Columbia Phonograph Co., General, herewith extends you.

"The year 1912 is nearing its close. It has proven the most prosperous in our company's history. We cheerfully accord to all our dealers a high measure of praise and acknowledgement for the success which has so abundantly crowned our efforts throughout the year.

"Without their loyal co-operation, their keen appreciation of the quality which we put into our product and advertising, and their superior salesmanship and business methods, our success would have been measurably less.

"We are going to show our appreciation in something more than mere good wishes, however hearty.

"We are going to increase our factory capacity again, notwithstanding we increased it fifty per cent. less than six months ago. Our advertising for 1913 will, as in the past, be focused on bringing the business to the dealer, and will be more extensive, more comprehensive and more insistent than ever before.

"Quality in product will continue to govern every instrument and record put out under the mark 'Columbia.'

"To be first on the market with new models—thus giving Columbia dealers the opportunity to take the cream of the trade—will be our aim and accomplishment.

"A liberal and sane policy—a policy of non-interference with the management of the dealer's own business except in the matter of price maintenance—will continue to regulate our relations with the trade.

"These are the elements upon which we propose to rely for infinitely greater prosperity in 1913 than has been our good fortune in 1912.

"We want all Columbia dealers to have an ample and satisfying share in this prosperity, and if we pull together that result will be sure to follow. We pledge ourselves to do our share and confidently count upon you to do the rest. If you respond as effectively as in 1912 the victory is as good as achieved."

WINDOW TRIMMERS.

The Art Continually Growing in Importance as Competition Becomes Keener.

The art of window trimming is fast becoming an important one. The window trimmer, known as the "window advertiser," has become a professional man. He is looked upon to plan, originate, and decorate displays that will sell merchandise. To perform his duties most effectively, he must have something in addition to his merchandise. He must put something in the foreground or background to attract and hold attention—window cards, movable displays, etc., proper fixtures, lighting, etc., all serve for the foreground. The background must be such that will "show off" or pose the merchandise in the best possible way and in the proper atmosphere.

For all his work, including scenic backgrounds,



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

plain or panel backgrounds, ceilings or walls, floors, fixtures, etc.—the window trimmer must use colors. To use colors successfully and change, whenever he desires to change his color scheme, suggest the use of flat colors and other paint products. The introduction of the new prepared wall boards has increased the demand for flat colors.

AN ORIGINAL WINDOW DISPLAY.

Arranged by Victor Dealers in Indiana—Advantage of Special Displays That May Be Made to Reflect Local Conditions.

While the window displays arranged by the manufacturers for the use of jobbers and dealers are admirable in every respect and most effective when used properly, the dealer who has the am-



Harding & Miller Music Co.'s Artistic Window.

bition to create his own window displays along individual lines, is deserving of much credit.

A window display may reflect local conditions in a manner that is entirely beyond the made-to-order displays. For instance, local celebrations may be marked by special window displays and much trade be secured from the numerous visitors.

The accompanying window display was originated by Start Nueller for the Harding & Miller Music Co., Evansville, Ind., for use during the Thanksgiving period, suggestive of a bountiful harvest and the desirability of a Victor to play during the annual dinner are admirably brought out.

E. P. Cornell is now associated with the Musical Instrument Sales Co., the offices of which are at 635 West Forty-ninth street, New York. Mr. Cornell has had a wide experience in the trade, having been with M. Steinert & Sons Co. and the Boston Talking Machine Co., and recently with John Wanamaker of Philadelphia.

GREETINGS FOR VICTOR DEALERS.

Open Letter by Louis F. Geissler Full of Optimism Regarding Conditions in the Talking Machine Trade Continuance of Victor Co. Progress for Year Just Opened.

The following greeting to Victor dealers for the new year appears on the front of cover of the "Voice of the Victor" for January, and indicates that the Victor Co. is full of optimism regarding the outlook in the talking machine field for 1913. The letter is signed by Louis F. Geissler, general manager of the company, and reads:

We have just closed the biggest year in the history of the talking machine industry.

Notwithstanding the necessity of curtailing shipments during May, June and July to clear the market for the introduction of the new Victrolas X, XI, XIV and XVI, the trade have enjoyed an increased supply of Victor goods over any previous year.

The improved Victor X, XI and XIV have each found their own particular market without the least interference to the demand and sale of the Victrola XVI, which retains its dignified position at the top of the Victor line.

Our new factory buildings are being equipped with machinery and labor as fast as the former can be installed, and the latter secured—which means an early increase in factory output, and more sales and greater profits to Victor dealers.

To our dealers who have materially aided us in all the achievements of 1912, we take this opportunity of making known our deep appreciation of their splendid energy, enthusiastic co-operation and unswerving loyalty to the Victor, with the assurance that the Victor will climb to bigger and greater achievements during 1913.

Wishing every one a New Year full of health and prosperity.

TRADE EXPANSION IN CUBA.

Frank G. Robins & Co. Is Building a Most Successful Business with the Columbia Line—A Believer in Publicity and Gets Results.

M. D. Easton, road ambassador for the export department of the Columbia Phonograph Co., returned to New York recently after a month's trip to Cuba. "Our Havana agent, Frank G. Robins & Co., is achieving a large measure of success," states Mr. Easton. "It is not only selling a large number of Dictaphone outfits, but its talking machine business is gradually assuming imposing proportions. Under the capable management of R. W. Crain, the company is taking advantage of every opportunity offered it to gain valuable publicity in Cuba. It not only accepts our co-operation plans gladly, but has also originated several ideas which has gained it many sales. One unusual scheme it tried while I was there consisted in presenting a Columbia Regent, Jr., to the leading batter in a baseball series being played between the Cuban teams and a well-known American colored team. The publicity resulting from this offer was surprising, as the people of Havana are baseball fanatics, and the immense crowds in attendance each day were furnished by F. G. Robins & Co. with score cards showing the leading batters' averages and a suitable advertisement of the Columbia products. Mr. Crain assured me that many sales were closed each day as the result of this novel publicity."

TO CHANGE COMPANY NAME.

Resolution Presented to Change Name of Columbia Phonograph Co. to Columbia Graphophone Co. at Meeting This Month.

A special meeting of the stockholders of the Columbia Phonograph Co., General, was held early this month, when a resolution was presented requesting the stockholders to vote on changing the name of the company from the Columbia Phonograph Co., General, to the Columbia Graphophone Co.

GREETINGS for 1913

The year 1912 is gone, never to return, but has its place in history. We greet with "OPTIMISM" the new year, and it forecasts nothing "unlucky," although the "13" is very prominent.

Our DEEP APPRECIATION is extended to those who have made our closing year prosperous.

It is very encouraging to know that the bulk of our Trade represents customers who have dealt with us for years, and that in expanding our business our policy has always been to safeguard them and not neglect the "old" for the "new."

It is not so difficult for merchants to adopt a policy insuring a "SQUARE DEAL FOR ALL," but it is no easy task to stick to it. That this policy pays, however, we firmly believe, and that our customers appreciate it is evident in the steady, healthy growth of our business.

Our policy for 1913 will be that of further progress, using the past only as a guide to avoid repeating mistakes and considering the results as the starting point for improvement.

You will notice no "LAGGING BEHIND," no "RESTING ON OARS," but "ADDED ENERGY," and a more close contact between ourselves and our Trade.

It has been mostly through a "misunderstanding" of the real conditions, either on the part of customers or ourselves, that has caused whatever little friction there has been at times.

We want to ENCOURAGE the GREATEST CONFIDENCE on the part of our Trade, and will endeavor to maintain a BROAD POLICY that will give all the possible support to those Dealers who deserve it, whether it be in the extension of credit or in the shipment of goods, and to maintain this policy. To avoid giving support to unfair competition, we will decline to grant unreasonable requests.

It is not to be safely predicted what another year will bring forth, but anything we do will first be given the most CAREFUL CONSIDERATION, not only as to how it will effect us, but OUR CUSTOMERS.

Will you SUPPORT US, and HELP US by pointing out the defects of our organization, and thus enable us to introduce REMEDIES where necessary?

Yours for a Healthy, Happy and Prosperous New Year.

Very sincerely,

BLACKMAN TALKING MACHINE CO.

J. Newcomb Blackman, President

97 Chambers Street, New York.



TRADE CONDITIONS AND THE OUTLOOK IN ST. LOUIS.

December Business Breaks All Records with Majority of Dealers—Stocks of Machines and Records Cleaned Out During Rush, Including Shopworn Goods—Silverstone to Change Name of Company to Silverstone Musical Instrument Co.—Some Interesting Selling and Advertising Stunts Recorded—Waiting Arrival of Columbia Grand.

(Special to The Talking Machine World.)

St. Louis, Mo., Jan. 12, 1913.

The St. Louis talking machine dealers experienced a glorious New Year's. Chiefly it was because they had footed up the December business and knew that the totals were far and above previous figures. At the Columbia store Retail Sales Manager Byers says "more than 40 per cent. in excess over last December." At other stores exact figures are not quoted, but several say "almost double."

One very pleasing feature of the situation is that the stocks are remarkably clean for the beginning of what all declare "will be the biggest year the trade has ever known."

"We can now go ahead with our new model machines without embarrassment," say the Victor folk. "Our new reproducers are putting us in right in front," say the Columbia dealers. "The disc machine makes us leaders again," is the Edison assertion. All of these dealers say their decks are cleared for action on the new models.

The Christmas trade was somewhat embarrassed in most stores by a lack of both machines and popular records. In fact, the business ran beyond conservative expectations and slow delivery of machines caused some embarrassment and light advertising early in the month of December.

President Silverstone, of the Silverstone Talking Machine Co., says that his greatest difficulty is to keep from selling machines. "I have customers for fifty or more of the disc machines, and they cannot be made to understand thoroughly why, if I have the machines here in my store, I should not sell them. If I had had the records to deliver with these machines, I could have so far eclipsed all previous sales records for this company that it would have looked like we had changed environment entirely. Of course, we are carrying this business in prospect for future months, but we are anxious to deliver it, and the customers apparently just as anxious as we are. I have written to the Edison Co. urging a date for delivery, as I think a positive date would be much better than the indefinite scheme under which we are working."

Victor dealers in St. Louis are practically clean of dead and damaged stock. The demand for machines prior to Christmas was so sharp that old styles, shopworn goods and second hand instruments were sold at prices undreamed of in September, and after visiting several stores and learning of stock conditions, the purchasers invariably realized they were being given the very best service possible. Practically all that was left after the Christmas rush were box machines and a few horn instruments. One dealer with a large stock declared that he had more than 50 box instruments loaned to persons who wanted to buy better and larger machines. He closed the holiday with less than a dozen instruments in his store.

Bollman Bros. Piano Co. did an excellent Victrola business. President Piper said that he had placed orders with practically every jobber shipping to St. Louis, and fared very well in the late distribution.

Harry Levy, of the Aeolian Co., says the busiest days of his life were those when the belated shipments arrived. The machines were unloaded on the sidewalk, and as one wagon placed them there another stood at the end of the line to receive them for immediate distribution.

"We did not get all of the machines we wanted for either our retail or jobbing trade, but I think the Victor factory did remarkable work in those last few weeks. We could have handled more, and our order books are open now for a large number of immediate shipments. Dealers from far and near tell us they have small machines in pawn for the delivery of large ones. Our own

retail department is in the same shape. We declined more jobbing orders than we filled, and handled hundreds of machines that never entered the stock room. But the trade ended in very satisfactory shape.

"I look for a splendid Victor year. Tradesmen everywhere are realizing that the talking machine opens a vast field for immediate and good profit and is a clean, likable business. More men are pushing the sales of talking machines to-day than ever before and more persons are ready to be sold to. The appreciation of the machine as a musical instrument and as an ornamental piece of furniture is rising daily. The stage is set for a monster business that will again tax the capacity of the factories."

The holidays interrupted the Aeolian Co. plan of demonstration concerts for records. It was realized that it would be impossible to gather attentive audiences for such concerts, and so that for the January records was called off. The series will be resumed at once, and matinee concerts for January records were planned to again attract attention, and with the February records full demonstrations will be undertaken.

Manager Robinson, of the Thiebes talking machine department, says that his department fared very well indeed with the holiday trade. "We had a good supply of machines," he said, "and we had the trade all right. Our needle manufacturers came across with a shipment of 100,000 of our special needles in time to save us from embarrassment during the big season, and now we have promise of a shipment of 1,000,000 within a few days." At the Thiebes store they are taking a good deal of pride in a letter one of the young women demonstrators received from a customer for whom she selected an order of \$85 worth of records. The order was open, it being a first order, and the machine buyer did not have time to listen. "Send what you think we would like," was the order, with a total limit. The letter says: "There seems to be nothing lacking in what you sent and nothing that we care to change."

The Silverstone Talking Machine Co. appears to have "put one over" on other Edison dealers in working out the factory permission to cut the prices of wax records to 31 and 21 cents. This permission reached the local trade just before the holidays and the dealers, almost without exception, immediately cut their prices, each fearing their competitors would get ahead of them.

Not so with Silverstone. He disregarded the notice for the time being and held to regular prices during the holidays. When any customer quoted cut prices to him, he told them that his stock was too complete to cut, but that after the holidays he would cut prices in half-dozen lots. And immediately after Christmas he put up signs and advertised to that effect. And he is doing a thriving trade.

Mr. Silverstone has concluded that the phonograph of to-day is a "musical instrument," and he will act accordingly to the extent of changing the name of his firm. After this month it will be the Silverstone Musical Instrument Co. "I got to thinking it over," he said, "after I had listened to the new reproducer and the disc machine. It is certainly a musical instrument. Persons who weigh the meaning of words would see my firm name and think that I sold only dictating machines. Hence the change. The fact that I am selling pianos now has something to do with this decision, but chiefly I want to rise to the dignity of my chief line, for I will place the phonographs first in my line."

Manager Ramsdell, of the Columbia Co., says that he is much pleased with the country holiday trade, but he admits that he was not in a very good mood a few days before Christmas. "We

did not get the advance Christmas business we expected," he said, "but the late orders looked very well. Since Christmas I have received letters from a number of our dealers reporting that they are cleaned out and are in the market for good bills. That is what makes me feel so good.

As to the new reproducers, Mr. Ramsdell says they have made a hit. "We received 100 of the improved reproducers," he said, "and have none in stock now. We have placed all of them on Columbia machines already in use, and the customers are immensely pleased at the improvement this modest investment has brought. We are ready to handle a lot more of them just as soon as we can get them. Columbia owners are sort of a club, and they pass a good thing along, and it is going to keep us busy keeping up with the demand that this 100 has created."

Mark Silverstone, of the Silverstone Talking Machine Co., has found a talking machine reputation a good asset for beginning a piano business. He is now selling pianos in his new location at 1124 Olive street, and he expects to have his entire business removed to the five-story building at that number by Feb. 1. "Several of my old-time customers have come in to buy pianos," he said. "They say, 'You treated me right before and I know you will now.'"

Mr. Silverstone expects to keep his talking machine line as the major in his business, and will give over to it almost the entire first floor. I am a talking machine man," he says, "but there is more space here than I need and I am going to let the pianos help pay the rent."

Mr. Silverstone's plans for his new building include a concert hall arrangement for demonstrations of the disc machines and monthly records. He has placed his pianos on sale in the building while it is still in the hands of the carpenters, and his talking machine arrangements are just becoming evident. His first floor demonstration parlors will be equal to any in the city, he says.

Mr. Silverstone's well-known advertising ingenuity has taken a new form in this situation. For one thing he has put his new disc machines on display in the new building, and to customers who care to hear them he takes them from the old building to the new, less than a block away, to impress them with the new store. He is doing this while the disc machines are not actually on sale.

The Thiebes Piano Co. has created something of a stir by having the Victor monthly catalog bound in a special cover each month. The special cover present views of the talking machine department, the monthly selections and other advertising for the firm, the last page being devoted to service. The catalog looks entirely different from those distributed with the local imprint.

The Columbia sales force is anxiously awaiting the arrival of the Grand machine, promised for last month but delayed. They think they have four or five as good as sold, and besides they want to show the novelty in their always attractive show windows.

The Thiebes Piano Co. has recently dropped the line, "Leading Victor Parlors," that for several years was a part of all that company's advertisements. Asked as to the change, Manager Robinson said: "I understand one of our newer competitors kicked on our use of the line which the Victor rules prohibit except under certain conditions. While I was confident that we could establish our right to the title, I did not think it worth while entering a controversy and so let it go. It will not hurt us much and will not do the other fellow any good."

Traveling Auditor Lauri for the Columbia Co. was a guest of the local store for two weeks just before Christmas, having been given this engagement after completing his work in Texas.

A. L. Ginzell, of the Ginzell Mercantile Co., of Trenton, Ill., and A. L. Askew, vice-president of the McFall Hardware Co., Benton, Ill., were recent business callers on talking machine jobbers.

The Columbia Favorite was the popular machine with that company in the holiday trade. At one time in December the local store had more than 300 in storage and cleaned out on them.

The John Wanamaker Store

Broadway and Ninth Street, New York

National Wholesale and Retail Distributor of the Victor-Victrola

The Wanamaker Record Cabinet for the Victrola

Designed by H. B. Bertine, N. Y., 1911. (All rights reserved)

Especially constructed to match the \$200 and \$250 Victrolas, Type XVI, in design, size and all woods. It comes in mahogany, Circassian walnut and all oak finishes.

Invaluable for record collections and especially desired by Victrola owners.

This Cabinet Complete Is Priced at \$75

IT INCLUDES:

Eighteen volumes, turkey red binding, having a capacity of three hundred ten and twelve-inch discs of all makes, backs of albums alphabetically lettered A to R. A record card index, shown below, also belongs to the outfit. Cabinet has a disappearing slide shelf to support the open albums, and is completely equipped with castors, brass hinges, lock and keys.



Interior of the Record Cabinet (open)



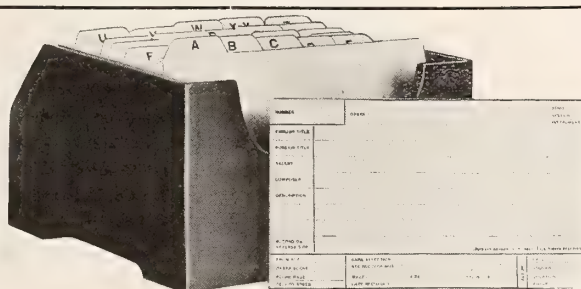
The Record Cabinet (closed)

Record Card Index

Designed by Louis Jay Gerson, N. Y., 1911
(All Rights Reserved)

Fits in the Top of Victrola

A Simple Arrangement
For Classifying
Victor Records.



Tray with Index and 200 Cards, Complete, \$1.75
Extra Cards per (100) 25c. Extra Index (A to Z) 25c.

This illustrates the mahogany tray which holds the ruled cards. These cards are separately indexed in alphabetical order. In writing on the cards, copy the printed matter direct from the record labels. Each card should describe and index the name of the music on each record, and the entire collection be represented in the index.

RETAIL PRICES OF THIS RECORD CABINET

In Solid Mahogany, Golden Oak or Mission Oak, \$ 75.00
In Circassian Walnut or White Enamel . . . 100.00
In Vernis Martin—(Solid Gold Leaf) . . . 250.00

THE DIMENSIONS OF THE CABINET ARE:

Height 4 ft. 4 in. Width 1 ft. 11 in. Depth 1 ft. 8 in.
The net weight is 137 Pounds.
The gross weight (packed for shipment) is 200 Pounds.



Wanamaker Record Cabinet
Is Our Exclusive Design

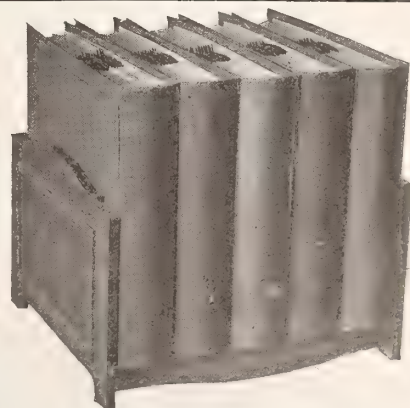
This Record Album Rack, similar to a book rack, can be placed on or underneath a table. A wide window-sill will hold it conveniently, or it can rest on top of a book-case or other similar piece of furniture. The Victrola Album Rack comes in either genuine mahogany, quartered golden oak, or mission oak complete with five albums in either 10 inch or 12 inch sizes.

These albums are cloth bound and of the latest double face pattern containing 16 oblong indexed pockets of the strongest material.

Trade Prices Upon Application

Record Album Rack

Wanamaker Design 1911
(All rights reserved)



RACK HOLDING FIVE ALBUMS
Total Capacity: 80 Records
Price Complete, 10 inch, \$7 50
" " 12 " 8.50

Read detailed description of this cabinet with its album and filing contents in our booklet entitled "The Care of Victor Records." Copy free for the asking.

Address Victrola Section

JOHN WANAMAKER, New York

Eighth to Tenth Streets

Broadway to Fourth Avenue

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

British Talking Machine Trade of 1912 in Retrospect—Year Marked by the Appearance of Several New, Low Priced Records on the Market—The "Stencil" Record in Evidence—Expiration of the Berliner Patent and Its Effect—How the Cost of New Copyright Bill Has Fallen on the Trade Rather Than the Public—Comparatively Small Amount of Litigation During Year—The Situation in the Cylinder Field—What the Dealers' Protective Association Is Doing—Blue Amberol Record Announced—New Companies to Enter Talking Machine Field—New Company Formed to Take Over National Gramophone Co.—Other Items of Immediate Interest.

(Special to The Talking Machine World.)

London, Eng., Jan. 6, 1913.

The New Year is now with us. What trade secrets it will reveal remains to be told upon a future occasion. From a business viewpoint it has opened up amazingly well here, and with the expression that it will continue to offer equally good prospects throughout its span of existence, we will turn to a retrospect of trade conditions during the past twelve months. Copy book maxims have it that one should look forward; never backward. I believe in looking both ways, for in business "success doesn't consist in never making mistakes, but in never making the same one twice." In other words, one builds hope of the future upon avoiding failures of the past. Anything I may say, therefore, is without string, without partiality, and with the sincerest hope that this brief chronicle may be accepted as a mirror of events as I see them. Others may not see eye to eye with me in every thing, but with slight modifications according to individual view, I believe it will be conceded that my presentment of the trade situation during 1912 is founded upon incontestable facts.

The Record Situation.

An examination of the disc field furnishes interesting reading. During the year close upon a dozen new records have been placed on this market, but contrary to general expectations the consequent increased competition, broadly speaking, has not materially affected the sales figures of individual record manufacturers. As a matter of fact the new records, in the main priced at 1/6, as against the hitherto recognized standard figure of 2/6, were responsible for the cultivation of fresh fields and pastures new, although there can be little doubt but what a portion of the extra trade occasioned would have gone to the account of the older firms. The latter, however, have nothing to complain about, for if the result of my inquiries is confirmed by their profit and loss accounts in pretty well every instance, a very considerable trade increase is to be recorded. Certainly my reports emphatically indicate a much greater amount of business all round, compared with the figures available for the preceding year.

The "Stencil" Record Appears.

To my American and Colonial readers, it may appear somewhat extraordinary that a ten-inch double-faced disc of average good quality can be sold at the low price of 1/6 retail, 10½d to 12½d wholesale. The reason is not far to seek. Some of the records represent surplus factory production, put out under a variety of names and labels; others are what we call "stencil" records. These latter are in every respect the same as the mother records; that is to say so far as concerns the artist, selection, and recording, the only difference being their issue under a different name and a nom de plume for the artists. The mother record may be sold at 2/6, the offspring only 1/6. A peculiar situation, you must agree.

Apart from this aspect of the disc record situation, from a scientific viewpoint, a certain amount

of progress is identified with 1912. As a rule, professional records are not of a confiding nature, so that one is precluded from entering upon specific details of the improvement made in the reproduction of sound. Although individually these improvements may appear to be of no great significance, collectively they are of the utmost importance as representing a progressive step in the scientific fight which is being constantly waged for the harnessing of nature, so to speak.

Recording has advanced in many directions, and by the purity of tone alone innumerable records testify to the progressive action of the man at the helm. A diminishing amount of surface scratch is noticeable.

A Progressive H. M. V. Move.

With the exception of one or two insignificant issues all the leading disc records here are double-faced. The last to come into line was the Gramophone Co., Ltd., who during the year announced an important departure in the direction indicated. With such an extensive repertory of single records the action was certainly a bold one. The change is evidently to be of a gradual nature, because so far only instrumental selections are recorded on the double-sided discs, the number of which is quietly on the increase. This far-reaching event won instant approval from the trade, especially having regard to the fact that the company issued the double-faced record at the same price as that charged for the single discs, i. e., 12-inch 5/6, 10-inch 3/6. Naturally the business increased tremendously and H. M. V. agents have every reason to congratulate themselves upon their allegiance to a company whose first interests are that of their dealers.

Price Reduction.

The tendency to reduce prices of established records was this year considerably less noticeable than last. During December Messrs. Hough announced that their velvet-faced record, hitherto sold at 3s., will be reduced to 2/6 each, the reason given being the discovery of a new process which facilitates manufacture.

Another announcement of great importance emanated from Messrs. Barnett Samuel & Sons, Ltd., who are the sole agents for Fonotipia, Odeon and Jumbo records. Intimation was given to the trade that the well-known Odeon record would be reduced from 4s. to 3s. each. This departure exercised a big influence in the direction of increased sales, and was the subject of much favorable trade comment.

Beka English Factory.

The enormous expansion of the Beka record trade in this and other countries was a determining factor in the decision of the Beka Company directors to facilitate the manufacture and save time by the establishment of an English factory. Plans were soon developed and without much loss of time building operations commenced a few months ago. Situate at Hertfordtown the factory is now *fait accompli* and has been in full operation for some time. The ground area is some 15,000 feet, and while most of this is utilized provision has been made for an early extension of the building. W. O. Ruhl expresses himself as very pleased with the general quality of the records produced in the new factory. Upon another occasion I shall hope to give my readers further details concerning this departure.

A Fine Cut Disc Record.

Last year (in my review of the year 1911) I spoke of the coming "Marathon" long playing record and said that "the sooner the proprietors get active the better." In the spring of 1912 preparations commenced in earnest and it was not long before the firm, styled The National Gramophone Co., Ltd., began an active campaign to make known their unique record. The "Marathon" people use a very fine thread on the record, by

which it is possible to obtain as much as six and one-half minutes' of music on one side of a 10-inch disc. The longest piece, however, recorded so far plays for five minutes and forty seconds, which in itself is a wonderful achievement. The Marathon 12-inch record, of course, carries a proportionately greater amount of music.

Although only in operation a few short months, the company's business has expanded to a remarkable extent, the latest returns being most satisfactory. Their £1 shares are (at the time of writing) quoted on the Stock Exchange at close upon £9! The advent of the "Marathon" record was certainly a most important feature of the past year's business.

Expiring of Berliner Patent.

The seeming eagerness with which the expirations of the above famous patent was awaited in trade circles here, led me to believe that European manufacturers would prepare to invade the American market in force. There has, however, been little evidence of any such intention lately, and I believe as a matter of fact, except perhaps in an isolated case or two, there has been no serious attempt in the direction indicated. Record manufacturers this side are busy enough providing for the home and Colonial demand, and many think it good policy to fight shy of the almost certain litigation which would follow any attempt on their part to capture American business, even if it were possible to secure any substantial support from your dealers.

Effect of the Copyright Bill.

Six months ago—July 1, 1912, to be precise—the act providing for royalty payments came into force. It has created a tremendous amount of work for the record people, and in very many instances special staffs have been created to deal with the detail involved. As I predicted, the cost of the act has not fallen upon the public. It represents a big item for the trade alone to pay, and especially so with the manufacturers, becomes increasingly serious. In working, the act has presented several difficulties, due in part to the obscure meaning of certain clauses which lend themselves to slightly varying interpretations. All things considered, however, the trade seems to have adapted itself very well to the new order of things. It is really early days yet, but there are not wanting signs of indication that the copyright act from the author's viewpoint has been very successful. But in this regard, I may say that record makers have in course of preparation certain protective measures which may or may not minimize the royalty expense. It is obviously inexpedient at the moment to enter into details, but at some future date things may develop in sufficiently concrete shape to justify publicity.

Litigation.

The courts were not greatly troubled during 1912. With the exception of one very important action—National Phonograph Co., Ltd. v. National Gramophone Co., Ltd.—there were few cases of interest. In this action the National Phonograph Co. sought to restrain the defendant company from using the word National. Interesting evidence—much of it of quite an historical nature—was furnished by a number of prominent trade witnesses, and after a protracted hearing, His Lordship intimated in a verbal manner that plaintiff's case was none too strong, but that whatever his opinion may be, the defendants should proceed with their answer. After some further evidence, plaintiff's counsel intervened and stated that his clients had instructed him that, having regard to the views expressed by the learned judge, they did not desire to continue the action and accordingly withdrew. His Lordship thereupon directed that the action should be dismissed with costs.

Another case was that in which Lionel Monckton sought to claim copyright in sound. He based his case on the common-law right of proprietorship,

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and sought to restrain defendants from reproducing his song "Moonstruck" on gramophone records. The copyright act was not in force at this time, and the Master of the Rolls in non-suiting plaintiff said "the law had never recognized property in an idea expressed not in language but in some system of musical notation, when it had once been made public. Plaintiff was endeavoring to assert a right which did not exist at common law."

The Phonograph Trade.

Whether or not the cylinder will ever come into its own again time and the Thomas A. Edison Co. will determine. If progressive action, a constant striving after something better all the time, and many other attributes, in conjunction with effective advertising, counts for anything, then the Edison Co. will have cause to congratulate itself upon the energetic fight it has consistently waged in favor of cylinder goods. The trade situation is of good omen, and sales during the past year have been of satisfactory volume. It may be very reasonably ascribed to the many improvements and innovations introduced by the Edison concern here. Before I enter upon these, it should be mentioned that Thomas A. Edison, Ltd., is responsible for the greater bulk of cylinder trade in this country, and under the direction of Paul H. Cromelin, the outlook has considerably improved. By the way, during 1912 an important change was made in the style of the company, the title, National Phonograph Co., Ltd., having been dropped in favor of Thomas A. Edison Co.

For the first time I believe in its history, the company announced in February an exchange scheme of a generous nature whereby dealers were enabled to relieve themselves of much old and otherwise unsalable stock. Later, the scheme was extended to the public; it remained in force until December 31, and was very widely utilized. This in itself exerted a powerful influence for good, and when later in the year a very effective and improved home recording apparatus was marketed, dealers began to revive interest in the vast possi-

bilities for business thus afforded. No other kind of machine offers provision for this fascinating pastime, and the trade did not fail to push it as an exclusive Edison feature.

Especially interest is attached to the issue of the new "opera" type phonograph, owing to its unique features. Equipped with a moving mandril, the reproducer being stationary, this new method of playing a record won much admiration, and dealers have experienced quite a nice demand for the "opera," which certainly represents a forward step in the reproduction of music mechanically.

In the latter part of 1912 announcement was made of the suspension of further issues of the Standard series, although deliveries would be made of the old titles which are retained in the Edison catalogue. Its effect was an immediate increase of the Amberol sales and attachments. From all of which it is evident that the Edison business is not going to lag in 1913 when, I understand, a number of other new lines will be announced. The first—that of the Blue Amberol record is referred to elsewhere, and doubtless now that the Edison disc is marketed on your side, it will not be long before the British trade will have a sight of it.

Dealers' Protection Association.

Reference to the above may legitimately cover a brief survey of the situation in regard to price maintenance, and I propose therefore to deal with the subject generally. Perhaps at no other time has such a serious attempt been made to grapple with this question as during the past twelve months. Early spring saw the formation of the Gramophone and Phonograph Dealers' Protection Association, its chief object apparently being to arouse manufacturers to their responsibilities in connection with safeguarding not only their own interests but that of their customers also against the growing practice of undermining established prices. Let us examine the position. The association has been at work some eight months, and viewing its operation in the most impartial light I am unable to report very material results. The officials, I know, are animated

with the sincerest desire to accomplish good, but it is a very uphill fight they are waging. Without substantial membership their efforts lack the force and influence necessary to move "the gods" to a full realization of the position of things, and with the exception of one or two manufacturers the rest are practically indifferent to all representations. To combat the evil successfully I maintain that it is the manufacturers—in a united body—who must take action. A dealers' association is of great subsidiary value, and for this reason its administrators are entitled to all the encouragement and support of which the trade is capable. The association has unlimited sources of great influence at its disposal, but it must first place itself in a position to command these sources by sheer strength. An essential consideration to this end is, of course, numbers—a membership of one or two thousand of the better class dealers, but one cannot disguise the fact that to secure this is, under present circumstances, a task of such gigantic magnitude as to appal the most optimistic. Acting in quite an honorary position the present officials are devoting considerably more time to the work than can reasonably be expected of them, having regard to their business interests, and while the valuable services of these gentlemen should be retained as long as possible, there is no doubt in the minds of thinking men that a paid official should be appointed, as in the case of the cycle dealers association, whose duties would mainly center upon gathering in the subscriptions. With that, a brief reference to what the companies are doing towards suppressing price cutting, and I will pass on to another subject. By its system of trading only with dealers, the Gramophone Co., Ltd., is enabled to exercise a close control over its output and in consequence it is an exceedingly rare occurrence for "H. M. V." records to be sold under price. A few other concerns trade direct and with them the same conditions apply. But the majority of records are sold through factors, and to a great extent manufacturers thereby lose con-

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To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEWIVE
OF EGYPT



To H. M. the KING
OF ITALY

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos Utcza 8, Budapest.
ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Apellbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros & McMahon, 443 West Street, Durban; Ivan H. Haarburger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd. -

21 CITY ROAD
LONDON, E. C.



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trol over the retail distributor. Should they be inclined to take action against a "cutter," there being no patents affected (except in one or two cases), the courts will only grant an injunction restraining the dealer from selling below the agreed price. Great praise is due the Columbia Co. in particular for the active campaign waged against this profit-wrecking mania. During 1912 the company has secured quite a number of injunctions, apart from the substantial amount of good accomplished by friendly representations. It has certainly made every endeavor to protect legitimate and straightforward trading dealers, and expresses intention of waging an active campaign against all who sell Columbian goods under established prices.

Upon this question, the British Gramophone Co. also maintains a very strict attitude. In any flagrant breach of its agreement a warning is issued to the delinquent, who, if not amenable to this reasonable representation, is at once cut off the books. A notable case occurred during the year, and being a well-known and large buyer, it naturally caused a deal of surprise in trade circles. A policy is only a policy when it is rigidly enforced!

In other directions certain companies have made spasmodic efforts to stem the tide of price cutting, but as may be expected, with little result. A continuity of effort must obtain all the time if any impression is to be made. However, the signs of 1912 in this respect are much better than in any previous year, and with the new year hope is born afresh.

Personal.

During the year a number of staff and agency changes occurred and briefly the following represent the most important cases:

After several years' service with the Gramophone Co., Ltd., James C. Goff relinquished his position as manager. Messrs. Anderson, Davis, Heighway and Crawley have also resigned.

S. P. Turner, one of the joint managers at Messrs. Pathe Freres has now commenced on his own account. He is managing director of a new concern—Saphone, Ltd., with offices in this city.

Charles J. Hopkins, who has been associated with this industry since 1907, is now with Thomas A. Edison, Ltd., in charge of its business phonograph department. Several years with the Columbia Co., Mr. Hopkins possesses a wide and useful experience of this trade, in the interest of which he has made many journeys in foreign climes.

The agent of the Dacapo record since its inception here, Mr. Barrand (Barrand & Co., Ltd.), recently relinquished the agency, and has now taken over an entirely new record to this market. It is called "Invicto," and in a short time has won much favor.

The Dacapo agency is being run by a new company, the Dacapo Record Co., Ltd., with Mr. Hale as manager. Formerly with the Columbia, and the Homophone companies, this gentleman brings to bear an experience which will stand him in good stead in his new sphere of activity, and I beg to tender him my hearty congratulations.

Miscellaneous.

Quite a number of novelties were introduced during the year. In point of number, so-called tone-modulators easily carry the day, but I have yet to discover one of real merit.

The most interesting device for the improvement of sound is undoubtedly the Rayflex sound reflecting elbow. It is the novelty of the year. With ordinary elbows the top is round, but the Rayflex represents a radical departure from this principle. On the top bend there are two flat plain surfaces set at different angles, by means of which the sound is directed straight out of the trumpet without impinging on the walls thereof. The result is a purified and increased reproduction. A good thing!

A number of fires are to be recorded. Early in the year, the premises of Robert Nelson & Co., Edison's factory, London, were badly damaged and much stock destroyed. It has all been made good and business is proceeding as merrily as ever.

The month of May witnessed a disastrous outbreak at the Columbia factory, located at Earlsfield. The whole place was practically gutted, valuable buildings, stock and machinery being reduced

to a scrap heap. Not during a particularly busy time of year, yet the fire was sufficient to cause considerable inconvenience and delay in obtaining supplies. Other factory accommodations were fortunately available. The factory is now rebuilt on an enlarged and improved scale, and equipped with up-to-date machinery, is turning out better records than ever.

Later in the year a terrible fire occurred in City Road at premises situated between the Columbia and Baker buildings. Two persons unfortunately lost their lives. The prompt attendance of the fire brigade resulted in confining the fire to the building in which it originated. A lucky escape though, for the two record houses on either side.

Blue Amberol Edison Record Announced.

At the moment of closing for press I have received intimation of the early issue of the Edison Blue Amberol record. Recording for the Standard record has ceased and the January wax Amberol supplement is the last to be issued. About fifty titles in the February list represents the initial output of Blue Amberols. Of course, titles listed in present catalogue of wax Standard and Amberol records will be available for supply against order. That being clear, let me say that in common with all who have heard Mr. Edison's new record, I believe it will absolutely revolutionize the cylinder market, and interest a goodly percentage of disc enthusiasts, too. For the sole reason that its tone quality is so sweet and natural, pure and free from harsh foreign noise in reproduction, as to at once stamp its superiority over all other records. My readers are doubtless aware that the Blue Amberol is practically unbreakable, and according to a recent test, almost unwearable. It is reported that a sample was played three thousand times, the three thousandth reproduction being as good as the first. That's an experiment though, that few will want to try, but as testimony of the record's durability it's a good sales point of which full advantage should be taken.

The Blue Amberol will certainly make a strong appeal to the masses, because with commendable foresight Mr. Edison ensured that it could be played on all existing machines without alteration, and with much better results than that obtained by the wax Amberol. The highest and best degree of sound reproduction is, however, made possible by the use of a new diamond point reproducer, just marketed. The purity of its tone and power of delivery in reproducing the most delicate shades of music is really wonderful, and the company is justly proud of the new goods as representing the most scientific advance in the art of recording and reproducing sound within recent years. The result of thousands of experiments, this new diamond point reproducer in its construction alone represents a radical departure from the general form of phonograph repro's. A world search for a new diaphragm, after many trials and the testing of an innumerable variety of substances, ended at last in Japan, where a suitable and satisfactory material was found. The Blue Amberol record will be issued in two classes—ordinary 2s. each retail, concert and grand opera selections, 3s. The latter is particularly significant and will come as a pleasant surprise to cylinder users in view of the hitherto prevailing prices, 4s. to 8s. each.

Ample provision is made for exchanges, and under the terms announced dealers are allowed to return their stocks of wax Amberol and Standard records for full credit to the extent of 20 per cent. in value of their monthly Blue Amberol record purchases. 1913 is evidently going to be a red letter year for Edison dealers, the Blue Amberol being only the first of the many new things coming along, including the new concerted horn cylinder machines, the new disc (ready, I understand, in a month or so), a new Home recording campaign, etc. It will not be the fault of Thomas A. Edison Co., Ltd., if the cylinder does not come into its own again. The prospect could not be brighter, and with hearty co-operation Edison dealers may expect to enjoy a real trade boom. The Blue Amberol is going to instil a little enthusiasm into all apathetic phonograph owners, for let them once hear the

record, they are converted. Another time I will hope to be in a position to announce further interesting details, meanwhile, I may be allowed to heartily congratulate the Edison company upon the issue of such a beautiful production.

Saphone, Ltd., a New Concern.

S. P. Turner, who recently resigned the managership of Messrs. Pathe Freres, commencing a new company under the name of Metophone, Ltd., now announces that in consequence of the word "Metophone" having been previously used in connection with records, the company will in future be known as Saphone, Ltd.

Synchronized Film Talking Machine.

Apropos Mr. Edison's synchronized film and talking machine, of which, by the way, some favorable press comments have appeared this side, it is interesting to read that the Gaumont Co. recently demonstrated in Berlin a device which they claim solves the problem of perfect synchronization. *Nous verrons!*

New Companies.

The Victory Gramophone & Record Co., Ltd., private company. Capital, £100 in £5 shares. Registered by Goldberg, Barrett & Newall, 2-3 West Street, Finsbury Circus, London, E. C.

Barker, Son & Heins, Ltd., musical instrument dealers. Capital, £1,000. No address given.

Pathescope, Ltd. Objects: to secure the exclusive trading rights of Pathe Freres home picture machine for the United Kingdom.

Taxing Foreign Companies.

Of great interest to manufacturers' agents in this country, who, according to the "British Trade Journal" are threatened by income tax officials with requests for payment of income tax upon the profits made in England by the foreign manufacturers whom they represent is the opinion of Mr. F. G. Aylett, whose position as the honorary solicitor to the Manufacturers Agents Association, lends considerable value to his views upon the matter. Mr. Aylett writes: "When a foreign manufacturer has an office in this country, holds stock here, and collects accounts and discharges liabilities here, then the foreign manufacturer, or failing him, his manager or agent, is liable for income tax on the profits of the business done in this country. On the other hand, if the agent merely receives a contribution from the manufacturer towards the expenses of the office, needs to receive confirmation of contracts before he enters into them, even though he holds stock, he is not liable for income tax, provided that all payments for goods made to the agent are remitted by him straightway to his foreign manufacturer. The chief point upon which the manufacturers' agent must be circumspect is that he must not pay cheques received from his customers into his own bank, but must forward them, endorsed, if necessary, to his foreign principal."

In New Premises.

The Seymour Manufacturing Co. inform me that they have removed to a more convenient location—50 Tufnell Park Road, Holloway, London, N.

His Master's Voice Publicity.

The New Year has opened up remarkably well for His Master's Voice dealers, for which the advertising and the issue of choice lists of new records is largely responsible. I have before me the January Supplement of H. M. V. Records, and to say that it is replete with unusually good fare is to convey but little idea of quality offered. Perhaps the finest orchestral combination in the country is the New Symphony Orchestra, whose contributions to the list under review are characteristic of the difficult classical selections which they undertake with such masterly credit. The following are the three records in question: Theme and Variation, Suite No. 3 in G., Op. 55. Themes 1, 2 and 3; Themes 4, 5 and 6; and Themes 8, 9 and 10 (Tchaikowsky). It would, however, be invidious to select any special records for distinctive mention and dealers are well advised to study the complete list for themselves: "Why Do the Nations," "Messiah" (Handel), Mr. Clarence Whitehill; "Love Not the World," "Prodi-

gal Son" (Sullivan), Mmc. Kirkby Lunn; "The Yeoman's Wedding Song (Poniatowski), Mr. Thorpe Bates; "The Sailor's Dance" (Molloy), Mr. Harry Dearth; "The Floral Dance" (Katie Moss), Mr. Peter Dawson; "Love and Wine," "Gipsy Love" (Lehar), Mr. Peter Dawson; "Somewhere a Voice is Calling" (Arthur Tate), Mr. Hubert Eisdell; "Let Me Dream Again" (Sullivan), Miss Percival Allen; "Mona" (S. Adams), Miss Ruby Helder; (a) "Bourrée" (Handel), (b) "L'Abeille" (Schubert) (Violin), Miss Marie Hall; "Novellette—Last Movement" (Gade), Renard Trio; "Gems," "Duchess of Dantzic" (Caryl), Light Opera Company; "I Had a Little Garden" (Hanray), Mr. Tom Clare; "The Suwanee River Bend" (Mierisch-Lowitz), Mr. Arthur Collins; "The Kilty Lads" (Lauder), Mr. Harry Lauder; "The Pro's Landlady" (Pether), Mr. George Robey; "Come Over the Garden Wall" (J. W. Tate), Miss Clarice Mayne; "Ragtime Soldier Man" (Irving Berlin), Messrs. Collins and Harlan; "Be My Little Baby Bumble Bee" (Murphy-Marshall), Miss Ada Jones and Mr. Billy Murray; "Jubilee Medley," American Quartet. H. M. V. double-sided records: "Lurline," overture (Wallace), and "Crown Diamonds Overture" (Auber); "Gipsy Love," Selection I, and "Gipsy Love," Selection II (Lehar); "Le Myosotis Intermezzo" (Wachs), and "Salome Intermezzo" (Loraine), the Band of H. M. Coldstream Guards; "Badinage" (Mindeatt), and "Song of Autumn" (Joyce); "Three Dances" from "Palace of Puck," first dance, "Tarantella; second dance, "Rhodanthe;" third dance from "Palace of Puck," "Masquerade" ((Fenn-Leyland), and "Dance Russe" (Tschaikowsky), Mayfair Orchestra "The Girl in the Taxi," waltz (Jean Gilbert), and "Un Pen d'Amour," Melodie (Las Litesu), and "The Girl in the Taxi" March (Jean Gilbert), and "Once

Upon a Time" (Lincke), Jacob's Trocadero Orchestra.

Government Report Criticized.

In many directions the American Governmental report, which has been extensively published your side, of talking machine trade in Great Britain is amazingly inaccurate and misleading, a typical instance being found in this paragraph:

"Both cylinder and disc records are used, but the former more extensively, as the machines with which they are played are cheaper than the disc machines, and the records themselves cost less than the disc. The latter, however, have grown in favor among those able to afford the more expensive article."

My experience is that for every cylinder record sold in this country, there are at least 100 discs sold. Ninety-nine per cent. of new buyers choose the disc; a good disc machine costs no more in price than does a good cylinder machine; often in fact, it is the cheapest. According to list prices, and having regard to the fact that one disc contains two selections, there is no difference between the lowest prices of the two types of record!

Outline of New Company.

The subjoined report has just reached me: A company has been formed with a capital of £250,000 in shares of £1 each, to take over the present National Gramophone Co., with all the assets, including the patent rights all over the world, and including existing cash assets, etc. The vendor company will receive £165,000, leaving £85,000 for working capital, of which amount £50,000 has been guaranteed. The nominal capital of the vendor company is £25,000. Of this amount the directors have been able to secure the cancellation of 11,000 shares, leaving 14,000 to participate in the purchase consideration.

The vendor company has reserved to itself the

right to apply for, within eight days of the registration of the new company, 150,000 shares at par. A statement of the earnings of the vendor company is in course of preparation and will be published very shortly. In the meantime the directors desire to inform the shareholders that the trading results have been far in excess of their anticipations, the inability of the vendor company to cope with the orders in hand being the reason for the formation of a new company.

Apropos the above, the following which appeared in the columns of "John Bull" is of interest:

NATIONAL GRAMOPHONE A PROMISING INDUSTRIAL.

The forecasts which I have made with regard to the development of business in the miscellaneous department of the Stock Exchange are being amply fulfilled. National Gramophones afford a distinct example, and in response to the active demand the shares have gone up to 7 5-8. Profits are being earned already, as the chairman stated at the recent meeting, at the rate of 100 per cent. per annum. The company owns the world's master patents for records cut to some depth, but practically without width. This system is claimed to obviate all harshness heard on records chiefly used hitherto, is more reliable, playing twice as long as any others, and is, therefore, of great service. A German company is in process of formation, in which the National Gramophone Co. will hold a controlling interest, while negotiations are stated to be well advanced for the sale of the French and American patents. It is reported that in that case royalties would accrue to the company, which are estimated at £42,500 for the French, and £60,000 for the American patents per annum. Should these sales be successfully concluded, the price of the shares would, of course, be greatly affected.

SCHOOL PROPAGANDA INTERESTS.

Professor Goodwin of the Educational Department Tells of Dealers Specially Interested.

Professor Frederic Goodwin, director of the Educational Department of the Columbia Phonograph Co., which was only created four months since, reports a most pleasing interest on the part of dealers as regards the school business. "Our work the past few months has achieved gratifying success," stated Mr. Goodwin in a chat with The World. "I am naturally optimistic over the outlook for the ensuing year, and with the appointment of special school representatives in every city of importance,

we are certainly prepared to make a strong bid for school business during 1913. Nothing succeeds like success, and judging from the reports received from our new representatives, our school business will certainly spell success. We closed a number of important sales during the past two months, and our dealers who are going after school business are taking advantage of every co-operation offered them by this department. It is pleasing to observe that our initial publication entitled "School-room Music," is at present running in its sixth edition, and this meaty booklet is being generally commended by both our dealers and school teachers. Our plans for the coming year are based on the development of our work along the lines we have started, and our

working in harmony with the leading school-room book publishers will doubtless tend toward the production of very satisfactory results."

The special representatives referred to above are as follows: W. M. Edwards, Atlanta, Ga.; Philip Lang, Baltimore, Md.; E. A. Kingsley, Boston, Mass.; W. M. Handley, Birmingham, Ala.; Mr. Brown, Cincinnati, Ohio; C. A. Routh, Cleveland, Ohio; J. G. Kirby, Dallas, Texas; Louis Rae, Detroit, Mich.; W. H. Moore, Hartford, Conn.; C. P. Herdman, Indianapolis, Ind.; L. V. Smith, Kansas City, Mo.; Leo J. Reid, Louisville, Ky.; J. M. Means, Memphis, Tenn.; H. M. Young, New Haven, Conn.; D. Barre, New Orleans, La.; G. C. Kenny, Omaha, Nebr.; Jos. Murphy, Philadelphia, Pa.; Harry Buck, Pittsburgh, Pa.; J. F. Halfpenny, Portland, Me.; Miss A. Pennick, Portland, Ore.; Herbert Corri, Providence, R. I.; F. W. Warren, Rochester, N. Y.; E. L. Smith, Scranton, Pa.; F. W. Doubleday, Springfield, Mass.; Chas. Byars, St. Louis, Mo.; R. L. Blanchard, St. Paul, Minn.; L. L. Archibald, Terre Haute, Ind.; Albert Mack, Toledo, Ohio; C. B. Eastburn, Wilmington, Del.; W. B. Sharpe, San Francisco, Cal.; W. T. Graves, Washington, D. C.; C. F. Baer, Chicago, Ill.; M. A. Dunn, Buffalo, N. Y.; H. D. Turner, Los Angeles, Cal.; New York and Brooklyn, Robert E. Cleary, H. E. Foster, A. L. Williams, W. D. Martone and A. N. Thomas.

INVENTORS ACTIVE IN 1912.

The marked prosperity of the country is reflected in the receipts of the United States Patent Office from fees for applications, according to Edward B. Moore, Commissioner of Patents, in his annual report. The total receipts of the office for the fiscal year ended June 30 were \$2,094,059, compared with \$1,987,778 for the previous year. The number of applications for patents for inventions aggregated 69,236, against 65,154 for the fiscal year ended June 30, 1911.

The establishment of the Patent Office as an independent bureau of the government is recommended by Commissioner Moore. He also recommends that a new building be erected. The present quarters, he says, are insanitary and crowded and valuable records are in constant danger of destruction by fire.



A BUSINESS OPPORTUNITY

A live wire Electric Self-Stop for the live wire dealer. Now is the time after the holiday rush to handle an accessory of merit and push it.

Here is a Self-Stop of quality. It is absolutely guaranteed and means very large profits.

Large and reputable dealers in the East have turned prejudice into profits. Why?

The answer is in the booklet. Write for one.

STANDARD ELECTRIC STOP COMPANY

Walnut and Thirteenth Streets

PHILADELPHIA, PA.



**The new Columbia recordings by Bonci
are now ready—the best numbers from
the repertory of the world's most artistic
singer.**



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

ADVERTISING MANAGERS CONDEMN OLDFIELD BILL.

Their National Association Issues Strong Plea Against Proposed Measure—Fight Against Bill Has Spread Throughout the Country—Thomas A. Edison's Views on the Patent Law and Its Operation Will Be Read with Interest—He Is an Authority.

In the talking machine trade jobbers and dealers should keep alive to the fact that the campaign against the Oldfield Bill is still on, and those who have not taken steps to get in touch with their Senator or Congressman and acquaint him with their views regarding their opposition to this measure are neglecting a very important duty.

The fight against this proposed measure which was given its initiatory stimulus by the efforts of the manufacturers of talking machines, has now been taken up all over the country, and the Association of National Advertising Managers has issued a strong plea urging every man connected with advertising—manufacturer, agent and publisher—to immediately aid in the opposition to the Oldfield Bill which will be voted on by Congress soon. It properly says:

"The passage of that bill would be a severe blow to all advertising, as Section 2 proposes to make impossible the fixing and maintaining of prices on patented articles. It would be a misfortune of far-reaching effect to have the American Congress declare itself on the wrong side of this issue, for it would spread the impression that price regulation by the manufacturer was outlawed and would start an onslaught of price cutting on both patented and unpatented goods as well as influencing the Courts in their judgments on all price agreements and price-maintaining systems."

It is interesting to note that in Leslie's Weekly of January 3, Thomas A. Edison, who has been granted patents on about 4,000 inventions expressed his views very fully in opposition to the Oldfield Bill when he said in part:

"The patent law as it exists is fundamentally sound. What is needed is not the making of any changes in the fundamental principles of the law,

such, for example, as lessening the consideration granted to an inventor for making his invention publicly known, thereby discouraging and hampering the inventor, instead of giving him encouragement. What the public has contracted for is new and useful devices, introduced commercially so they may enjoy the use thereof, and to secure this the inventor should be given prompt and effective protection against an unworthy competitor.

"The inventor is in a position to obtain capital when the contract between the Government and the inventor is being carried out in a practical manner; no great combination of capital can raid him—there are literally thousands of small shops with which he can deal.

"The next thing is the introduction and selling of the invented process or device to the public. This the inventor does by employing jobbers and dealers, which are the common merchandising instrumentalities of the country. These jobbers and dealers, to all intents and purposes, are the salesmen of the inventor; they are part of the mechanism the inventor must use to introduce, educate, and create a demand from the public and sell the goods.

"These jobbers and dealers trade in goods of which the great preponderance are not patented. They are free goods and the public has been educated as to their value. The demand is large and the profits are not great, but, as a rule, sufficient. Competition has been fought to a finish; all know what it means to cut prices, hence the custom is to put a moderate profit on each article, the large sales bringing an adequate return.

"The inventor and his associates will not make the price to the public any higher than is necessary to afford such percentage of profit to the

jobber and dealer as will prevent them from giving up the sale of the goods; just that amount of profit over free goods that will recompense the sellers for the risk and comparatively small demand. Any higher price will diminish the inventor's sales. These price contracts should be enforceable by suit for infringement, as now; otherwise the Government is not carrying out in good faith its compact with the inventor or making the law practical.

"I have heard and read numerous statements that many corporations buy valuable inventions to suppress them, but no one cites specific cases. I myself do not know of a single case. There may be cases where a firm or corporation has bought up an invention, introduced it, and afterwards bought up an improvement and ceased using the first patent—suppressed it, in fact. Why should that not be done? It is for the benefit of the public that it should get the latest improvement. I can not see why the public should be asked to change the patent law to enable a competitor to get hold of the disused patent so he could have a basis on which to enter into competition with the pioneer of the invention who has introduced an improved machine.

Before any changes in the law are made, let the objectors cite instances where injustice has been worked on the public by the alleged suppression of patents for other reasons than those which were due to improvements."

SUPPLEMENT TO SPANISH RECORDS.

The February supplement of Spanish records just issued by the Columbia Phonograph Co., contains the selections of a number of artists prominent in the operatic and musical worlds. The cover of this supplement is unusually attractive, and portrays Alice Zeppilli, the world-famous soprano. The Columbia business in Spanish records is steadily advancing, and careful attention is paid to the production of records that will appeal to the music-loving population of Latin America. The recent Portuguese-Spanish catalog published by the company has been accorded a most gratifying reception by South American dealers.

MR. DEALER, SEND YOUR ORDERS TO

The Corley Company
RICHMOND, VA.

We give our Regular Dealers first consideration, of course, but we are strong believers in the Victor Department of our business and we are Big buyers, so are more likely to be able to fill your orders than any other distributor in this growing Southern territory.

RETURNS FROM RECORD MAKING TRIP AROUND WORLD

An Interesting Story of Henry L. Marker's Trip and Accomplishments in Hawaii, Singapore, Java, Hong Kong, Shanghai—Some Odd Experiences in Making Records—Many Difficulties Encountered, but the Winning Man Conquers—Java a Country That Delights the Student of People and Happenings—How Marker Managed to Secure a Photograph of a Procession in Which Three Sons of the Sultan of Java Participated.

On Christmas eve, 1912, Harry L. Marker, Columbia recording expert, boarded a train in the Jersey City station of the Lackawanna railroad



H. L. Marker.

and made the last lap of a 12,500-mile hike that brought him home to Orange, N. J., just in time to celebrate Yuletide. He had left China nearly two months before and traveled west—the Trans-Siberian railroad across Siberia and Russia; on through Germany, after an argument with the cus-



H. L. Marker's Laundresses at Work.

toms officials, a stop-over in London while awaiting some baggage that had gone astray in the middle of Europe; and then the North Atlantic trip.

in some experimental work and then traveled together as far as Frisco. Here they parted. Mr. Emerson stayed a while in San Francisco, his birthplace, and Mr. Marker kept going west. His first stopping place after leaving this country was Honolulu, and the result of his visit there materialized in the wonderful series of Hawaiian records that the Columbia Phonograph Co. has since put on the market. Some of them have been listed domestically for home consumption, and are proving very popular.

But the records had nothing on Marker, for in Hawaii he made himself just as popular as the records have become in America, and the oldest inhabitant of Honolulu will tell you that there never was such a triumphal exit from that fair and beautiful island as that made by Harry L. Marker. Hawaiian royalty turned out for the occasion and, led by princesses of royal blood, with native bands and singers, the Harry L. Marker farewell to Honolulu was a tremendously impressive and picturesque occasion. Mr. Marker



Native Band of Batavia on Way to Make Records.

himself, the center of all the proceedings, was easily the most picturesque figure there, with floral decorations and wreaths and festoons of flowers and garlands of green stuff draped around his manly chest and shoulders. The latter he flung back onto the surface of the waters in token that he returned the good-will of his hospitable hosts.

From Hawaii Mr. Marker went to Singapore. In Singapore he found John Dorian, the Columbia Phonograph Co.'s Oriental representative, in the hospital. Mr. Dorian had gone down with fever and dysentery in Siam and had journeyed by grad-

made with Tio Tek Hong, and where Mr. Marker made over five hundred records. It is quite possible that those Javanese records might not appeal to the cultured musical taste of America and Europe, but over in Batavia they are reckoned



John Dorian on Left—H. L. Marker on Right.

great stuff. Most of them are native music pure and simple, but among them are adaptations from Broadway. There is one in particular—a record of "After the Ball"—sung in Javanese and accompanied by the Javanese idea of what an accompaniment ought to be. The orchestra included a



Victor H. Emerson.

piano, a clarinet, and two fiddles—the clarinet and two fiddles in accordance with local ideas as to what ought to be clarinets and fiddles.

The most typical instrument of native music throughout Java is the gamalong. It looks like twenty-four



State Procession at Java (Royal Princes Under Umbrellas).

Harry L. Marker left New York in April, 1911. Victor H. Emerson, superintendent of the Columbia Recording Laboratory, started with him. The two stopped over in Salt Lake City, Utah, and put

ual stages to Singapore, where he could get better medical treatment. He recovered his health in some measure and the two traveled together to Batavia, Java, where the Columbia contract was



H. L. Marker Dancing in Java to Native Music.

different kinds of drums and sounds like a medieval xylophone in a straitjacket. Mr. Marker succeeded in getting a very fine series of

(Continued on page 44.)



"Selling Columbia instruments and Columbia records is not difficult. And the closer the competition the surer the sale; because the closer the competition the closer the comparison. If everyone made comparisons before buying, everyone would buy Columbia product."

(From "Music Money", a book you ought to have.)

**Columbia Phonograph Co., Gen'l
Tribune Building, New York**



RETURNS FROM RECORD MAKING TRIP AROUND THE WORLD.

(Continued from page 43.)

gamelong records, both with the instrument in solo and also as an accompaniment.

The favorite diversion of the wealthy Javanese is to get some star vocalist who can sing and play his or her own accompaniment on the gamalong. Mr. Marker got hold of one lady who, according to all reports, was the local Tetrassini, only more so. At the time appointed for the securing of records the dusky diva made her appearance with a retinue of coolies carrying the various component parts of the gamalong. These she set out in battle array, so to speak, and at the word "go" from Mr. Marker she opened up hostilities.

Mr. Marker personally had his troubles, but they were counterbalanced by a good many very enjoyable recollections. Not the least of these was the assistance and general good treatment he received from E. S. Reardon, American consul in Batavia, and B. Powell, an Englishman, who is the American consular agent in Soerabaya. Both of these were men of fine caliber and just the right type for the work they have to do out there—brainy, enterprising diplomats. The latter, Mr. Powell, gave Mr. Marker two or three days' shooting on his country estate up in the hills, and the Columbia recording expert's bag included three lions and a couple of panthers, besides wild fowl.

A lot of Arabian and Chinese records were secured in Soerabaya, and then Mr. Marker went on to Singapore for L. E. Salomonson for Malay and Chinese records. In Singapore, after a good deal of investigation through the native quarters, Mr. Marker satisfied himself that he had the best native band there was in the city, and the usual appointment was made for them to play into the recording machine. Mr. Marker, be it known, in a pith helmet and a suit of white duck, with shoes to match, is an imposing figure. Wherever he went he made a great impression on the natives; in fact, in one place he had a whole regiment of them praying to him. This Malay band in Singapore was no exception to the rule, and they decided that if they were going to play for the big white sahib it was up to them to put on their best bib and tucker, so to speak. They did, and it was a gorgeous sartorial kaleidoscope that presented itself at the temporary recording department—fourteen of them actually wearing trousers and boots. After the first selections had been made, however, Mr. Marker noticed that the band did not seem quite comfortable, and then a bright idea struck him and he said to the interpreter: "Tell that bunch of misguided heathens to take off their boots or there will be no more records made." The boots came off, they stretched their toes and wiggled them with a keen degree of comfort, and the balance of the record-making session was a success.

It was Java that yielded up the biggest homage to Mr. Marker's white suit, for it was there that Mr. Marker stage managed a royal pageant until he had it to his own liking. One day while Mr. Marker was staying in Djokjokarta, the capital of middle Java, the three sons of the Sultan of Java

were to be initiated into certain mysteries of the court, and the event was celebrated with true Oriental pageantry. There were musicians and dancers and all sorts of court functionaries in the procession which followed the ceremony. Marker was looking on, and it struck him that a really good photograph of the scene would be a fitting souvenir. When his interpreter was told what he wanted, he was scared to the verge of paralysis, but managed to collect his wits enough to run away, so Marker fell back on an ancient Dutchman, who spoke the native language. He told him what he wanted. "Sure thing," said the Dutchman, or words to that effect. "Come along." So they held up the procession and they grouped the princes and functionaries and the musicians and soldiers into just the kind of pose they wanted; then they borrowed a couple of the soldiers to keep the rest of the crowd away and Marker took his picture, said "Thank you," and the procession went on—in proof of which we reproduce the photo—and each of the three umbrellas indicates a prince. Marker had a close call in Singapore. He was using gasoline for illuminating purposes and the climate was so hot at that season of the year that it exploded and Marker caught fire. Had it not been for the devotion of his Javanese servant, whom he had taken along with him from Soerabaya, Marker would never have come back to New York. The Javanese first of all put out the flames that enveloped Marker—although not before he was badly burned—and then with three or four volunteers managed to save his instruments before the building burned down.

From Singapore Marker went on to Hong Kong for Chinese records and was aided considerably here by Mr. Fong-Foom. A building was hired in the city and the recording plant installed; then Marker looked around for a watchman. He engaged one, but when "Watch" saw the building he salaamed very profusely and said: "Me no sabee want um job; no can do." That was all he said, but he said it over about ten times and lived up to it. He simply refused to go inside the house and Marker started to investigate the trouble. He went to the owner. The owner, of course was Oriental, folded his hands across where his waist line ought to have been, and said: "Me velly solly; eight people die one week—plague." With a few days to spare after making his Hong Kong records, Marker accepted the invitation to visit Fong-Foom's home up the West River. A crew of women paddled him up the river in a dugout until they came to a place where Fong was making ramee cloth. There were a couple of hundred or so coolies working in the ramee field, and one of them when he came down toward Marker accosted him in perfectly good English: "Hello; where are you from?" As there wasn't a white man living within fifty miles of that place, Marker was considerably startled. "New York," said he. "You sabee know New York?" "Bet cher life," said the coolie in the

most approved Bowery accent. "I ran a joint in Third avenue for eleven years."

Shanghai was Marker's next stop and here a contract was made with the firm of Mustard & Co. A further set of Chinese records was secured and John Dorian, whose health at this time had broken down, left Marker and sailed for San Francisco.

Marker took a train on the Trans-Siberian for New York; was held up as a cholera suspect; his baggage was sent astray; he nearly became a prisoner in a military fortress because somebody thought he looked like a spy; he had a very hot argument with German customs people because he hadn't brought his baggage with him, and finally was held up in London for a week until the baggage did turn up. After all of which, as we said in the beginning, he made Orange, N. J., on Christmas eve, and achieved what he intended to do when he left China—spend Christmas day with his wife.

TO SELL THE KINETOPHONE.

The American Talking Picture Co. Organized to Handle Thos. A. Edison's Combined Moving Picture and Talking Machine.

The American Talking Picture Co. has been organized to sell the Kinetophone, a new machine manufactured by Thos. A. Edison, Inc., Orange, N. J., which is a combination of moving picture and talking machine. The office of the company is at 1495 Broadway, New York, the representative being W. E. Wardell. The factory management is under the direction of William Pelzer.

This is the device that has long been expected and is going to be a great boom to the moving picture houses. While no deliveries are being made, it is understood that orders are being booked.

GRAFONOLA FOR Y. M. C. A. CAR.

(Special to The Talking Machine World.)

Spokane, Wash., Jan. 8, 1913.

Willis S. Storms, local manager of the Columbia Phonograph Co., General, of this city, was greatly pleased recently at the sale of a Columbia Favorite Grafonola, a cabinet and a large collection of records to be used in the Y. M. C. A. traveling car which will run from Boville, Idaho, to Elk River, Idaho. This car will stop at various lumber camps throughout this district for a few days at a time and entertain the lumbermen with music from the Grafonola. It is a new use for the talking machine, that of furnishing music to the lumbermen in the wilds of the Northwest, and as the very best music will be furnished, the innovation will certainly meet with well-deserved success. The idea furthermore is to hold religious services and to play selections on the Grafonola by Gipsy Smith and the other evangelists.

Some people don't realize what competent liars they are until compelled to make an effort to tell the truth.

All losses come out of your net profits

RECORD HOLIDAY BUSINESS IN CINCINNATI.

Increase of Fifty Per Cent. and More of Previous December Claimed by Several Prominent Houses—More Expensive Types of Machines and Higher Class of Records Have the Call—Even Better Conditions Looked for During Present Year—What the Various Dealers and Managers Have to Say—Krolage Music to Close One Branch and Plans to Open Another Nearer Headquarters—John Arnold Considering Enlarging Quarters.

(Special to The Talking Machine World.)

Cincinnati, O., Jan. 8, 1913.

The holiday business was an immense one, and might have been greater but for the fact that the talking machine stock in the Cincinnati market was not up to the demand. Manager Dittich, of the talking machine department of the R. Wurlitzer Co., tells the story as follows:

"We had a fine holiday trade in Victrolas—a very large increase over last year, in spite of the almost insurmountable difficulties resulting from shortage of instruments. Every Victor instrument of the Victrola type, irrespective of model, wood or finish, went to fill the tremendous demand for Victrolas. The wonderful hold that the Victrola has obtained was clearly shown by the fact that choice had to be made from a line that was incomplete at all times and buyers had to accept styles and finishes other than they had in mind to purchase.

"The reason assigned by the Wurlitzer Co. for the great impetus in Victrola sales is that the new model machines leave nothing to be desired. It is a singular fact, notwithstanding that the Victrola has long since become standardized, and generally recognized that nearly every purchaser remarks on the perfection of reproduction by the new types.

"It is a fact that with a majority of Victrolas sold this Christmas the Sextette and other high priced Red Seal records have been included when the same selections could be bought in the lower priced records. The selecting of Red Seal records in most cases was the first thought of the purchaser. The lighter selections were seemingly a secondary consideration."

The Wurlitzer Co. looks on the future of the Victrola business with supreme confidence, and adds: "An instrument that is a perfectly satisfactory medium for all that is good in music and the only one available must live as long as music itself."

Throughout December, and especially the last two weeks of the month, business at the Columbia Phonograph Co.'s local store was characterized by strenuous hustle and bustle all through the day and late into the night, both in the wholesale and retail departments.

"Business during the holidays," said Manager Whelen, "was unusual, and we did the largest business by 50 per cent. than any previous holiday season in the history of the Cincinnati store, both in records and machines. The stock was practically cleaned out in both and business was limited only by our inability to obtain sufficient machines and records and lack of room to accommodate customers. However, we are now getting in supplies

sufficient to keep trade moving, and the new year has opened up most encouragingly and we have a fine lot of machine prospects for the month of January, thus making a successful wind-up of a prosperous year's business. The largest demands were for the higher priced Grafonolas, such as the \$150 Nonpareil, the \$200 De Luxe and the various types of Regent tables. As is always the case, however, the popular \$50 Favorite held its own, and the new Eclipse and Regal proved that there is a tremendous demand for popular priced high grade instruments. The demand for our line of grand opera records was beyond even our expectations, and all who heard them expressed admiration at the life-like rendition of the reproductions of the great artists offered by the Columbia Co."

In conclusion, Mr. Whelen said: "We all went home the night before the 'big day' tired but happy, ready to enjoy our much earned holiday. During the month we enjoyed the visits of many of our dealers who came in personally to select their holiday stock, and reports from all over the territory are to the effect that business in this line was phenomenal. The year as a whole has been a most gratifying one from the Grafonola and Symphony point of view, but the year 1913 bids fair to be the banner year in the talking machine business, and when next Christmas rolls around 1912 figures will be very small in comparison, although now they loom up in good, round, substantial figures.

"Business in the Dictaphone line has been exceptionally good for this time of year, and we have doubled our sales over last year. While everybody was thinking about Christmas the local Dictaphone salesmen have not been idle and many installations will be made this month. The general public are beginning to realize more and more every day what the word 'Dictaphone' means, and we expect to triple last year's business in 1913. The way the new year is starting out it looks as though our anticipations will be more than realized."

The Lyric Piano Co. is well pleased with its trade for the holidays in the talking machine shop. The results obtained were better than expected.

"We found that we ran short on a certain number of machines that it was impossible to get, and this goes to prove the assertion made before," said the manager, "that if the agencies that had been previously established could have had their wants supplied we would have had still better results. But take it all in all, we feel well paid for our efforts.

"We sold with every outfit quite a number of records, and by getting cash for the records sold, besides the first payment on the machine, made each and every deal a good one, hence we feel that we have secured a better class of business than we

have ever had before, and we find that our trade has kept up very nicely since Christmas."

John Arnold, of Fifth and Elm streets, said it was the best season he had experience in the ten years he has been in the talking machine game. So successful has he been that he is now seriously considering making a move to a more prominent location—one with larger quarters.

J. E. Poorman, Main street dealer, was likewise successful. He also handles the bicycle as well as a side line, and claims that the sales in the latter were the greatest in eighteen years.

The Krolage Music Co., Race and Arcade, is closing out its branch talking machine store on Central avenue, near Twelfth street, and intends to open up one near the present headquarters.

Manager Stadler, of the Milner Musical Co., is visiting his parents in "Old Virginia."

PLEASING VITAPHONE PROGRESS.

Reported at Annual Meeting of Company Held Recently—All Officers Re-elected—Reproducing Device Proves Interesting to the Trade.

At the recent annual meeting of the officers of The Vitaphone Co., Plainfield, N. J., the old officers were re-elected together with several new ones. The board of directors include the officers of the company and W. A. Lawrence, of Newark, N. J.; Ralph C. Lupton, of Wilmington, Del., and Frank T. Wentworth. The Vitaphone officers are: C. B. Repp, president; Archie M. Loudon, vice-president; J. H. Greene, Jr., treasurer; H. N. McMenimen, secretary and general manager.

The reports of the various officers were received and accepted. The directors felt particularly pleased at the expansion and progress evidenced during the past year, and were impressed with the possibilities of the future. They found a busy organization and a busy factory, both attempting to fill the orders for goods, and the meeting was a satisfactory one in every way.

The recently erected building for assembling and shipping is now occupied and its output is helping the sales department. Another temporary structure is being built, and this plant will be devoted only to assembling. In a few weeks three buildings will be devoted to the production of Vitaphone products, which shows the advancement made by the company during the past year better than a verbal description.

One feature that is impressing the readers of The World is the new reproducing device for the non-metallic reproduction of sound, including the use of the Vitaphone solid wood vibratory arm. H. N. McMenimen, general manager, summarizes the Vitaphone proposition to the dealer in these words: "Vitaphone dealers enjoy the advantages of tone without comparison; splendidly built instruments; novel, interesting and simple construction; assured profits of a maintained selling price and the protection of absolutely unassailable basic patents." In the Vitaphone catalog this device is featured at length, with illustrations and descriptive matter.

You can have either style of stamping with your orders for the new 1913 line of

SCHAFFORD ALBUMS

with bindings in Brown Silk Cloth or Viennese Imitation Leather, Gold plated rings.

COMPARE THESE PRICES WITH OTHERS

10 inch Albums, 17 Envelopes, 52½c.
12 inch Albums, 17 Envelopes, 75c.

Large profits assured. When ordering, give style of binding and stamp desired.

The Schafford Album Co.

26-28 Lispenard Street

New York



MUSIC BRINGS CHEER TO THE SETTLEMENT HOUSE.

With Spirit of Christmas in His Mind, Talking Machine Man Uses Grafonola for Furnishing Welcome Entertainment for the Less Fortunate.

The following incident is related with the idea of presenting to dealers and salesmen an example of the many opportunities for sales that exist in places off the beaten tracks, but which can be ferreted out by research and investigation. In the accompanying story the only object in the use of the Grafonola was to promote good cheer and add to the general Christmas spirit, but the fact that the audience, poor as it was, nevertheless was both amused and impressed by the performance is substantial evidence of the truth of the statement that opportunities for sales exist in many out of the way places.

"It is quite a long step from a New England Christmas party one evening to a Christmas party down in a settlement house on the east side of New York the next. The stage settings are not quite the same, you can readily suppose." With this statement a modest worker in the executive offices of one of our large talking machine companies looked out of his office window into the distance as though he were reflecting upon something pleasant to remember. He had just answered my question, "How did you enjoy Christmas?" with these words, "I both enjoyed Christmas, and gave of myself in the spirit of it."

"How is that," said I, sensing a "story," for this man with his constructing helpful nature is always mixing into some good somewhere in this wide world, and a great deal of his work is very interesting, for his scope is extensive and his opportunities for research both many and varied.

He answered, "I had a Christmas made to order up in my New England home. It was a fine Christmas, one full of the great good things of the soul, the things that tend to uplift and better mankind. The next night I made a Christmas for others in a measure. It was an unusual but pleasing experience and taught me that no matter how contrasting the environment the Christmas spirit can be made anywhere that humans are found. On the subject of these contrasts let me draw your attention to these two dissimilar pictures.

"Tradition has lent both charm and dignity to descriptions of a snow-clad New England Christmas, and while mine was much like the tales of tradition, it looks so good to me I am going to describe the details. It may help in appreciating the surroundings of the second picture. Imagine then for the first picture a large living room with that quiet charm of the refined well-kept New England home, decorated with wreaths of holly, the family gathered around the open fire on the hearth, and a single candle burning in the front window, and you will realize a sense of homelight of love and kinship that is enhanced only by reminiscences of the 'old folks,' the song of the middle-aged and the patter of a recitation by the youthful heir of the household that begins 'The Night Before Christmas,' social joy that fills the heart with tender emotions.

"Then look into a well-filled room where upwards of fifty mothers of divers nationalities are convened within the four walls of a Settlement house in a crowded section of this great city to gather the crumbs of happiness distributed by others who are interested in their welfare, heart and soul. A Christmas tree lighted and resplendent with decorations and a wool snowman with a 'stovepipe' lid on, that the children had pelted with imaginary snowballs at their little party held the previous afternoon. Otherwise a barren and not altogether attractive room, the mothers referred to before, a few women who give of their lives for others and a man who for the past eight years has directed the little social gatherings in this spot of charity and good-will. As I thought of my own blessings as I found myself wondering about the home surroundings of various types of the poor classes I wondered if my efforts to bring something of joy to them would be fraught with success.

"I had sent a Columbia 'Favorite' down to the

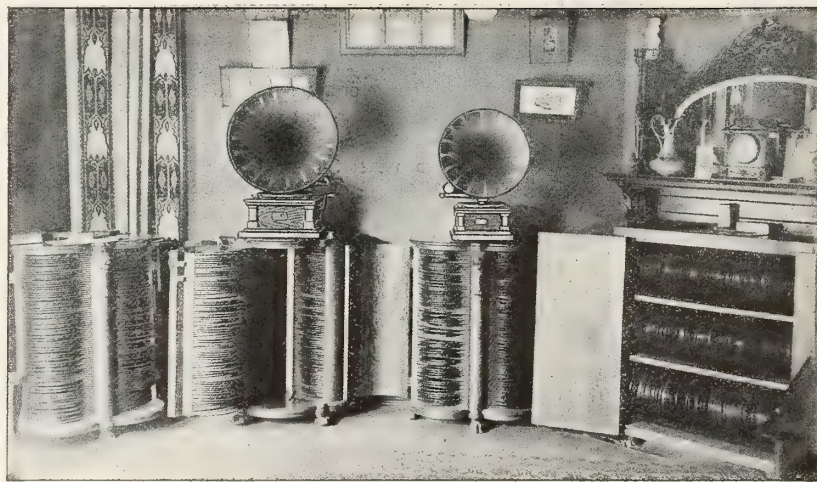
settlement house and had chosen a number of records along lines which I calculated would generally please. As I played the march 'Lorraine' I started the ball rolling by telling them to form for a grand march knowing that this march brings people together quickest of any and creates a feeling of good spirit and friendship. 'All two-step' the director next shouted out and in an instant the room was awl and the spell was broken. Dancing is elemental you know. 'Horrigan's reel' found four sprightly Irish women dancing with a grace that no 'glide' or 'trot' can compare with. The German women sang 'Holy Night,' the Italian

women hummed the arias from the operas. They all sang the popular song 'Where the River Shannon Flows,' they laughed and made merry with the comical records, and changed to tears when they listened to the old folk songs of their native lands across the seas. They danced with all the joy of children, and at the close of the performance at ten o'clock, after refreshments had been served, they went back to the place they know as homes. As they passed out the door the expression of pleasure on their faces would have well repaid infinitely more time or labor than I had given them and their sentiments were summed up in these two sentences whispered to the sweet-faced but care-worn matron, who is their friend through thick and thin. 'We are going to hold our own entertainments in order to make enough money to buy a 'Grafernoler,' and 'We have been given a foine time.'"

A GREAT PRIVATE RECORD LIBRARY OF A CHICAGO MAN.

Victor Enthusiast in Windy City Has Added to His Library of Records Until He Now Has Fifteen Hundred of the Interesting Discs in His Home:

Those connected with the talking machine trade often hear of people with libraries with a thousand or more records, but it is rare indeed to see a real



Home of a Record Enthusiast.

library with over 1,500 records in it, and that the property of a private person.

The accompanying illustration appears at first

glance to be the demonstration parlor of a live Victor dealer, with most of the stock of records available for testing purposes. As a matter of fact

it is simply the private collection of P. S. Goodman, a talking machine enthusiast of Chicago.

The photograph was obtained through the efforts of Lyon & Healy, Chicago, from whom Mr. Goodman has bought most of his records and is referred to by the Victor Co. as an example of what may be accomplished through the combination of good salesman-

ship and good records. Indeed, it should be a stimulus to greater achievements on the part of members of the trade.

PREDICTS WONDERS IN FILMS.

Sir Hubert von Herkomer Expects All Facts Will Be Recorded in Them.

Sir Hubert von Herkomer draws a striking picture of the future of the cinematograph in a letter he has written to a London paper on the subject of the censorship of films exhibited in public.

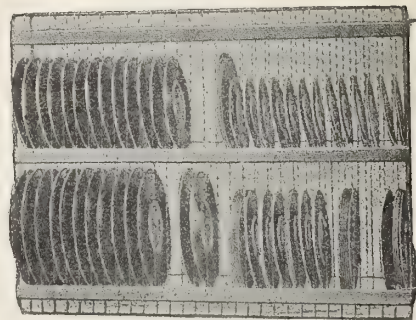
"The cinematograph has already shown itself to be a potent factor in daily life," he says, "and possibly the day will come when one film will take up form, color, and sound and reproduce all these simultaneously; when a cinematograph will be laid in every home as your gas or electricity is now laid; when the world's stories will be brought to you in pictorial and dramatic form such as one has not yet dreamed of; every child will be taught geography, natural history and botany by screen pictures rather than by books; actors and singers be recorded for all time; the progress of any great engineering feat be recorded accurately. In short, the feature will be made of recorded facts.

"I will not venture to say it is all for the good of mankind; but man is getting more and more subjective, and his inventive faculties lean altogether that way."

Sir Hubert von Herkomer considers that with the public rests the question whether the cinematograph can be made one of the greatest powers for good so far placed in the hands of man.

"Before it can attain its full development," he concludes, "the strong prejudice still existing among middle class people must be overcome."

THE
Heise
SYSTEM



You need the Heise System for the best keeping of your records.

Above is shown a small multiple of the system. Made for 10" and 12" records; built of heavy, strong wire, plated and lacquered. Furnished in 2 to 7 tiers, each tier holding about 250 records. Cost about \$2 a tier. An immense space saver; keeps records clean and accessible.

Write for 20-page catalog giving details and information on record systems.

The Syracuse Wire Works, Syracuse, N. Y.

IMPORTANT COURT DECISION ON PRICE CUTTING.

United States Court Grants Preliminary Injunction Against Assignee Appointed by New York State Court, Enjoining Him from Selling Columbia Graphophones and Records Below the Authorized List Prices—First Time This Question Has Been Definitely Decided on Merits—Decision Results from a Vigorous Following-up.

An opinion by Judge Hazel, U. S. District Judge, was filed in the U. S. District Court, Western District of New York, on December 23, 1912, in the suit of American Graphophone Co. against C. A. Pickard, as assignee of the Hill Piano Co. The question at issue was whether the threatened violation by the assignee of the contract containing restrictions as to the selling price, signed by his assignor, constituted contributory infringement. The court held that it did and that under the facts as alleged in the bill of complaint, the "defendant assignee could not by the assignment to himself for the benefit of creditors secure any greater right to sell the patented articles than had his assignor."

The Hill Piano Co. was one of the largest piano houses in Western New York and at the time of its failure had in its possession a large stock of Columbia graphophones, Grafonolas and records.

The assignee, a well-known lawyer of Jamestown, N. Y., proceeded to advertise the goods for sale at public auction, notwithstanding the fact that he was warned not to do so by the complainant, taking the ground that he had the right to sell the goods at the best price to be obtained for them regardless of the restrictions under which they had been sold to his assignor, the Hill Piano Co.

The American Graphophone Co., as the owner of the patents under which all Columbia product is manufactured, at once entered suit and its attorney appeared before Judge Hazel at Buffalo and obtained an order to show cause with a restraining order meanwhile which effectually prevented any further proceedings on the part of the assignee as far as the sale of the goods was concerned.

On the return of the order to show cause the motion for preliminary injunction was denied on the ground that Section 265 of the Judicial Code, re-enacting Section 720 of the Revised Statutes, prohibited the United States courts to stay proceedings by writ of injunction in any court of a State, except in cases where such injunction may be authorized by any law relating to proceedings in bankruptcy.

The American Graphophone Co. at once took an appeal to the United States Circuit Court of Appeals for the Second Circuit, upon the theory that as the goods had been sold to the Hill Piano Co. subject to conditions and restrictions as to the person to whom and the prices at which they might be resold by any person into whose hands they came, the threatened sale by the assignee at cut prices in violation of those conditions and restrictions, constituted infringement of its U. S. Letters patent under which they were manufactured, over which question the Federal Court had exclusive and original jurisdiction, and that the defendant assignee, standing in the shoes of his assignor, with no better or greater rights, could only sell the said patented articles subject to the same conditions and restrictions.

Shortly after the assignments of error on the appeal were filed, Judge Hazel handed down a memorandum decision in which, on his own motion, he granted a rehearing and an order vacating the order denying the motion for preliminary injunction, and requested counsel to file briefs within ten days regarding the right of the court to grant the preliminary injunction.

In accordance with this decision an order was entered which, among other things, reinstated the original restraining order, which effectually prevented the assignee from selling the goods at public auction pending decision on the rehearing.

While the right of the Federal Court to enjoin the assignee appointed by the State Court was decided in the affirmative, the main point at issue was the right of the assignee to sell at cut prices, and this, the court holds, as above stated, he had no right to do and enjoins him from doing.

The assignee put up a hot fight and summoned

to his assistance two of the ablest lawyers in Western New York.

The following is Judge Hazel's opinion:

DISTRICT COURT OF THE UNITED STATES, WESTERN DISTRICT OF NEW YORK.
AMERICAN GRAPHOPHONE COMPANY,
Complainant,
Against
C. A. PICKARD, as Assignee of the Hill Piano Co.
Defendant.
On rehearing.
ELISHA K. CAMP, for Complainant.
WEEKS & ROSS, for Defendant.
HAZEL, J.

The denial at the hearing of a preliminary injunction to the complainant proceeded on what I now think was an erroneous assumption that the suit was based solely on contract, and was not strictly an action arising under the patent laws. If this assumption were correct the earlier decision would doubtless have been necessary under Section 720 of the Revised Statutes which forbids federal courts to stay proceedings of a state court of concurrent jurisdiction. But a closer examination of the bill shows that the gravamen is the indirect infringement of complainant's patents by the breach of the conditions upon which the patented articles were to be sold. The question then arises as to whether the threatened violation by the defendant of the contract containing restrictions as to the selling price constitutes contributory infringement. The Supreme Court of the United States in *Henry v. Dick Co.*, 224 U. S. 1, has set this precise question at rest. There it was expressly held that an action which raises a question of infringement is an action arising under the patent law, and may be instituted in the district court, even though the construction relating to the contract is also involved. Nor is it sufficient to bar an action in the district court that in general the rule of comity requires that this court should not enjoin the sale of property in the possession of the State court. In the present case effect must be given to the nature of the action and the relief sought, a relief which the federal courts alone can grant. *Hupfeld v. Automaton Piano Co.*, 66 Fed. 788.

It appears herein not only that the patented articles were bought from complainant by the Hill Piano Co. subject to terms and conditions relating to the selling price, but also that notice thereof together with notice that the articles were covered by complainant's patents were brought home to his assignor, i. e., a licensee subject to price restrictions. Under such circumstances the defendant assignee could not by the assignment to himself for the benefit of creditors secure any greater right to sell the patented articles than his assignor, i. e., a licensee subject to price restrictions. *Oliver et al. v. Rumford Chem. Co.*, 109 U. S. 75; *York Mfg. Co. v. Cassell*, 201 U. S. 345; *Thompson v. Fairbanks*, 196 U. S. 516; *United Wireless Tele. Co. v. National Electric Signaling Co.*, 198 Fed. 385. In the latter case it is held that where a defendant has infringed a patent and is subsequently adjudged a bankrupt, the court has power to enjoin the sale by the trustee in bankruptcy of the infringing apparatus. By analogy this principle applies to this case.

Next, it is contended by the defendant that the complainant violated its contract conferring upon the assignee exclusive right to sell the patented articles within a specified locality. It is argued that if the defendant had remained the sole salesman, the selling price fixed by the maintenance contract would have been obtainable from intending buyers, but said contract does not I think bear out the claim of exclusive territorial agency and was terminable by the complainant. At any rate, it appears that only after the assignment by the Hill Piano Company which has since been adjudicated bankrupt, did the complainant designate another selling agent. This, in my opinion, is insufficient to require a denial of the injunctive relief prayed for, and therefore the injunction may now issue.

December 23, 1912.

HEADS GENERAL FILM CO.

Frank L. Dyer Assumes Important Position in Motion Picture World.

Frank L. Dyer, who recently resigned as president of Thomas A. Edison, Inc., and severed his connection with other Edison interests in Orange, N. J., is now the president of the General Film Co., with offices at 200 Fifth avenue, New York. Mr. Dyer's recognized ability as an executive and his wide experience in the motion picture field make him particularly fitted for his new position, which he assumed with the feeling that the motion picture field offered him great opportunities. The General Film Co. is a remarkable organization with branches throughout the United States and Canada and is steadily growing in power and importance.

Don't stop to chat socially with one customer after a sale is made, if another is waiting for attention.



Skating on rather thin ice

—the dealer who has a "promising" jobber, who gets promises handed out to him when he ought to be receiving the goods he ordered.

You never can tell when there'll be a break between you and your customers—but there surely will be one—when you have to depend upon such a jobber.

That's just the point—you don't have to depend upon a jobber of that caliber. It costs you no more to have the right kind of a jobber—one who is alive to your interests and helps you take care of your customers.

This is the way we do it: we ship all orders the same day they are received. And whatever you want in Victors, Victor-Victrolas, Victor Records, record cabinets, horns, fibre cases, needles, repair parts and other accessories, is here subject to your orders.

Right now is the best time to send for our catalog and our booklet, "The Cabinet That Matches".

Victor foreign records

"If it's in the Victor catalog, we have it" applies to foreign records as well as all other Victor goods. We have the entire Victor list ready for immediate delivery.

Arabian	Greek	Norwegian
Bohemian	Gregorian (Latin)	Polish
Chinese	Hawaiian	Portuguese
Croatian	Hebrew	Roumanian
Cuban	Hungarian	Russian
Danish	Italian	Sistine Choir (Latin)
Finnish	Japanese	Slovak
French	Jewish	Spanish
French Canadian	Mexican	Turkish
German	Neapolitan	Welsh

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street

New York





The sixth edition of "School Room Music", the book issued by our Educational Department, is now on the press. This is the book that enables Columbia dealers to offer *comparative* tests—and the Columbia *always* wins.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

YEAR OF UNEXAMPLED PROSPERITY AHEAD.

Trade in Cleveland Continues to Be of Large Proportions—U-S Phonograph Co. Closed Gratifying Business for Year—Many Dealers Cleaned Out of Stock After Holidays—High Priced Victrolas and Grafonolas Most in Favor—L. A. Lucker Reports Lively Edison Trade—The Talking Machine as a Bird Trainer—Other Items of Interest.

(Special to The Talking Machine World.)

Cleveland, Ohio, Jan. 10, 1913.

The Cleveland talking machine dealers, without exception, assert that the recent holiday business largely exceeded all records and are positive in the belief that the trade is entering upon a year of unexampled prosperity—a year of continued extending trade and development of a phenomenal character.

Christie MacDonald and members of the "Spring Maid" company were frequent visitors at the Eclipse Musical Co.'s store while the opera had its stay in Cleveland. They all were particularly interested in the new records of Titta Ruffo. Miss MacDonald requested the loan of a Vernis-Martin Victrola, which was placed in her parlor at the new Statler Hotel, where she had her picture taken holding a Victor record and listening to her own voice. She has promised The World one of her photos.

Sales manager of the U. S. Phonograph Co., G. M. Nisbett, made a hurried trip to Chicago last week. He reports the results of his visit was most successful from every point of view.

M. Elser, a special representative of the Dictaphone, was a visitor at the Columbia store the first of the year.

"Take a canary bird when it is young and bring it up in an artistic environment, surrounded by a talking machine with select records and it will develop into a regular warbler and can whistle tunes just like a human sort of a college bred bird," said R. N. Russell, the postmaster's secretary. His fad is canaries and he brought one he had just purchased to the post-office to demonstrate its vocal ability. The bird gave a satisfactory exhibition of its vocal powers in an hour's flow of melody. "That's the best warbler I ever heard," said Russell, when the concert was over. "He was brought up on a phonograph and can whistle a number of tunes. He'll make a fine addition to my collection."

The prosperous conditions existing in the talking machine trade have been shared in a large degree by the U. S. Phonograph Co. The season just closed has been the most successful in the history of the company. The holiday trade exceeded the fondest expectations, and orders on hand for future delivery, it was stated, guarantee that the next four months will be as busy at the factory as during December. The demand for U. S. Rex and U. S. Royal phonographs was unabated, in fact, is so great that the company has decided to discontinue practically all other types of machines and dispose of the existing stock of Banners, Operas, Grand and Peerless types at extraordinarily attractive prices to the trade.

The volume of business transacted by the Columbia Co., at the Cleveland store, during the past The entire stock of Victor machines was nearly month, was the largest the company have ever

done, G. R. Madson stated. "We were rushed throughout the holiday season, night and day," he said, "and by strenuous work managed to meet the extraordinarily heavy demand. Columbia dealers in our territory were all able to supply the wants of their customers in all lines and report an exceptionally large trade."

Mr. Probeck reports the Dictaphone business is as good as usual at this season, and that the prospects for this year are very promising. He has a number of fine prospects ahead.

The Eclipse Musical Co. has much to be thankful for. "Business is very favorable," said Mr. Towell. "Not a machine was left on our sales floor Christmas Eve. An unusually large record trade for January is following and it looks now as if there would not be any of the best selling records left if the factory is not able to supply the immediate demand." Fred E. Lane, in charge of the retail department, is continuing his monthly record concerts, with the attendance increasing each month. Many machine and record sales follow these recitals.

The Eclipse Musical Co., as well as the entire talking machine trade, mourn the death of one of their most progressive dealers, Frank Semmence, of Erie, Pa. He was a man admired and loved by all with whom he came in contact. P. J. Towell, manager of the wholesale department, who was a close friend of Mr. Semmence, attended the funeral at Erie.

At the Edison distribution warerooms of Lawrence A. Lucker the past month was one of unceasing activity. The sales of both machines and records was extensive although curtailed by inability to procure supplies from the factory. The new disc machine has met with great favor and a large number of dealers were supplied. There is a steadily growing demand for the new Blye Amberol records, the demand being much greater than the present supply.

Phil Dorn, manager of the Collister & Sayles Co., is highly pleased with the prosperous business of the past month in the talking machine department. The stock of Victor machines was practically cleaned up with some orders unfilled.

It was a very busy place in the talking machine department of the Bailey Co., throughout the holiday season. E. A. Friedlander, manager, expressed himself delighted with results of the month's business.

Business in the talking machine department of the Hart Piano Co. is moving along prosperously. The manager stated the company enjoyed a very large trade in both Victors and Edison goods during the season and that the demand, especially for records, continues good.

The past month closed with the largest sales in the history of the W. H. Buescher & Sons Co. exhausted and the record sales decimated the supply to the lowest ebb.

The H. E. McMillin & Son Co. report an unusually satisfactory holiday business in both the Victor and Edison lines. The company was well prepared with a large supply of machines and records to meet the unusual demand. Trade in pianos and other lines of musical goods was also good.

Miss Ethel M. Volk says business in the talking machine line of the May Co. during the past month has never been excelled. Practically the entire stock of machines were disposed of as well as nearly all the high grade records.

The attractive display of Victrolas at the beautiful parlors of the W. F. Frederick Piano Co. drew crowds of customers seeking suitable holiday presents. The volume of trade was eminently satisfactory, and has continued well into the new year, giving promise of continuous growth and prosperity.

H. D. Berner, who handles the Columbia and U. S. Phonograph Co.'s goods, located in the Taylor Arcade, reports business is exceedingly good. He did a large holiday trade and it has continued good right along to date. His U. S. phonograph display is especially attractive.

R. Svehla, proprietor of the West Side Columbia store, is doing a prosperous business. He says his last month's trade was the largest, most satisfactory and profitable he has ever had.

The H. M. Brainard Piano Co. reports trade in Columbia machines and records is very satisfactory. The company is well pleased that it took on this popular line of goods.

TO HAVE INDIVIDUAL MANAGER.

With the Resignation of O. A. Gressing the Claflin Stores Will Be Separately Controlled.

Otto A. Gressing, supervisor and general manager of the Victor departments of the four Claflin stores in this city since their establishment about two months ago, retired from this position the first of the year. According to present plans no successor to Mr. Gressing will be appointed, but each one of the four stores will be in charge of its own manager. The four stores in question and their present managers are as follows: Lord & Taylor, manager, Henry Broad; O'Neill-Adams, manager, Harry Munroe; McCreery's 34th street store, manager, Miss Steel; McCreery's 23d street store, manager, Miss Katherine Tracy.

GREAT DEMAND FOR VICTORS.

The expensive styles of Victor machines still continue to be in great demand by the Victor dealers, and the New York Talking Machine Co., 83 Chambers street, New York, is finding extreme difficulty in supplying the needs of their many customers. Record sales are way ahead of last year, and the company undoubtedly closed the greatest year in its history.

Dealer: "Yes, sir. This is the famous Columbia 'Regal.' It is the finest instrument at its price on the market. Motor, sir? Very fine piece of work, sir. Plays six records without winding."

Customer: "And—er—how many will it play if I wind it?"

Utter collapse of dealer.—World of Records.



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

**MUSIC
MASTER**
Solid Wood Horn



The Horn with
Music in it

It's bound to be quite a while before any
HORN will be produced to even look like the

Music Master Solid Wood Horn

and a great deal longer before one can be produced
that can compare with its tone.

There never was a sound amplifier such a
complete success as the MUSIC MASTER.

This WONDERFUL HORN aroused the Public
to a greater and more intelligent appreciation of
the best in music.

Only Horn Guaranteed.

Write for samples, giving name of Jobber.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

THE COLUMBIA IN TRAVELOGUES.

Columbia Records and Machines Furnish Music
Preceding and During Lectures of Professor
Robeson—Something Entirely Novel.

A novel form of publicity recently evolved by the Columbia Phonograph Co. and used in connection with the travelogues of Professor Frank R. Robeson is attracting considerable attention and meeting with gratifying success. Prof. Robeson is acknowledged to be one of the top-notchers in America's lecture world, and appeared before over 150,000 people in his recent lectures in New York and Brooklyn.

Preceding every lecture a concert of Columbia records, on a Columbia machine, has been given by C. J. Thayer, connected with the Twenty-third street store of the Columbia Phonograph Co. As a rule Prof. Robeson also introduces two or more records during the course of his lecture, which all adds to the popularity of the talking-machine as the records used apply to the subject of the evening.

Prof. Robeson left last Saturday night to open up a course of lectures on seventeen different countries, and will stop for one or two weeks at various cities en route to Denver, Colo. He was accompanied by a Columbia outfit of machine and records, and will use these in the same fashion as he did in New York. His itinerary includes such prominent cities as Toledo, Dayton, Buffalo and etc.

At all his performances circulars describing the Columbia product are distributed to people in the audience, and as his travelogues are usually given in conjunction with some leading newspaper of the city he visits, as was the New York Globe in this city, there is certain to be an unusually valuable amount of publicity given Columbia products. It has been estimated that Prof. Robeson will lecture to over 250,000 persons on this trip, and the "live-wire" Columbia dealers, by keeping in close touch with the activities of this prominent lecturer will doubtless close many sales as a result of his visits.

Said a domineering store manager: "You bet my men all jump when I speak." Yes, but how much jumping do they do when you are not there."

TRADE ACTIVITIES IN LOS ANGELES.

December a Record Breaking Month with Leading Dealers in Southern California—T. H. Barnes Co. New Concern in Los Angeles—Fitzgerald Music Co. Settled in New Home—Other Items of General Trade Interest.

(Special to The Talking Machine World.)

Los Angeles, Cal., Jan. 1, 1913.

Dealers throughout this entire section are very much pleased with the business for the month of December, it being a record breaking month, in fact, the largest month that many of the leaders have ever experienced. All types of machines were ready sellers, especially Victrola XI and XVI, which in all cases were considered very popular.

The Andrews' Talking Machine Co. is one of the many pleased dealers of this city, who had a large machine and record business. Mr. Andrews, Sr., states that if the present conditions existed much longer a new sale force would be necessary to cope with the demands.

The Fitzgerald Music Co. is now nicely settled in its new home at 947-49-51 South Broadway. The talking machine department is being successfully conducted by its new manager, Emma H. Kennedy, who has made a great showing in the past few weeks.

The Geo. J. Birkel Co. reports, through their talking machine manager, A. Graham Cook, a satisfactory business in that department. The same satisfactory reports are made by W. F. Stidham, local manager of the Columbia Phonograph Co. (Gen'l), the Wiley B. Allen Co., of which R. E. Wolfinger is manager, and E. E. Purser, who has taken hold of the talking machine department of the Eilers' Music House.

W. C. K. Campbell, who has been manager of the Pasadena Music Co., Pasadena, Cal., for the past four years, is back again with Sherman Clay & Co., Victor distributors, where he originally spent many years.

The George H. Barnes Piano Co., 131 South Broadway, is a new concern carrying a complete line of pianos, and also an up-to-date talking machine department with several sound-proof rooms for demonstrating machines and records. The Columbia line is handled very extensively and good results have been obtained by the able manager, Miss A. N. Brown, formerly with the Fitzgerald Music Co.

C. S. Ruggles, local manager of Sherman, Clay & Co., states that the month of December was the largest in the history of this branch and even the shortage of some styles of Victrolas did not seem to hinder very much.

Miss M. V. Sullivan, who is well known to the talking machine trade in San Diego, is again in the game, now having charge of the talking machine department of Therle's Music Co. of that city. Miss Sullivan is one of those whose ability shows the results by the many sales.

F. Saltamachia, special representative for the Columbia Phonograph Co. (Gen'l), returned from his Arizona and New Mexico trip, where he has had great success calling upon dealers of that district.

CO-OPERATION AND SUCCESS.

A recent letter sent out to Victor dealers by the advertising department of the Victor Talking Machine Co. starts out in the following interesting manner: "If you could borrow a little horse-power from Niagara Falls without expense you would do it quickly and feel proud of your shrewdness." It can be readily surmised that any letter with such an unusual introduction will contain items of interest and benefit to Victor dealers, and a further perusal of the letter justifies this idea. This letter accompanied the proofs of the newspaper advertisement to be used this month by the Victor Co. and dealers were told that if they worked in co-operation with this advertising they would be well rewarded by increased sales of Victor products. Particular attention is called to the fact that Victor newspaper advertising localizes and strengthens the dealer's publicity while the magazine campaign creates a national demand for Victor goods.

FOREIGN TRADE IN TALKING MACHINES AND RECORDS.

The Special Report Issued by the United States Government Bearing on Talking Machines Shows the Wide Scope of the Business in Canada, Central and South America, Germany, France, Russia, Great Britain, Asia, South Africa—in Fact, Everywhere—The Opinions of the Local Consuls Regarding Methods of Selling and Other Matters Are Interesting and Valuable—Shows the Importance of the Industry Throughout the World—Great Export Markets for American Machines and Records.

[In The Talking Machine World for November and December there were published two instalments of the Monograph, issued by the Department of Commerce and Labor, on the foreign musical instrument trade of the United States, relating directly to talking machines and records. The first instalment referred particularly to the present business and the opportunities existing in Central and South America, which is considered to be the section which offers the natural field for the export trade of this country. Last month, trade in Germany, Great Britain, Italy, Switzerland, Russia, Turkey and Greece was the important subject under consideration. The closing instalment this issue covers a number of widely separated countries, running from the Orient to South Africa.—EDITORIAL NOTE.]

Asia.

The use of talking machines has spread to all countries of Asia, and the trade presents about the same features as in European or American markets. The fact that the "talker" can be easily adapted to any language has given it a quick and wide popularity in the Near and Far East. Disc machines are practically universal, and there is apparently no particular choice as to the character of the selections. Throughout the whole continent, however, the market for the best grades of machines is small, and in many none can be sold.

American machines have found a considerable sale only in China, Japan and (to a smaller extent) British India, though they are known in most other countries. As in European countries, the German machines control the market for inexpensive articles.

In Asiatic Turkey, where the popularity of the phonograph is declining, they share the market with the English makes, largely if not wholly the products of the Gramophone Co., and in Indo-China with the French Pathé machines. In both places there is a small demand for the superior machine, but conditions are not encouraging for the sale of American instruments. The same thing is true of Siam, where machines to the value of \$21,013 and records valued at \$38,095 were imported in 1910, but where practically the whole trade is in the hands of English, French and German exporters.

Most of the machines imported into Vladivostok in the past have been Victors, of German make, but recently some Russian machines have made their appearance. In the Straits Settlements the countries from which phonographs are imported, in order of their importance, are Germany, England, the United States and France. Germany's lead is due to the extremely low prices at which the German products are sold, the attractive design and finish, and the very liberal credit terms.

The English makes are the product of a factory using American patents and operating in conjunction with a leading American company, and are practically identical with these American machines. American and French sales are limited, the former largely on account of the high prices and the apparent unwillingness of the manufacturers to make minor changes in finish and equipment demanded by the trade there, which is largely with the native population. While the German machines are generally conceded to be inferior in mechanical excellence and durability, they sell best because the natives will not consider wearing quality as against cheapness and attractiveness. Machines retailing at more than \$50 have an extremely limited sale.

In Java there is a fair market for all grades of talking machines which are sold for \$10 to \$100, and most of which are supplied by Germany. That country sends about \$50,000 worth annually. Apparently there are no American machines on the market. In most countries of Asia quotations should be c. i. f., but in the Straits Settlements sales are made, as a rule, f. o. b. with both European and American firms.

China.

There is a good market in this district for talking machines and one which gives promise of future expansion. The Chinese here, as elsewhere in the country, have taken very kindly to these instruments, and have them in their homes, shops and places of amusement. The value of the phonograph as a crowd gatherer is already recognized by them, and many of the large shops in the native city have one or more playing all day long.

The value of machines of this kind and accessories imported into Canton in 1909 was \$10,758, and in 1910, \$16,239, most of which were apparently American. In 1909 the value of the phonographs and accessories imported into the whole of China was \$121,029, of which the United States supplied \$39,291 and France a little more than half that amount, with Canada a close third and Germany and Belgium following with about \$18,000 each.

There are comparatively few machines owned by foreigners in Canton, and it is the Chinese market that must be worked. The talking machine for the local market is a cheap, ornate instrument, with the disc records of Chinese words and music. One of the chief qualities which appeal to the Chinese is loudness. No machines with concealed horns are on sale here as yet, but it is said that a trial shipment was easily sold in Hongkong at \$15 each, and it is probable that they will soon be on sale in Canton. Instruments sold here retail for \$5 to \$63, the most popular being the \$8 to \$12 grade.

The question of how best to push the sale of phonographs in this district is involved in the general question of how to push sundries of all sorts. The representatives of American phonographs are now certain foreign firms in Hongkong, and under this system a fair sale has been attained. The machines are sold in Hongkong to the local native retailers, who know where to look for them. Much might be accomplished by advertising in the Chinese press and by posters, thus keeping the phonograph always before the eyes of the native public. If American manufacturers wish to alter the present system there are several alternatives open to them. They may open their own offices in the district, or leave their agencies where they are in Hongkong, or transfer their agencies, so far as this market is concerned, to foreign firms in Canton itself. It is doubtful if the present local market warrants the opening of a special office by any American phonograph manufacturer, but a special representative might be sent out for a time to look over the market and perhaps carry out a scheme of advertising.

Conditions in Hongkong, Shanghai, Swatow, Tientsin, Manchuria and the Harbin districts are pretty much the same as in Canton. The sales of American machines are large and steadily increasing, the United States imports of these specialties heading the list.

India—Bombay.

Natives here are very fond of machines. The Gramophone Co. (Ltd.) has established in Calcutta a record-manufacturing plant and its output is the most popular in India. These records are all discs. Probably 75 per cent. of the records sold in India are manufactured in this country. The greatest demand is for records in the Hindustani, Gujarati and Urdu languages, comprising songs, humorous sayings, speeches, etc., just as in the English language.

There is a small demand on this market for the best phonographs. German machines are sold here for as low as \$2.90 and dealers say that dozens of machines are sold for less than \$13 to one for more than that. A few machines with concealed horns are marketed, but the percentage is very small.

American machines are not imported to the same extent as they were a few years ago, probably because of the high prices and because the American manufacturers have not solicited the trade as much as they formerly did. Another reason perhaps is that Americans do not supply records in the native dialects. German machines apparently lead in sales, with Swiss next, and American, French and English following in the order named. Sales from the importer to the user of a machine are invariably for cash. Practically all sales to importers are made by the manufacturer upon payment against draft.

Madras.

At present there is but one American machine in use here, an American Victor-Victrola, with disc cabinet attached, which would retail in the United States at \$200. The selections rendered by this instrument are far superior to those of any European machine introduced, but while this is conceded the type is too large and expensive to have an extended sale. Instruments of a corresponding grade, but smaller and less expensive, and preferably with concealed horn, would probably find a good market.

In all machines constructed of foreign woods, the cases invariably warp. The native teak wood is the most suitable for such purposes, as it is unaffected by the climatic conditions here, and it is probably not more expensive than other hardwoods. The current price of such wood is about \$1.18 per cubic foot c. i. f. New York and 81 cents f. o. b. Madras. Importations of talking machines and accessories into Madras in 1910-11 amounted to \$7,907, of which the United Kingdom sent \$2,917 worth, Germany \$2,793, and the United States \$253.

Japan.

The principal factor in the phonograph business of Japan is a manufacturing plant located near Yokohama, which is owned and managed chiefly by Americans. This enterprise is handled by American experts both in the manufacturing and the selling end, and in the factory American overseers direct the work of native employes, some of whom produce approximately the same results as workmen in the United States at about one-fourth the cost.

The output of the factory is sold by a selling company called the Nipponophone Co. (Ltd.), which has thirty-one branches and 106 agents and which has been notably successful. One of its methods has been to make every dealer a stockholder. According to the plan the dealer is required to deposit approved security for goods sent to him on consignment and when he buys stock in the selling company and pays cash for it he is allowed to deposit his stock as security, besides getting a discount of 2 per cent. on goods purchased. The company sells the machine at cost and gets its profits from the sale of records.

There is small market for high-grade phonographs and those with exposed horn are in greatest use. The sliding panels which are used in Japanese houses instead of doors and windows are usually kept open and more of the sound escapes than in foreign houses. The machine with considerable volume of sound is therefore best liked.

Africa.

Apparently the only African markets for talking machines worth considering by American manufacturers are in Egypt and British South Africa. In Morocco about \$20,000 worth of machines are annually imported, but they are mostly from France, and no American makes are represented. France and Germany also supply most of the articles of this kind in Algeria.

Egypt.

There are a large number of the better grade of phonographs in use in Cairo, and machines costing as much as \$150 find a ready market among the wealthier natives. The phonograph with concealed horn was introduced a year or so ago and some few sales were effected, but most of the machines sold are of the other type. Most machines sold are imported from the United States, but there are also a large number from France and Germany. The American phonograph costing between \$40 and \$50 is usually preferred, as are disc records with operatic music.

American phonographs are also preferred in



Demonstration—Proof—Evidence!

The only article of merchandise that actually tells its own story: the Columbia Double-Disc Demonstration Record gets the names of owners of disc machines and makes a friend of every name.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

Alexandria and enjoy a large sale. There is considerable advertising both in newspapers and on billboards, as well as by elaborate window displays, and, judging from these, the operatic selections are in greatest demand. The phonograph is perhaps the only article of American manufacture for which the Egyptian buyer will pay prices f. o. b. American point of shipment. The damp climate of Alexandria is said to have a very destructive effect on disc records.

Union of South Africa.

The imports of phonographs into the Union of South Africa in 1909 were valued at \$131,892, the principal countries sharing in the trade being credited with the following amounts: United Kingdom, \$68,934; Germany, \$27,875; United States, \$22,488; France, \$8,258, and Belgium, \$3,548. The gramophone and Pathophone seem to be the most popular types of machines, and the demand is for popular as opposed to classical selections. Quotations are more satisfactory to South African importers if made f. o. b. New York.

Johannesburg.

Until the introduction of Edison cylinder machines two years ago disc records were almost universally used here, but now there is a considerable demand throughout the country for the phonographs of the cylinder-record type. The chief sale here, however, is still for the cheap German disc machines, which are largely sold by jewelers and pawnbrokers. All the leading music houses find a good demand for the better class of machines and the market is well supplied with high-class goods. The exposed-horn machines seem to be in greatest demand, and they are apparently holding their own with the newer concealed-horn type.

Imports of talking machines by countries cannot be ascertained for a later year than 1909, as they are now included in the same classification with bioscopes, magic lanterns, etc. However, it is known that the Johannesburg firm which has probably the largest sale of phonographs in this district last year imported from the United States for sale here and at its branches in Kimberley and Durban phonographs and accessories exceeding \$35,000 in value.

Zanzibar.

There is a growing demand among the Indians, Arabs and Swahilis, who make up the bulk of the population of this consular district, for talking machines of various kinds, and the two classes first named have also the ability to buy. Songs and readings from the Koran in Arabic are eagerly listened to by the Arabs. The coffee houses frequented by the mixed native population use the cheaper grades of phonographs with outside horns, while those with concealed horns are to be found in the private dwellings. At present the cheap machines for which there is the principal demand are being imported from Germany and a much better grade from Great Britain. Machines of American make are also found here, but so far as can be learned they are received through British agencies. Although there is generally a loss in tone value in this climate, machines and records stand the conditions here fairly well if properly looked after.

Australia.

American talking machines and accessories find one of their chief markets in Australia, and their sales far exceed those of any other country. The general prosperity of the country, the low tariff duties, the fact that the English language is spoken, and perhaps the scattered nature of the population make Australia one of the best markets in the world for American phonographs and records. Although there is direct steamship service between New York and Australian ports, many American shipments are sent by way of England and are credited to that country.

Oceania.

The Australian people are lavish buyers, and there is always a good market in Australia for goods of superior grade, though these will never be sold in the same quantities as the less expensive machines. This is only natural, as talking machines are purchased generally by all classes, and as the working people are in the majority, the largest number of machines sold will be of the grades they can buy.

Records in Demand—Sales Methods.

So far the cylinder records have had by far the strongest hold on the market, though there is always a certain demand for disc machines and records. The music usually termed popular has much the larger sale here, the operatic taking a comparatively low position in point of sales. The climate has no effect on records except perhaps in the extreme northern portions of the country, where some makes of both cylinder and disc records would be affected.

Machines with concealed sounding horn are comparatively new in this market, and dealers say that although a number of them may be sold, the general demand will always be for the exposed-horn machine. The retail prices of the most popular cylinder machines range from \$12 to \$30.

General advertising in magazines and trade papers has naturally a certain amount of effectiveness, but the selling companies realized long ago that to do the largest amount of business possible in this country it was necessary to establish branch offices here. This course has been followed by the Columbia Phonograph Co., General, the Victor Talking Machine Co. (which markets its goods through the Gramophone Co.), and Thomas A. Edison, Inc.

Melbourne.

Talking machines are extensively sold here and the business is capable of great expansion. One English and two American companies practically control the market, although there are seven or eight other companies, principally German, whose products are also on sale in comparatively small amounts. The three companies referred to have depots to facilitate the distribution of their machines and records, the price of the former rang-

ing from \$15 to \$200 retail and of the latter from 60 cents to \$5. The trade in disc records is growing and that in cylinder records correspondingly decreasing.

New Zealand.

It is impossible to say how many talking machines are sold in this country, as the customs department does not give separate statistics for these articles, but there is no doubt that the sales are very considerable. Most of the accessory parts are brought from England, but it is understood that, as with machines, parts are manufactured in the United States and sent to England, where they are put together and from there shipped to New Zealand, thus obtaining the benefit of the 10 per cent. reduction under the preferential tariff. A certificate from a British firm saying that any musical instrument exported to this country contains 25 per cent. of British material and 25 per cent. of British labor in its construction will serve to admit it as British goods.

The utmost care is necessary in packing records. Out of three recent shipments, aggregating 10,000 records, 7,000 were more or less damaged by mildew. It is possible that they were packed in damp straw and placed somewhere near the engine room, and that these unusual conditions accounted for the loss, but it is nevertheless desirable that zinc-lined cases should be used for all such shipments in order to reduce the possibility of damage.

TALKS OF VICTOR CO-OPERATION.

Ernest John, of the advertising department of the Victor Talking Machine Co., Camden, N. J., had an interesting chat in a recent issue of Printer's Ink on the Victor Co.'s policy of helping the dealer, in which he gave an interesting description of what Victor co-operation means and the system of advertising designed to identify the local Victor dealer with the visiting Victor artist.

ROUSH ON TRADE IN PITTSBURGH.

J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, Pa., the well-known Victor jobbers, was a visitor to New York recently. He called on his many friends in the trade, and when seen by The World stated that the talking machine industry in his section of the country was in a very prosperous condition. In common with other Victor jobbers, Mr. Roush stated that his company's business would have been much larger than this year's total if they had had the goods to fill the orders received from their customers.

Have you mapped out your line of campaign for the spring, or are you going to "take things as they come"? Being prepared to meet the situation is nine points of the game.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of **Wax "P,"** the best recording material for Berliner-cut.

RECORD BULLETINS FOR FEBRUARY, 1913

COLUMBIA PHONOGRAPH CO.

SYMPHONY DISC RECORDS.

- Mary Garden in *Selections from the Chief Operas*.
Double. Single.
A5440 Louise (Chapientier). "Depuis le jour" 36385
(Since that fair day). In French, with orch.
Thais (Massenet). "L'Amour est une vertu rare" 36386
(Love is a virtue rare). In French
with orch.
Two English Recordings by Orville Harrold.
A5439 Jocelyn (Godard). Berceuse (Lullaby). In 36483
English, with orch.
The Snowy-Breasted Pearl (Robinson). In 36422
English, with orch.

12-INCH SYMPHONY DISC RECORDS.

- Two English Songs by David Bispham.
A5437 The Arrow and the Song (Balfé). In English, with
orch.
Annie Laurie (words by Scott). In English, with
orch.

10-INCH SYMPHONY DOUBLE DISC RECORDS.

- Two French Songs by Mme. Maeterlinck.
A1243 Bois Epais (Dense, leafy woods) (Lully). In French,
with orch.
Elle avait trois couronnes d'or (Three golden crowns
has she) (Febrier). In French, with orch.
Kathleen Parlow, in Two Popular Numbers.
A1241 Valse Bluette (Auer).
The Last Rose of Summer (Irish Melody).

12-INCH SYMPHONY DOUBLE-DISC RECORDS.

- By Jeska Swartz, Mezzo-Soprano, of the Boston Opera Co.
A5438 Joan of Arc (Tschakowsky). (Farewell, ye hills)
"Adieu, ofrets." In English, with orch.
Faust (Gounod). "Le parlate d'amor" (Flower song
—Bear my message of love). In French, with
orch.

10-INCH DOUBLE-DISC BLUE-LABEL RECORDS.

- A1250 Angel's Serenade (Braga). George Stahl, Marshall
Lufsky, and Charles Schuetze; violin, flute and
harp trio.
Aubade (Morning Serenade) (Ambrosio). Cristeta
Goni, Violinist.
A1249 A Dream (Bartlett). Craig Campbell, Tenor, orch.
accomp.
Sing, Smile, Slumber (Serenade) (Gounod). Grace
Kerns, Soprano, orch. accomp.

10-INCH DOUBLE-DISC RECORDS.

- A1244 Row, Row (Monaco). Arthur Collins, Baritone, orch.
accomp.
The Ghost of the Violin (Snyder). Peerless Quar-
tet, orch. accomp.
A1255 Lucky Moon (Stevens). Orchestra Bell Solo by Al-
bert Henry, orch. accomp.
Beaumaire (Carnes). Orchestra Bell Solo by Al-
bert Henry, orch. accomp.
A1252 Keep Away from the Fellow Who Owns an Auto-
mobile (Berlin). Walter Van Brunt, Tenor, orch.
accomp.
You're My Baby (Ayer). Ada Jones, Soprano, and
Walter Van Brunt, Tenor, orch. accomp.
A1251 I'll Be Back in the Sweet Bye-and-Bye (Spencer).
Albert Campbell, First Tenor, Henry Burr, Sec-
ond Tenor, orch. accomp.
Oh! You Silvery Bells (Botsford). Peerless Quar-
tet, orch. accomp.
A1253 Badinage (Herbert). Prince's Orchestra.
Intentions (Vorsatz). Prince's Orchestra.
A1246 When the Midnight Choo-Choo Leaves for Alabam'
(Berlin). Byron G. Harlan, Tenor, and Arthur
Collins, Baritone, orch. accomp.
Oh, You Little Bear (Heath and Vanderver). Byron
G. Harlan, Tenor, and Arthur Collins, Baritone,
orch. accomp.
A1247 Till the Sands of the Desert Grow Cold (Ball).
Frank Croxton, Bass, orch. accomp.
My Little Persian Rose (Friedland). Peerless Quar-
tet, orch. accomp.
A1245 On Jersey Shore (Pryor). Prince's Band.
Pride of America (Goldman). Prince's Band.
A1248 Everything's at Home Except Your Wife, from "Oh!
Oh! Delphine" (Caryll). Idelle Patterson, So-
prano, and Chorus of Male Voices, orch. accomp.
A1254 Oh Mother Dear, Jerusalem (Ward). Henry Burr,
Tenor, and Frank Croxton, Bass, orch. accomp.
Forever with the Lord (Woodbury). Columbia
Mixed Quartet, orch. accomp.

12-INCH DOUBLE-DISC RECORDS.

- A5435 Down by the River Side I Stray (Thomas). Henry
Burr, Tenor, orch. accomp.
Do They Think of Me at Home? (Grannis). Frank
Coombs, Counter-Tenor, orch. accomp.

- A5436 Voices of Spring—Waltz (Strauss). Prince's Or-
chestra.
Roses from the South (Strauss). Prince's Orchestra.
12-INCH DOUBLE-DISC BLUE-LABEL RECORD.
A5434 Count of Luxembourg (Lehar). Vocal Gems. Co-
lumbia Light Opera Company, orch. accomp.
Count of Luxembourg (Lehar). Selections. Prince's
Orchestra.

U-S PHONOGRAPH CO.

FOUR-MINUTE RECORDS.

- 1608 Dreams of Erin.....U.S. Concert Band
1537 As I Sat Upon My Dear Old Mother's Knee.....
Will Oakland
1600 The Lyre-Bird and the Jay.....
Agnes Kimball and H. McClaskey
1603 My Little Persian Rose.....Geo. W. Ballard
1607 Ahoy, My Lads and L'Infanta March (Banjo).....
F. Van Eps
1566 Aria from "Elijah" (It Is Enough).....Frank Croxton
1605 The Organ Grinder's Lament.....The Tone Performers
1598 Uncle Josh's New Year's Pledge.....Cal Stewart
1601 The Nightingale (Concertina).....I. Piroshnikoff
1606 Whistling Jim.....Peerless Quartet
1569 As We Parted at the Gate.....H. Burr and Chorus
1574 Serenade (Violin).....H. Spitalny
1615 The Rye Waltzes.....U.S. Concert Band
1619 At the Gate of the Palace of Dreams.....John B. Wells
1611 Everything's at Home Except Your Wife.....
Walter J. Van Brunt
1620 The Butterfly (Flute and Clarinet).....
U.S. Peerless Orchestra
1612 When You're Away.....Ada Jones and W. J. Van Brunt
1614 Laurentian Echoes.....U.S. Concert Band

TWO-MINUTE RECORDS.

- 525 One Heart, One Mind (Bells).....A. Benzler
471 Come, Sweet Morning.....Inez Barbour
520 A. Frangesa March.....U.S. Military Band

- 501 Idilio—Instrumental.....Florentine Quintet
526 Guard of Honor March.....U.S. Military Band

VICTOR TALKING MACHINE CO.

BLACK LABEL, SINGLE-FACED.

- No. Size.
31876 Gems from "Pagliacci" (Leoncavallo).....
Victor Opera Company 12

BLUE LABEL, DOUBLE-FACED.

- 45050 Pasquinade—Caprice, Op. 59 (Gottschalk) (piano-
forte).....Frank La Forge 10
Danse Creole, Op. 94 (Chaminade) (pianoforte).....
Frank La Forge 10
17182 A Song of Steel (Neiman-Spross). Wilfred Glenn
The Yeoman's Wedding Song (Hayes-Poniatow-
ski).....Alan Turner 10
17236 My Little Lovin' Sugar Babe (Murphy-Marshall)
(With Will Oakland).....Heidelberg Quintet 10
Shamrock Belles (Mahoney-Wenrich).....
(Campbell and Burr 10
17237 On the Mississippi (Macdonough-Carro-Fields)
American Quartet 10
In a Little While (Kingsley-Christie).....
Campbell & Burr 10
17238 First Heart Throbs (Eilenberg) orch. bells with
cello obligato.....William H. Reitz 10
Good Night Quartet from "Erminie" (Jacobow-
ski).....Victor Brass Quartet 10
17239 Whistling Jim (Esrom-Morse).....Peerless Quartet 10
Parisienne (Brown-A. Von Tilzer).....
American Quartet 10
17240 Oh Lord, Most Holy (Franz Abt).....Trinity Choir 10
Calvary (Vaughan-Rodney).....Elsie Baker 10
17241 I've Forgotten Them All for You (Stanley-
O'Hara).....Harry Macdonough 10
Amarella—Waltz Song (Winne).....Reed Miller 10
17242 El Chocle—Tango Argentino (original dance by
Elsie Janis).....Victor Orchestra 10
Songe d'Enfant (Gabriel-Marie).....Victor Orchestra 10
17243 Colonel Donovan March (9th Reg't. M. V. M.)
(Strachan).....Pryor's Band 10
Jock's Patrol (Godfrey).....Conway's Band 10
17244 Beautiful Doll, Good-Bye (White-Ginsburg).....
American Quartet 10
My Marguerite (Gaston-Selden).....W. J. Van Brunt 10
35267 A Race for a Wife (Descriptive Racing Spe-
cialty).....Ada Jones and Len Spencer 12
Florida Minstrels, No. 25.....Victor Minstrel Co 12
35271 With the Wine on the Rhine! (Am Rhein und
beim Wein) (Ries) English version, Nathan
H. Dole.....Reed Miller 12
It Was Not So To Be the Trumpeter
of Sakkingen" (Scheffel-Nessler).....F. Croxton 12
35272 Little Boy Blue—Medley (Bereny).....
Arthur Pryor's Band 12
La Pepita—Intermezzo (Tobani).....
Vessella's Italian Band 12
17190 The Arrow and the Song (Longfellow-Pinsuti).....
Alan Turner 10
The Lass with the Delicate Air (Arne).....
Olive Kline 10
35241 Carnival Romain Overture Op. 9 (Berlioz).....
Victor Concert Quartet 12
Polonaise Militaire (Chopin).....
Vessella's Italian Band 12
35243 Surprise Symphony—Allegro di Molto (Haydn)
Victor Concert Orchestra 12
Surprise Symphony—Andante (Haydn).....
Victor Concert Orchestra 12
35244 Surprise Symphony—Menuetto Allegro Molto
(Haydn).....Victor Concert Orchestra 12
Surprise Symphony—Finale (Haydn).....
Victor Concert Orchestra 12
35268 Leonore Overture No. 3—Part I (Beethoven, Op.
72).....Victor Concert Orchestra 12
Leonore Overture, No. 3—Part II.....
Victor Concert Orchestra 12
35269 Leonore Overture, No. 3—Part III.....
Victor Concert Orchestra 12
Adagio from Fourth Symphony (Beethoven).....
Vessella's Italian Band 12

SPECIAL LATE NUMBERS.

- 17245 Don't Turn My Picture to the Wall, from "The
Girl from Montmartre" (Smith-Kern).....
Clark and Van Brunt 10
When It's Apple Blossom Time in Normandy.....
Dunlap and Macdonough 10
17246 Casey Jones Went Down on the Robert E. Lee
(Marvin Lee-Clarence Jones).....Collins and Harlan 10
When the Midnight Choo-Choo Leaves for Alabam'
(Irving Berlin).....Collins and Harlan 10

PURPLE LABEL RECORDS.

- A Dell' Acqua Song by Marsh.
Lucy Marsh, Soprano.
60092 Chanson Provençale (A Song of Provence) In
French.....dell' Acqua 10
Elsie Janis Sings An Italian Dialect Song.
Elsie Janis, Comedienne.
60093 When Antelo Plays the Cello.....Janis 10
A Dramatic Poem by Hilliard.
Robert Hilliard.
70093 Christmas Day in the Workhouse.....Sims 12

NEW RED SEAL RECORDS.

- Enrico Caruso, Tenor—In French.
88403 Hosanna (Easter Song).....Jules Granier 12
In French.
87122 Because.....Teschemacher-d'Hardelot 10
Titta Ruffo, Baritone—In Italian.
87114 Zaza—Buona Zaza, del mio buon tempo—Act II
Leoncavallo 10
87112 Don Giovanni—Serenata, "Deh vieni alla fine-
stra" (Open Thy Window)—Act II.....Mozart 10
87113 Ballo in Maschera (Masked Ball)—Alla vita che
t'arride (The Life Thou Dost Cherish)—Act I
Verdi 10
John McCormick, Tenor—In English.
64302 At Dawning.....Eberhart-Cadman 10
In English.
74329 Nirvana.....Weatherly-Adams 12
Clarence Whitehall, Baritone—In English.
74321 Love's Old Sweet Song.....Bingham-Molloy 12
Ignace Jan Paderewski, Pianist.
88402 Etude in F Minor.....Liszt 12
Maud Powell Plays a Wieniawski Dance.
Maud Powell, Violinist, piano accomp. by George
Falkenstein.
74326 Polish Dance—Kujawiak (Second Mazurka).....
Wieniawski 12

EDUCATIONAL RECORDS.

- 17174 1. Hear Me, Norma (Bellini) Oboe and Clarinet
Doucet and Clarinet 10

2. Tarantelle (Saint-Saëns) Flute and Clarinet...
Barone and Christie 10
1. Siegfried's Call (Wagner) French Horn.....
A. Horner 10
2. "Sweet Bird," from "Il Pensieroso" (Handel)
Oboe and Flute.....Doucet and Barone 10
17179 Allerseelen (All Soul's Day) Op. 10, No. 8 (Rich-
ard Strauss)—In German.Reinold Werrenrath 10
Zur ruh, zur ruh! (To Rest) (Kerner-Wolf)—
In German.....Reinold Werrenrath 10
17185 Romanze Op. 26, No. 1 (Rubinstein).....
Victor String Quartet 10
Canzonetta (Hollaender).....Victor String Quartet 10
17186 March Romaine (Gounod).....
Victor Concert Orchestra 10
Frühlingslied (Spring Song) Op. 15 (Henselt)...
Victor Concert Orchestra 10

THOMAS A. EDISON, INC.

FOURTH LIST.

- BLUE AMBEROL GRAND OPERA LIST.
28130 "Ich schnitt' es gern in alle Rinden ein" (Schu-
bert). Tenor solo in German, orch. accomp.....
Heinrich Knotte 10
28121 "Pagenarie"—Masked Ball (Verdi). Soprano
solo in German, orch. accomp.....Melitta Heim 10
28122 Mi chiamano Mimi (My Name is Mimi)—Bo-
hème (Puccini). Soprano solo in Italian,
orch. accomp.....Lucrezza Bori 10
8130 "Eri tu" (Is it thou)—Ballo in Maschera
(Verdi). Baritone solo in Italian, orch. ac-
comp.....Ernesto Caron 10
28131 Ballatella, "Che volo d'angeli" (Ye birds without
number!)—I Pagliacci (Leoncavallo). So-
prano solo in Italian, orch. accomp.....M. Sylva 10
28132 "M'appari" (Ah! so pure)—Martha (Flotow).
Tenor solo in Italian, orch. accomp.....
Aristodemio Giorgini 10
28133 "Caro nome" (Dearest name)—Rigoletto (Verdi).
Soprano solo in Italian, orch. accomp.....Selma Kurz 10
28134 "Prologo" (Prologue)—I Pagliacci (Leoncavallo)
Baritone solo in Italian, orch. accomp.....Carlo Galleffi 10
28135 "Che farò senza Euridice" (I have lost my Eury-
dice)—Orfeo ed Euridice (Von Gluck). Con-
tralto solo in Italian, orch. accomp.....Marie Delna 10
28136 "Ah! leve toi soleil" (Arise, radiant sun)—
Romeo et Juliette (Gounod) Tenor solo in
French, orch. accomp.....Gaston Du Bois 10
28137 "Vissi d'arte, vissi d'amore" (Love and Music)
Tosca (Puccini). Soprano solo in Italian,
orch. accomp.....Adelina Agostinelli 10
28138 "Dei miei bollenti spiriti" (Wild My Dream of
Youth)—La Traviata (Verdi). Tenor solo in
Italian, orch. accomp.....Eldino Ventura 10
28139 "Ave Maria" (Hail, Mary)—Otello (Verdi). So-
prano solo in Italian, orch. accomp.....Maria Farneti 10
28140 "Morte d'Otello" (Death of Otello)—Otello.
(Verdi). Tenor solo in Italian, orch. accomp.....
Florence Constantino 10
28141 "O tu che in seno agli angeli" (Thou Heavenly
One)—La Forza del Destino (Verdi). Tenor
solo in Italian, orch. accomp.....Carlo Albani 10

BLUE AMBEROL CONCERT LIST.

- 28128 Afton Water (Hume). Contralto solo, orch. ac-
comp.....Christine Mille 10
28129 Mary ("Kind and Gentle is She") (Richardson).
Tenor solo, orch. accomp.....Orville Harrold 10

BLUE AMBEROL REGULAR LIST.

- 1510 My Best Girl and Me—"My Best Girl" (Craw-
ford). Song and chorus, orch. accomp.....
Edward M. FAVOR and Chorus 10
1512 I'm Smiling at de Moon dat Smiles at You—
"My Best Girl" (Crawford). Tenor and
chorus, orch. accomp.....Irving Gollette and Chorus 10
1513 Just That You Are You—"The Merry Countess"
(Strauss). Comic song, orch. accomp.....
Walter Van Brunt 10
1517 Rocked in the Cradle of the Deep (J. P. Knight).
Bass solo, orch. accomp.....Frank Croxton 10
1528 Quartet from Rigoletto (Verdi). Mixed voices,
orch. accomp.....The Frank Croxton Quartet 10
1529 Row, Row, Row—"Ziegfeld Folies of 1912"
(Manoca). Comic song, orch. accomp.....
Collins and Harlan 10
1530 A Little Girl at Home—"The Lady of the Slip-
per" (Herbert). Soprano and tenor, orch.
accomp.....Elizabeth Spencer & H. Hindermeyer 10
1541 When Was There Ever a Night Like This—
"The Passing Show of 1912" (Hirsch). Tenor
solo, orch. accomp.....Chas. W. Harrison 10
1543 Red Wing (Kerry Mills). Tenor and chorus
accomp. by N. Y. Military Band.....
Frederic H. Potter and Chorus 10
1560 The Preacher and the Bear (Anzonio). Tenor
solo, orch. accomp.....Arthur Collins 10
1611 Who Put Me in My Little Bed (Harry von Til-
zer). Contralto solo, orch. accomp.....Ada Jones 10
1612 Spirit of Independence March (Holzmann).....
New York Military Band 10
1613 At the Gate of the Palace of Dreams (Johann C.
Schmid). Baritone solo, orch. accomp.....
Joseph A. Phillips 10
1614 Bridal Chorus—"Lohengrin" (Wagner). Mixed
voices, orch. accomp.....Metropolitan Quartet 10
1615 When the Old Oaken Bucket Was New (Cooper).
Tenor solo, orch. accomp.....Manuel Romain 10
1616 Dialogue for Three (Hymn). Flute, Oboe and
Clarinet.....Spindler, Santangelo and Giammatteo 10
1617 Sleepy Rose (J. E. Andino). Baritone solo, orch.
accomp.....Arthur C. Lichty 10
1618 Ragtime Soldier Man (Berlin). Baritone solo,
orch. accomp.....Ed. Meeker 10
1619 Her Bright Smile Haunts Me Still (W. T.
Wrighton).....Chas. W. Harrison 10
1620 Venus Waltz—"Oh! Oh! Delphine" (I. Caryll).
American Standard Orchestra 10
1621 Everything's at Home Except Your Wife—"Oh!
Oh! Delphine" (Ivan Caryll). Tenor solo,
orch. accomp.....Walter Van Brunt 10
1622 Orpheus Overture (Offenbach).....
American Standard Orchestra 10
1623 I'll Sit Right on the Moon (and Keep My Eyes
on You) (Manoca). Contralto solo, orch. ac-
comp.....Edna Brown 10
1624 Take Me to That Suwanee Shore (Muir). Coon
duet, orch. accomp.....Collins and Harlan 10
1625 You're the Flower of My Heart, Sweet Adeline
(Armstrong). Tenor and chorus, orch. ac-
comp.....Royal Fish and Chorus 10

THE POINT OF VIEW.

The big salesman sells his customer a fat bill of
goods, but the great salesman makes his customer
feel sorry he can't double the order.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

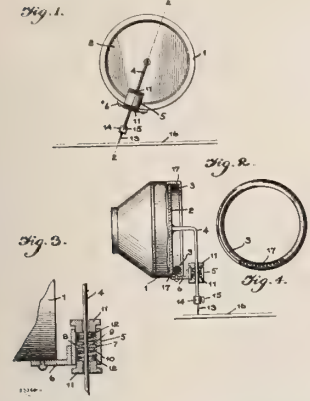
Washington, D. C., Jan. 7, 1913.

NEEDLE-CONTROLLING MEANS FOR SOUND BOXES. James P. Shinn, Camden, N. J. Patent No. 1,048,219.

This invention relates to improvements in needle-controlling means for sound boxes, the object of the invention being to provide a phonographic sound box with improved means for controlling the vibration of the needle, which means is always under the control of the operator, so that the needle may be allowed just the proper amount of vibration to insure the best possible results.

A further object is to provide an improved diaphragm having a needle arm fixed thereto and projected through a cylinder in which mechanism is provided for elastically controlling the vibration of the needle arm.

In the accompanying drawings: Figure 1 is an end view of the sound



box illustrating the improvements. Fig. 2 is a view partly in section on the line 2-2 of Fig. 1. Fig. 3 is a fragmentary view in section on an enlarged scale illustrating the needle arm controlling mechanism, and Fig. 4 is a view in elevation partly in section showing an improved form of diaphragm holding gasket.

PHONOGRAPH RECORD. Josiah B. Miller, Boston, Mass., assignor to Boston Talking Machine Co., same place. Patent No. 1,047,971.

This invention relates to phonograph records and more particularly, though not exclusively, to records in disc form. Figure 1 shows the component parts of a disc record embodying one form of the invention in the condition in which such parts are prior to pressing; Fig. 2 shows the complete record after pressing; Fig. 3 shows in cross section of a portion of composition sheet material from which a record made according to one form of the invention may be formed; Fig. 4 shows a disc formed from such material prior to pressing; Fig. 5 shows a completed record after pressing; and Fig. 6 shows a modified form of record.

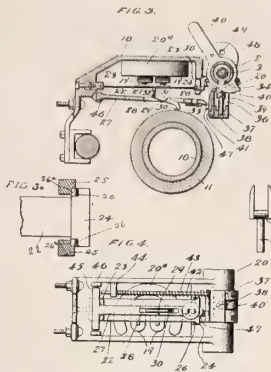
SOUND-RECORDING APPARATUS. John Noll, New York, assignor of one-half to Eugene Del Mar, same place. Patent No. 1,047,976.

This invention comprises new means for effecting a talking machine record of speech or sounds and is particularly adapted to the making of records of telephonically transmitted speech. The term talking machine is used broadly, the particular type illustrated herein being that in which the record is made in a circumferential spiral line upon

a cylinder, as of wax or other appropriate material. The organization comprises, among other things, a stylus lever operated by vibrations of a medium such as a stretched metal band actuated electromagnetically in the case of telephonically transmitted sounds, said stylus lever having a floating fulcrum through which an adequate gravity stress, capable of adjustment if desired, may be

imposed upon the receiving stylus bearing upon the record receiving surface.

In the accompanying drawings: Figure 1 is an end elevation; Fig. 2, a plain view; Fig. 3, a section on the line 3-3 of Fig. 2; Fig. 3a is a detail



section taken slightly above the stretched metal band and through means for holding one end of the same, parts being shown in elevation; Fig. 3b is a side elevation of the post which engages the feed-screw; and Fig. 4 a bottom plan view of the recording devices.

SOUND CONDUIT AND AMPLIFYING DEVICE. Alex. Fischer, Kensington, London, Eng. Patent No. 1,046,454.

This invention relates to sound conduits and amplifying devices and refers to that class of such conduits and amplifying devices as are constructed with reflecting surfaces after the manner described in applications for Letters Patent Serial No. 555,776, filed April 16, 1910, and more particularly to those in which no sectional area at right angles to the reflector is less than the area of the smaller tube, or in the case of circular tubes the vertical distance from the reflecting surface to the inner angular point where the two tubes join is approximately equal to the diameter of the smaller tube.

In applying the principle of the former aforesaid patent application to certain cases, in adapting it for instance to the receivers and transmitters of telephones, to speaking tubes, as well as to sound conduits of talking machines, certain phenomena became apparent. It was observed that when two tubes or sound conduits met at an angle and a reflector was provided, as described in the aforesaid application, if the reflector was only of sufficient size to include on its surface the projection of the smaller tube the sound waves were too much confined, while on the other hand if the reflector was of sufficient size to include on its surface the projection of the larger tube, the sound waves were allowed to spread out to an undesirable extent, and in each case the result was not so perfect as it can be made by carrying into effect the principle of the present invention.

According to the present invention, in place of making the reflector of sufficient size to include only the projection of the smaller tube or large enough to include that of the larger tube, it is made intermediate in size. Then, supposing we have the tubes which are to be used as sound conduits, and one of these tubes has a diameter of x millimeters, while the other has a diameter of $(x+2y)$ mm. When these are connected together at a certain angle and a reflector is provided the projection of the smaller tube on the plane of the reflector is an ellipse with a minor axis x mm. in length. Again the projection of the larger tube on the same plane would give an ellipse with a minor axis of $(x+2y)$ mm.

According to the present invention there is selected for the minor axis a length intermediate between the two, say $(x+y)$ mm. This construction enables the waves to spread to a certain extent without giving them too much freedom, and produces surprisingly good results. It will be understood that the major axis of the ellipse and the

general dimensions of the reflecting surface are correspondingly and suitably proportioned, and the end portions of the reflector, that is the portions representing the amounts by which the reflector exceeds toward the end the ellipse forming the projection of the smaller tube, may be adjacent to one of the tubes or part may be adjacent to each of these tubes. These portions may be formed of one or more small plane reflectors set at suitable angles to catch and reflect the spreading waves, or, especially in the case of the larger tube, the auxiliary reflector may be curved in one direction so that the spreading waves impinging at slightly varying angles, due to their having

emerged from the smaller tube, may nevertheless be reflected straight along the larger tube. And in order that this invention may be better understood, reference is made to the drawing accompanying this specification, which shows by way of example two methods of carrying the invention into effect.

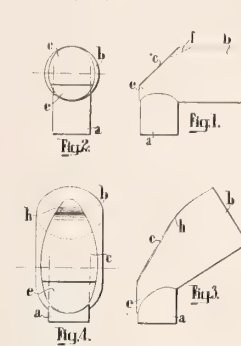


Figure 1 is a side elevation of the junction of two sound conducting tubes. Fig. 2 is a back elevation of same. Fig. 3 is a similar view to Fig. 1 of another form. Fig. 4 is a similar view to Fig. 2.

GRAMOPHONE, PHONOGRAPH AND LIKE HORN. Joshua Green, London, Eng. Patent No. 1,047,789.

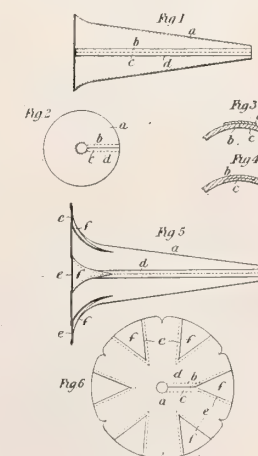
This invention relates to the manufacture of horns for gramophones, phonographs and the like. Such horns are in practice usually made of metal, such as tin, or of wood, and in the latter case are built up of sections or strips, the edges of the adjacent strips being connected together so as to form a complete horn. This construction, however, is costly.

Now, this invention has for its object to provide means whereby such wooden horns, which, for various reasons are preferred to the tin horns, can be manufactured at a considerably less cost than has hitherto been possible. To this end, according to this invention, a horn is made from a single blank of wood which is shaped to the usual conformation and is connected together at the two adjoining edges.

In carrying out this invention a blank of plywood is taken and subjected to a dry heat, the heat being continued until the wood becomes pliable and can be worked on a mold of the shape of the horn to be produced. In practice use is made of a hollow metal mold which is internally heated in any suitable way, say, for example, by the passage therethrough of the gases of combustion from a fire or furnace, or of steam. The plywood from which the horn is to be made is applied to the said heated mold and is gradually caused to assume the shape of the finished horn. To connect the abutting edges of the bent blank forming the horn, use is made of a butt strip, or the edges may be halved and connected together.

In the case of horns in which the bell-mouth or flared end is of marked dimensions some difficulty may be experienced in the molding; the inventor may then make the extremity of the strip which is to form the said bell-mouth or flared end with a series of slits which permit the said extremity to be opened out or flared to the extent desired. The wedge or other shaped spaces which

are formed by the slits when the extremity is thus opened out may be filled up in any convenient way. For example, separate pieces of wood



may be filled in the said spaces or a strip or strips of wood may be applied circumferentially around the inner or the outer surface of the horn at the slit extremity.

In practice the insertions or portions of wood applied to the flared end or bell-mouth of the horn may be of different colors, thus giving rise to artistic effects of a kind which may be varied as desired.

To enable the invention to be fully understood reference is made to the accompanying drawing:

Figure 1 is a side view of a horn molded from a single blank of wood according to the invention. Fig. 2 is a front view thereof. Fig. 3 is a transverse section of the joint between the edges of the wooden blank forming the horn and drawn to a larger scale. Fig. 4 is a view similar to Fig. 3, but illustrating a modified form of joint, and Figs. 5 and 6 are views similar to Figs. 1 and 2, respectively, of the modified construction of horn.

TALKING MACHINE. Charles P. Carter, Kingston, N. Y., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,047,497.

This invention relates to improvements in the sound reproducing mechanism of talking machines, and particularly to the stylus and mounting therefor.

It consists broadly in a single stylus adapted to track two different kinds of record grooves, as, for example, record grooves having 100 threads per inch and record grooves having 200 threads per inch, as the grooves upon the so-called two-minute and four-minute cylindrical sound records. This is accomplished by forming the stylus of different contours in planes at right angles to each other, so that the stylus as viewed in one direction is narrower than when viewed in the direction at right angles thereto. A cross section of the stylus in one direction is of suitable size and form for tracking the 200 thread record grooves, for example, and its cross section in the other direction is of suitable size and form for tracking a record groove of different size and shape, as for example a 100 thread record groove. The stylus is mounted by any suitable means, which can be shifted through an angle preferably of 90 degrees, to permit the stylus to be used in a single reproducer comprising preferably a single diaphragm, a single floating weight, and a single stylus lever upon one end of which is mounted a holder for the stylus. This holder is rotatably mounted upon the lever. Upon moving the holder through an angle of 90 degrees, the stylus will be rotated to present a contour suitable for engaging a record groove having a different number of threads per inch from the record groove with which the stylus was adapted to coact before the rotation.

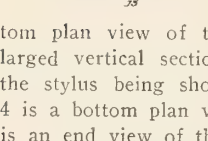
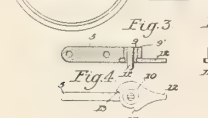
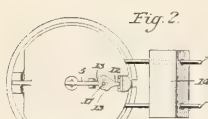
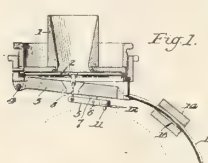
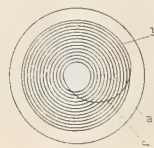


Figure 1 is a central vertical section of a phonograph reproducer provided with and embodying the invention. Fig. 2 is a bottom plan view of the same. Fig. 3 is an enlarged vertical section through the stylus lever, the stylus being shown in side elevation. Fig. 4 is a bottom plan view of the same, and Fig. 5 is an end view of the same.

GRAMOPHONE RECORD. Cornelius Leonhard Roth-eudt, Walheim, near Aachen, Germany. Patent No. 1,046,650.

When it is desired to play a gramophone record several times in succession, the stylus must each time be lifted and transferred from one end of the record groove to the other, the play being meanwhile interrupted. This is of great disadvantage particularly when marches and dances are to be repeated, which repetition ought to be obtained without noticeable interruption in the play. This drawback is remedied by the present invention according to which the groove of a

gramophone disc is made endless, the ends of the record groove being joined by a return groove carried in a parabolic curve across the turns of said record groove. The direction of the curve is naturally dependent upon the direction in which the disc turns and its form should be such as to guide the stylus with as little resistance as possible. Having once been started in the direction of the return groove, the stylus is easily guided through the same, and the part of the groove which crosses the turns of the record groove can therefore be narrowed sufficiently for preventing it having a detrimental effect on the record. The interruption caused to the music while the stylus passes through the return groove will hardly be noticeable.



In the drawings a is the disc and b the spiral groove which contains the record. The ends of the groove b are joined by the return groove c, which is carried in a parabolic curve across the turns of the groove b.

The record is started in the ordinary manner and the stylus is automatically returned by the groove c to the starting end of the groove b, so as to repeat the piece as long as the disc is kept in motion.

VICTOR NUMERICAL CATALOG

Just Issued Up to and Including December List Will Be an Immense Aid and Convenience to Salesmen in Filling Orders with Dispatch.

The Victor Talking Machine Co. has just published the December numerical catalog of Victor records, which will be found of immense value to Victor representatives. In a letter to its agents the Victor Co. calls the attention of the dealers to the practicability and meritorious points of the catalog. The following extracts will give some idea of the features of this publication:

"It will be observed that preceding each serial number is a ruled space for the convenience of dealers in keeping accurate account of stock on hand, record orders placed and shipments received, which in the end will conclusively show the sale of each record.

"Our suggestion is that you enter in front of each serial number the date and quantity of each record in stock, and as further shipments of records are received, make an entry of the exact quantity, and repeat this same process as often as additional stock is received. When stock is again inventoried (which should be done at least twice a year) you will have complete information as to the sale of each particular record, which will certainly assist materially in keeping up your stock on all the big sellers and avoid overstocking on the slow-selling numbers."

KEEPING AHEAD OF THE GAME.

Successful Merchant Is the One Who Thinks Quicker Than the Other Fellow.

"Keep your mind open to the oncoming events. Do not be content to think just what somebody else has thought. Give your own mind a chance. Reach out into the future, remembering that nothing in this world stands still; everything moves—either backward or forward. See the faults that exist, and in them see your opportunities for improvement," says a successful business man. "Is it thinkable, for even a fraction of a second, that the limit

of the human mind has been reached? More has been done by that brain in the last twenty-five years for progress than in any preceding 100 years, and the young men of to-day are the descendants of such brains. What an inspiration for the future! Be an optimist. Believe in the United States, in its institutions, and in its men."

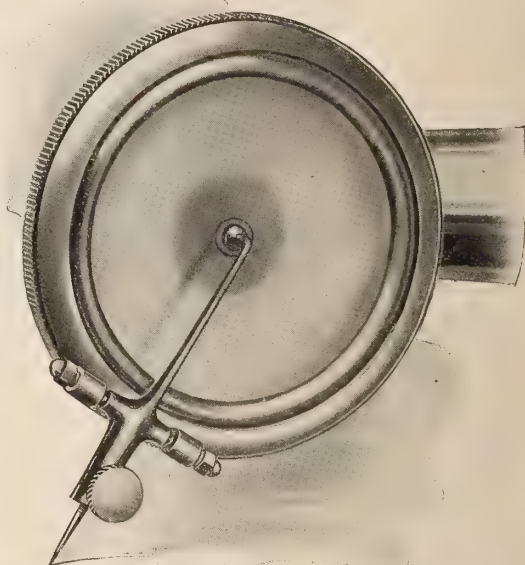
INTRODUCE NEW REPRODUCER.

Columbia Co. Gives an Interesting Description of This New Reproducer.

The January list of the Columbia Phonograph Co.'s new records contains an important announcement relative to the production of the new Columbia reproducer No. 6, which is now being delivered to Columbia dealers, who have been authorized to allow \$3 for any Columbia reproducer as part payment toward the price of the new reproducer, which retails at \$5.

The new No. 6 is shown herewith, and the following extracts from the printed description will give some idea of its merits and features:

"In its construction the new No. 6 reproducer



New Columbia Reproducer.

is a marvel of mathematical exactness. The gauge of proportions is not in hundredths or even in thousandths of an inch. It runs as finely as ten-thousandth parts of an inch; for its range of usefulness must cover every form of music.

"In a large measure this is due to the one-piece, drop-forged tempered steel needle arm, which is an innovation in the mechanics of reproducers. It is made of the finest instrument steel, tempered with the nicety of a tuning fork. It has all of a tuning fork's elasticity to transmit vibrations and works absolutely true to tone, from the most delicately shaded vocal solo to the heavy instruments of a brass band. Each individual note is so clearly analyzed and the full, rich undertones of accompaniment so richly retained in all their softness, that the results obtained are truly remarkable."

LATEST ADDITION TO GIMBEL LINE.

The Columbia Phonograph Co. recently completed arrangements with Gimbel Bros., New York, whereby this prominent establishment will handle a complete line of Columbia products. The initial display is now being shown in the handsome talking machine warerooms of the store on the eight floor.

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Omaha, Nebr., Columbia Phonograph Co., 1311
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Co., 1109 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101
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Congress St.
Portland, Ore., Columbia Phonograph Co., 371
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334 Sutter St.
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Victor Talking Machines and
RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Edison Phonograph Distributors
for the SOUTHWEST
All Foreign Records in Stock
**Houston Phonograph Co., HOUSTON,
TEXAS**

STANDARD TALKING MACHINE CO.
PITTSBURGH, PA.

Exclusive Victor Distributors

"If it's made we ship it the same day order is received"

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your
Firm in the February List.



Thomas A Edison

MR. EDISON'S policy has always been that an invention was not good enough for the public until it was as perfect as he could make it—and that means as perfect as it could be made.

FOR two concrete instances of this, see the Edison double-page in this issue.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

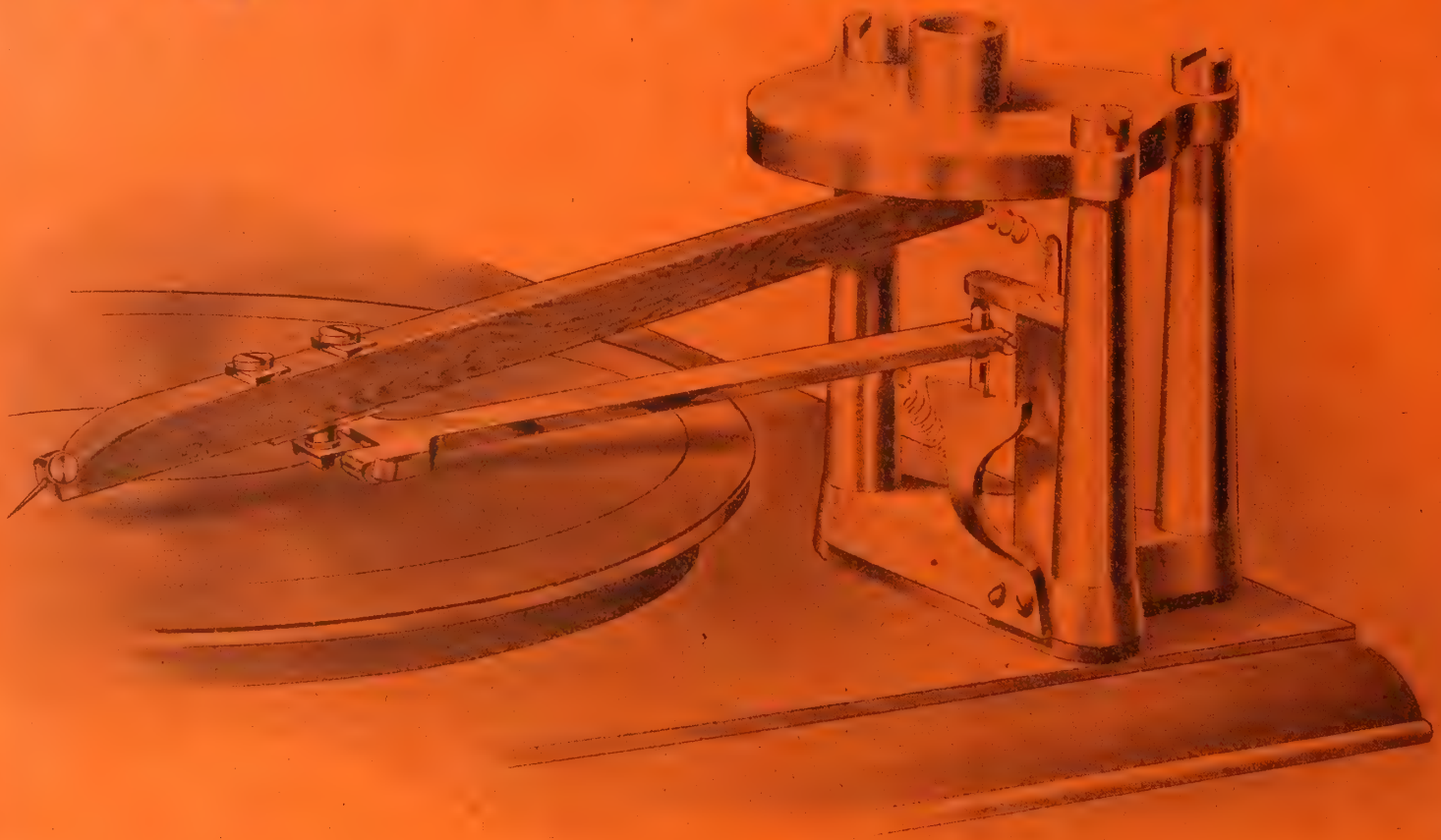
Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, February 15, 1913



The best-known trade mark in the world

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces”—*Collier’s Weekly*.

The Vitaphone Reproducing Device



Reproduces Every Disc Record Made

Without the disagreeable metallic harshness, scratch, nasal twang, or barrel tone. No screw driver, extra attachment or mechanical contrivances are required to play any known cut record on the Vitaphone.

Those who understand the different cut records can appreciate the selling advantages of an instrument which plays equally well, needle or permanent jewel cut records, as the Vitaphone owner can play any disc record that may please his musical ear.

The Vitaphone brings out the true harmony and detail impossible to obtain from any other reproducing system, and talks for itself.

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 2.

New York, February 15, 1913.

Price Ten Cents

TRIBUTE TO TALKING MACHINE.

Music, of London, Points Out the Strong Position That It Has Won—Appreciated by Music Publishers Since New Copyright Act Became Effective—Some Interesting Remarks.

In the course of an interesting tribute to the talking machine and its influence our London contemporary, Music, says:

It is not only the greatest invention of the age so far as concerns the music trades and the wide musical public, but it is impossible to define its future potentialities.

The early talking machine was clever but grotesque. Now it is not only clever but stupendous in its powers. It seems to have hardly any limitations, and yet it is being constantly improved upon, not only in its sound-producing qualities, but in those aspects which make it the companion of the home. The questions of disc or cylinder records, type of machine, etc., are for individual preference and do not concern us, but it does concern us to recognize in the variety of types the immense opportunities for fair and lively competition which that diversity affords. It is doubtful whether any musical instrument was ever the subject of competition so keen as the talking machine, or whether it paid the dealer so well to study everything in regard to it.

The talking machine has now obtained a status in the eyes of genuinely musical folk far higher than before, and, thanks to the new Copyright Act, is now regarded as a friend and a brother by the music publishers, who formerly regarded it as a burglarious intervener. Only the other day one of London's most important publishers said to us, "I think the talking machine is the best friend the publishing trade ever had." Whatever defects may lie in the clauses of the latest Copyright Act, the removal of a grievance between talking machine and publishing houses entitles the act to respect. Despite pessimism in certain quarters the collection of royalties seems to work quite smoothly and to be dissipating a prejudice not unnaturally felt previously at the indiscriminate use of valuable copyright property. The music dealer who is not blind to the trend of the times perceives in the talking machine a "side line"—as some prefer to term it—of invaluable possibilities. We should call it by a more important name—an indispensable department of any music business.

NO PATENT LEGISLATION NOW.

Oldfield Bill May Not Come Up Until Next Winter, the Latest Report.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 28, 1913.

Efforts to amend the patent laws have been dropped as far as the present Congress is concerned. This was the announcement to-day of members of the House Patents Committee. Chairman Oldfield of the committee said the time was too short to attempt the reforms that had been planned. He was doubtful if the legislation could be brought up before next winter because of the proposed limitations of the extra session.

Mr. Oldfield has a bill on the House calendar which will be reintroduced soon after March 4, proposing sweeping changes in the patent laws, one feature being specially designed to meet the decision of the Supreme Court in the A. B. Dick mimeograph case.

LEAVES TALKING MACHINE FIELD.

O. W. Taylor, formerly manager of the talking machine department of the Whitney & Currier Co., Toledo, O., resigned for the purpose of entering the automobile business, and on February 1, took charge of the tire department of the Erie Supply Co., 310 Erie street, Toledo, O., in which he is a stockholder. Mr. Taylor has been in the talking machine business for the past ten years.

MELBA-KUBELIK TOUR

Of America Next Season Will Interest Talking Machine Concerns.

A dispatch from London tells of a remarkable concert aggregation arranged for America, the personnel of which will interest especially dealers in talking machine records of Mme. Melba and Jan Kubelik.

The combination consists of Mme. Melba, Jan Kubelik, Edmund Burke, the baritone of the Covent Garden Opera; Lapierre, the French pianist, and Marcel Noyes, the celebrated French flutist.

The tour will commence next October 1, and will continue until April 1, 1914. It will be under the management of Loudon Charlton, of New York.

VOTING ON NEXT CONVENTION CITY.

Louis Buehn, secretary of the National Association of Talking Machine Jobbers, recently sent out a post card to the members of the association, requesting them to vote as to the place of holding this year's convention. Up to the time of going to press the vote indicates that Niagara Falls will be the place selected by the members.

WILL TALK ON ADVERTISING.

Geo. P. Metzger, advertising manager of the Columbia Graphophone Co., will be one of the speakers in the course of lectures on advertising which is being given weekly at the West Side Y. M. C. A., New York. Mr. Metzger ranks as one of our leading publicity experts. He possesses a rich vein of originality, fecundity of ideas, and the ability to present advertising matter to the public in a manner of interest. All who attend his lecture, which occurs on March 17, will hear something that will be interesting and helpful.

AN INTERESTING SECTION OF THE NATIONAL MUSEUM.

That Devoted to the Exhibition of Musical Instruments—Talking Machine Development from Its First Crude Form to Present-day Standard Illustrated in Interesting Manner.

One of the sections of particular interest in the United States National Museum in Washington is that given over to the musical instrument collection, which is of surprisingly large proportions. A number of the relics are, of course, preserved as personal mementos of prominent men in the country's history, but in the main instruments in the collection have been selected because of their interest as examples of a type or the workmanship and design of a given period of history, and it is this circumstance that renders the collection rich in inspiration for present-day manufacturers of musical instruments, who are not averse to searching the products of the masters for ideas that may be turned to account in modern musical design.

Most of the instruments in the Governmental collection are originals, although there are some copies, as in the case of a number of reproductions of famous violins, the originals of which are in European collections. Just here it may be noted that, strange as it may appear, the United States Government officials are in an exceptionally advantageous position when it comes to securing "originals" for certain branches of their musical instrument collection. Reference is made to the early examples in the player-piano and talking machine fields. Both classes of instruments have been developed to their present stage of perfection in the United States, and naturally the most interesting examples of all the various stages of evolution are to be found in this country. The Federal officials are making an effort to secure for the National Museum these early examples of sound-producing instruments and player-pianos just as they are securing the early automobiles and flying machines.

Already a respectable beginning has been made in the case of talking machines and phonographs.

LAWRENCE MCGREAL RETIRES.

Sells Out Edison Jobbing Business to Babson Bros.—Devotes Himself to Duties as Sheriff—Returning to Trade at Expiration of Term—The Milwaukee Phonograph Co. Organized to Handle Former McGreal Business.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 10, 1913.

Lawrence McGreal has severed his connection, temporarily at least, with the talking machine business, and has disposed of his holdings as jobber for the Thomas A. Edison, Inc., in Wisconsin territory. This move on the part of Mr. McGreal was not entirely unexpected, as he was elected sheriff of Milwaukee county last fall, an office which requires practically all his time.

The Edison jobbing interests in Wisconsin have been purchased by the Babson Brothers, of Chicago, who have organized the Milwaukee Phonograph Co. Papers of incorporation for the new concern were filed with the Secretary of State in Madison recently, giving the capital stock at \$12,000, and the incorporators as W. A. Schmidt, A. Schmidt and Otto Jalass. W. A. Schmidt, formerly associated with Mr. McGreal as traveling representative, and later as manager of the New Idea Cabinet Co., has been made manager of the new Edison jobbing concern and is now in charge of the new offices which have been opened at 349 Broadway.

Lawrence McGreal's name and good will is still being used in connection with the McGreal retail store, now owned by Gertrude Gannon, head of the Wisconsin Talking Machine Co., and it is understood that the well known jobber will re-enter the talking machine field as soon as his office of sheriff expires. Meanwhile the plans of the new company will be watched with interest.

The first Edison machines, as well as representative later types, have already been deposited in the Museum, and an appeal to be made to the Victor and Columbia companies to enrich the National treasure house with instruments that will illustrate in progressive stages the march of improvement in mechanism and design. The same policy is to be pursued in assembling practical object lessons to chronicle the evolution of the player-piano, and in both fields the museum will probably be able to supplement the original instruments by the original models from the United States patent office.

While the Federal officials receive many donations from manufacturers and others, who are interested in preserving for posterity those instruments that mark epochs in the musical instrument industry, there is at all times available a modest fund for the purchase of desirable instruments, and a search for such is prosecuted continually. Every year or two a representative of the Museum goes to Europe in quest of material for the musical instrument collection and foreign dealers are constantly on the alert in behalf of the American institution. It is seldom that Uncle Sam will pay fancy prices for musical instruments, and thus he lets slip through his fingers the musical relics of famous musicians and composers that from time to time command high prices when put up at auction abroad; but, as has been said, the object of the officials at Washington is not so much to acquire rarities and "show pieces" as to provide a collection that will be broadly educational and will reflect the history of musical instruments in general. At this writing the Government's collection of musical instruments comprises more than 1,500 specimens, and there is a steady, though by no means, rapid growth.

MAKING BUSINESS CAPITAL OUT OF A HOLIDAY.

Every Talking Machine Dealer Should Herald the Approach of Washington's Birthday by Featuring Selections Appropriate for the Occasion—Spread a Thick Layer of Patriotic Literature on Your Publicity and on Your Circulars to Customers—It Will Pay.

Have you considered the advisability of celebrating the twenty-second day of February in the way it should be done by every loyal American talker man? Do so, Mr. Dealer, and receive the plaudits of your customers who will glory in your zealous ardor, and reward you by purchasing the blood-stirring melodies you offer them.

There is every reason why the Father of his country should have the same consideration shown his memory as the chaps who made the Declaration of Independence a reality enjoy, and you are just the fellow to do it.

It will be easy for you to give George a boost, because you will not have the pop of firecrackers and the crash of blank cartridges to drown your phonographic efforts as you do upon the Fourth of July. You can allow your patriotism—"that noblest passion that animates a man in the character of a citizen"—to run riot, and wax fat upon the dollars of the public at the same time if you will only enter into the spirit of the occasion with sufficient passion. To do this, you must send your mind surging back across the years to the revolutionary days—the time when George was a living, thinking, red-blooded American; and then, when you have arrived at your destination, just think for a moment if you will, what he and Martha, and the whole family, for that matter, missed by not having a talking machine around the house. Fierce, is it not?

I am very sure that old Lord Cornwallis would have received his trouncing a good deal sooner if George had owned a phonograph and sharpened up his appetite for British gore on a few good canned martial airs every morning before buckling on his sword.

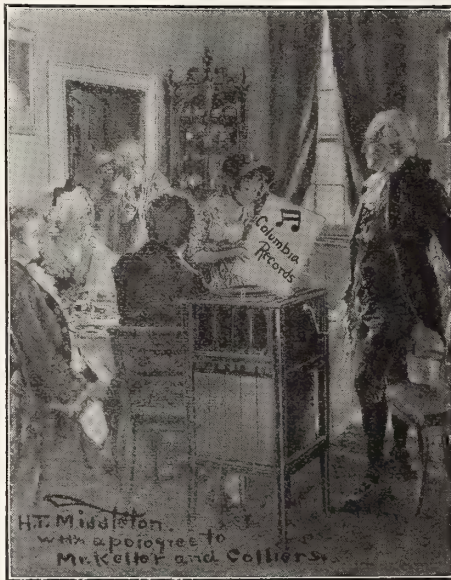
Returning once more to the present, what (as I think I asked you at the outset), are you going to do about the 22nd ult? Do your customers appreciate how great an aid the talker will prove to any form of entertainment, no matter what, they may have in mind for that day? Whether the affair be in a church, hall, school or home, the talking machine should be there.

Now, Mr. Dealer, you and I know, do we not, that our instrument, the talker, in its many types and styles of dress, can do more for George—can speak his glorious name louder, and narrate of his wonderful career more eloquently than any other sound producing medium on earth. Methinks I hear a discordant chorus of Washington's Birthday orators vociferously calling me to account for

the above declaration. Gentlemen, if you object to being classed sound producing mediums, I most humbly apologize, but in the language of my friend Shorty McCabe, the talker's "got you pounded to a pulp, at that."

Here's my advice to you, Mr. Dealer:—Spread a good thick layer of patriotic literature upon the office desks and in the home letter boxes of your patrons, and I emphasize the word *thick*. Give it to them the way you liked molasses on your bread back in the childhood days—*thick*!

Tell them a little about George—something they



"If George Had Owned a Phonograph."

do not already know if you can—just enough to start their memories jogging along the path of patriotism; then, explain to them what George missed, and what they also will miss if they fail to get busy and buy some soul-inspiring, nerve-stimulating, feet-tickling records, with which to entertain their friends upon (to my mind), the greatest holiday of the entire year.

Your window display also will facilitate holiday trade if you decorate it a la revolution. How about a scene depicting a camp fire at Valley Forge? Ragged Colonial soldiers recline by its ruddy embers (concealed incandescents), and listen enthralled to the strains of a talking machine

Their clothing hangs in tatters; they are numb with cold, and weak with hunger, but they scoff at ill fortune and stare death in the face with a laugh; because, through their misery runs the cheery melody of the song they love best. Some dream of a broad plantation home with its cotton picking darkies, and a brown-eyed lass who awaits their return to the dear Southland—others of a quaint farmhouse nestling amid snow-clad New England hills; and they are happy in spite of all, their cares shattered and blown away by the wonderful influences of the talker. War is hell, but music is divine! We will call this picture, "What Might Have Been."

Uncle Sam realizes to-day the great value of the talking machine as part of his war equipment. There is never a cruiser or battleship launched nowadays, nor an army post established without a number of talkers being included among the furnishings. He also knows what George and his Colonial soldiers missed and is profiting by the inventive genius of their descendants.

In conclusion, Mr. Dealer, let me urge upon you the expedience of making the most of Washington's Birthday. Select a repertoire of records in harmony with the holiday you are celebrating, and feature them. Get them into the homes of the people on approval. Also have your salesmen give patriotic recitals in churches, distributing literature and taking orders at the close of the entertainment. Hold a Martha Washington tea for the ladies at your talker shop, Mrs. Dealer playing the part of hostess, and in every way possible pay due respect to the memory of George Washington, soldier, statesman and honorable gentleman.

HOWARD TAYLOR MIDDLETON.

REPUTATION MAKES THE STORE.

The Opinions of People a Strong Factor in Insuring Business Success—How Good-Will May Be Gained and Business Accelerated.

You are advertising your store at this season, and nothing should be omitted that can increase the attractiveness. Polite clerks with accommodating manners are great helps. Many poor people may be among your visitors, but be sure the same degree of politeness be accorded them that you would bestow upon the rich. The character of your store is what you make it; its reputation depends on what the people think and say about it. If the reputation it receives among the people is good, you have succeeded in widening your range of trade; but if it is contrary, no system of advertising will give it a satisfactory standing among the people of your particular community. A reputation for fair and polite treatment, neatness and orderly arrangement, fine goods and good quality, is a thing much desired by every retailer.

Cash Your All the Year Round Loyalty

During the rush and time of shortage around the holidays have your name on our list of regular dealers and be in line to have your orders receive preference over the fellow's who "shops" during the rush season and who buys from his nearest jobber the balance of the year to save on freight and express, and maybe puts up with second-class service at that, sacrificing increased profits made possible by prompt and full-filling of orders for the sake of the "economy bug" working on his freight and express expense account.

FORGET THE SMALL DIFFERENCE IN EXPRESS

if there is a difference between your store and ours in favor of a jobber nearer you, and remember there are a lot of things about "Eastern Service" which will more than repay you.

Maine, New Hampshire, Vermont, Rhode Island and Connecticut Papers Please Copy.

EASTERN SERVICE IS GOOD SERVICE. BUT ABOVE ALL IT IS JUST.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY



Victor-Victrola X, \$75
Mahogany or oak

Victor-Victrola XI, \$100
Mahogany or oak

A large, ornate metal safe with a decorative top and a small door open on the left side. The safe has a heavy, dark finish and stands on four curved legs with casters. The open door reveals internal drawers and compartments.

A large, ornate, dark-colored cabinet or wardrobe with a curved top and decorative carvings. The piece features a prominent central panel with a decorative motif, possibly a stylized 'Z' or a similar letter, and is supported by four curved legs. The overall design is characteristic of 18th-century European furniture.

Berliner Gramophone Co., Montréal, Canadian Distributors

Albany, N. Y......Finch & Hahn.
Altoona, Pa. W. F. Frederick Piano Co.
Atlanta, Ga......Elyea-Austell Co.
 Phillips & Crew Co.
Austin, Tex......The Talking Machine Co., of
 Texas.
Baltimore, Md.....Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. K. Eisenbrandt Sons.
Bangor, Me......Andrews Music House Co.
Birmingham, Ala...Talking Machine Co.
Boston, Mass......Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
Brooklyn, N. Y....American Talking Machine Co.
Buffalo, N. Y......W. D. Andrews.
 Neal, Clark & Neal Co.
Burlington, Vt.....American Phonograph Co.
Butte, Mont......Orton Brothers.
Chicago, Ill......Lyon & Healy.
 The Talking Machine Co.
 The Rudolph Wurlitzer Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O......The W. H. Buescher & Sons Co.
 The Collister & Sayle Co.
 The Eclipse Musical Co.
Columbus, O......Perry B. Whitsit Co.
Dallas, Tex......Sanger Bros.
Denver, Colo......The Hext Music Co.
 The Knight-Campbell Music Co.
Des Moines, Ia....Chase & West.
Detroit, Mich.....Grinnell Bros.

Elmira, N. Y. Elmira Arms Co.
El Paso, Tex. W. G. Walz Co.
Galveston, Tex. . . . Thos. Goggan & Bros.
Grand Rapids, Mich. J. A. J. Friedrich.
Honolulu, T. H. . . . Bergstrom Music Co., Ltd.
Indianapolis, Ind. . Stewart Talking Machine Co.
Jacksonville, Fla. . Florida Talking Machine Co.
Kansas City, Mo. . . J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
Lincoln, Neb. Ross P. Curtice Co.
Little Rock, Ark. . O. K. Houck Piano Co.
Los Angeles, Cal. . Sherman, Clay & Co.
Louisville, Ky. . . . Montenegro-Riehm Music Co.
Memphis, Tenn. . . O. K. Houck Piano Co.
Milwaukee, Wis. . . Wisconsin Talking Machine Co.
Mobile, Ala. Wm. H. Reynolds.
Montreal, Can. . . . Berliner Gramophone Co., Ltd.
Nashville, Tenn. . O. K. Houck Piano Co.
Newark, N. J. Price Talking Machine Co.
New Haven, Conn. Henry Horton.
New Orleans, La. . Philip Werlein, Ltd.
New York, N. Y. . Blackman Talking Machine Co.
 Sol. Bloom, Inc.
 Emanuel Blout,
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky,

Oklahoma City, Okla.	Schmelzer Arms Co.
Omaha, Neb.	A. Hospe Co. Nebraska Cycle Co.
Peoria, Ill.	Putnam-Page Co., Inc.
Philadelphia, Pa.	Louis Buehn. C. J. Hepe & Son. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressey & Allen.
Portland, Ore.	Sherman, Clay & Co.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, Utah	Consolidated Music Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Savannah, Ga.	Phillips & Crew Co.
Seattle, Wash.	Sherman, Clay & Co.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	The Aeolian Company of Mo. Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro. Koehler & Hinrichs.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier Co.
Washington, D. C.	E. F. Droop & Sons Co. Robert C. Rogers Co.

CALIFORNIA OPTIMISTIC OVER BUSINESS OUTLOOK.

General Conditions in State Most Favorable—Exposition Work and Highway Improvements Mean Money for the Talking Machine Users—Record Business Heavy—Parcel Post Being Utilized to Good Purpose—Sherman, Clay & Co.'s Good Year—Columbia Publicity—What Manager W. S. Gray Says—The News of the Month Worth Recording.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 4, 1913.

Talking machine business for the month just closed more than came up to expectations according to reports from both the retail and wholesale quarters, and dealers are more than ever optimistic over the prospects for an unusually heavy business during 1913. General conditions are very favorable. The State is now in the midst of an \$18,000,000 campaign of highway improvement, stimulating business in many lines, while much money is being put into circulation by large power and other development projects, work on which will be continued through the present year. Improved roads and extension of railroad lines are giving easier transportation throughout the State, and many sections which have been sparsely settled are rapidly filling up with prosperous agricultural communities. In view of these new business possibilities more goods will undoubtedly be handled, and the expense of handling in some ways will be less. The entire State will share in the effect of the Exposition work, which has now passed the merely preliminary stage, and which will for the next two years furnish employment to many people. The advertising of this event has already produced beneficial results, and is drawing the attention of the people from all over the world. From present indications dealers feel justified in making large plans for the immediate future, and it is anticipated that 1913 will establish a new record for the Coast talking machine business.

Record business has been especially heavy this month, owing to the large number of machines delivered at holiday time, and it is thought that the parcel post has stimulated country record

business. A good many firms have adopted this method of shipment and on the whole have found it satisfactory. Edison dealers are having difficulty in supplying the demand for blue amberol records and are anxious to get a better assortment of disc records, the supply so far being very limited.

The travelers for the Pacific Phonograph Co. are at headquarters after their initial trips of the year, and are more enthusiastic than ever over the Edison disc phonograph. J. E. McCracken has just returned from the Southern part of the State, where he says dealers generally placed large orders. E. W. Cyrus covered Oregon and Washington with equally good results. The limited factory supply of records seems to be the only drawback in the introduction of the new machine. A. R. Pommer, manager of the Pacific company, says that much interest is being taken locally in the new product; that E. W. Scott, who runs the talking machine department at Kohler & Chase's in this city, and Clancy & Le Clair at the Oakland store of Kohler & Chase, have placed orders for Edison machines, and that several other dealers are considering the line.

Since the introduction of the new disc phonograph, the Pacific Phonograph Co. has been obliged to reorganize its quarters on Mission street. The entire fifth floor is now given over to disc products and the cylinder part of the business has been moved to the fourth floor. Yards of new shelving is being built and other changes are under way for the accommodation of the increased business. Another traveler has been added to the sales force in the person of E. L. Sues, formerly with the Talking Machine Co. of Chicago.

Manager Bailey, of the San Francisco branch of Babson Bros., reports business thoroughly satisfactory since the first of the year, but feels the need of an adequate supply of disc records in order to push the sale of the Edison disc phonograph. He says the adoption of the parcel post is a good thing for them, as they do a big mail order business in records, and the new system of shipment enables them to reach customers in small places heretofore beyond their reach because there were no express offices near them.

Sherman, Clay & Co. closed its fiscal year the end of January and A. G. McCarthy says the closing of the books revealed the fact that the year just closed was the best in the history of the house. January business was excellent, he says, in his department, retail business being better than last year, and wholesale as large as it could be with some of their shipments held up by the railroad blockades. Now the shipments are coming in without delay and Victor products are being distributed as rapidly as possible.

It has been decided to have another Portola celebration here in October this year, and P. T. Clay, of Sherman, Clay & Co., has been elected chairman of the committee in charge, and A. G. McCarthy has been named as chairman of the publicity department. Mr. Clay had charge of the affair when it was given here before in 1909.

W. S. Gray, manager of the Columbia Phonograph Co., Gen'l., has been making short trips out into the country districts this month in order to get in close touch with the Columbia dealers. He returned from Sacramento a short time ago, and is now preparing to leave for San Jose, Stockton and surrounding towns. He has devoted much advertising space in the daily papers this month to the records of grand opera singers, who have had engagements here the last few weeks, the number being unusually large, including Nordica, Pasquali, Bispham, Claude Cunningham and Carolina White. Their records have been in great demand. F. R. Anglemier, manager of the wholesale end of the business, says that business has fully recovered after the slight lull just after the holidays when dealers were taking inventory, and that orders are coming in in fine shape. The California Music Co., owned by R. A. Daniels, who moved from here to San Jose last month, has placed a large order for Columbia goods.

E. W. Scott, who is located with Kohler & Chase, says business since the holidays has exceeded his expectations, especially in the number of machines sold. He is now featuring a new line of record cabinets, known as the Wood button cabinets. These are made in Los Angeles and can be had in sectional form. Mr. Scott anticipates a big business with them.

L. V. Ridgeway, representing Lyon & Healy, Chicago, was a recent visitor to the San Francisco trade.

MOTION-PICTURE TRUST.

M. Pathe Starts a Serious Controversy in the Trade in England.

Charles Pathé, of the firm of Pathé Frères, manufacturers of films, have started a serious controversy in the cinematograph trade in London, England. He purposes to form two groups of manufacturers, the first to be composed of not more than five firms and the second to consist of about fifty of the smaller manufacturers who "will control the output of the film market in Europe, and limit the number of manufacturers."

PLEASES HIGH SCHOOL PUPILS.

The pupils of the Vineland (N. J.) High School, through the courtesy of the Victor Talking Machine Co., at the suggestion of Davies & Son, enjoyed a demonstration of educational and grand opera records one afternoon recently.

Change your stock around. Give the store a change, a new appearance, as though new goods were coming in right along. Eyes always take in more than the tongue will inquire about. Remember that.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.



It is not only the dropped-forged tempered steel needle arm, or the grommet-connection of needle arm and diaphragm, or the scientific exactness of its construction, but the perfect combination of these features that is giving the trade so much interest in the tone-results of the new No. 6 Columbia reproducer.



Columbia Graphophone Company
Tribune Building, New York

THE LAW GOVERNING THE USE OF PROXIES.

James F. Bowers Submits Legal Opinion from Judge C. N. Goodwin, Who Prepared the Charter of the National Association of Talking Machine Jobbers, Covering the Above Question—Proxy as Proper and as Legitimate as a Personal Vote.

The use of proxies has been a subject which has been discussed in trade circles considerably during the past few months, and upon this subject we have received the following communication from James F. Bowers, of Lyon & Healy, Chicago.

Mr. Bowers was the first president of the National Association of Talking Machine Jobbers and has been prominently identified with other trade organizations, among which may be named the Piano Merchants' National Association, in which he has held a high official position for a number of years.

Mr. Bowers, therefore, speaks as a man of experience and a parliamentarian of admittedly high rank.

Chicago, Ill., Jan. 25, 1913.

My Dear Colonel Bill—I have read with much interest your editorial in the last issue of The World in reference to the question asked you in regard to voting by proxy at the meetings of the National Association of Talking Machine Jobbers. There seems to be in the minds of some of the members of the association a rather confused idea

as to what a proxy is or what it is for. I think the fears of these members, so to speak, have been played upon by designing persons, who are not members of the association, and I think more of the trouble arises from the fact that some of the members of the association are not accustomed to the ways and acts of deliberative bodies or associations.

All this talk of "politics" in the association is the veriest rubbish and nonsense. There is nothing of the kind. A proxy is just as proper and just as legitimate as a personal vote, and there is no impropriety or "politics" whatever in asking a member of the association for a proxy in the event of such member not being able to attend the meeting in person.

I beg to enclose herewith a letter to me from the Honorable Clarence N. Goodwin, judge of the Superior Court of Cook County (which includes Chicago), who drew and prepared the incorporation or charter of the association, and which will settle any question as to the right of a member to vote by proxy or to solicit one, and I hope it will

Superior Court of Cook County
Clarence N. Goodwin, Judge
In Chambers

Chicago, Ill. January 25, 1913.

Dear Sir:—

In reply to your letter of January 21st. 1913, I beg leave to say that the National Association of Talking Machine Jobbers is incorporated under an act of the General Assembly of the State of Illinois entitled "An Act Concerning Corporations" as an association not for pecuniary profit. Section 31 of that Act provides with reference to general and special meetings of such corporations as follows: "At any such meeting members of the corporation may take part and vote in person or by proxy." The right, therefore, to vote and take part in any such meeting by proxy cannot be lawfully denied to any member. No amendment to your By-laws can contravene or set aside a statute of the State of Illinois under which you operate and do business.

Very truly yours,

Clarence N. Goodwin

To James F. Bowers, Esq.

Judge Goodwin's Letter to J. F. Bowers.

close the incident and, as it were, make the minds of the well-meaning members of the association easy.

I ask you to give this letter and the opinion of Judge Goodwin space in the next issue of The World. Very truly yours,

J. F. BOWERS.

Col. Edward Lyman Bill.

ANXIOUS FOR NEW MACHINE.

Army Officer Keeps in Touch With Progress on Disc Machines and Records While Duty Takes Him Half Way Around the World—Machines Shipped by Express to Impatient Ones—Demands from Old-time Edison Admirers Feature of Present-Day Business.

An instance of the general interest to those who already possess Edison phonographs in the new Edison disc machines and records, is that furnished by an officer in the United States army, who while in the Philippines a couple of years ago, first wrote to the Edison headquarters at Orange for information regarding the new disc machines and records, and when they would be placed on the market, as he was anxious to secure one to replace his old style cylinder machine. The officer was supplied with the information available at that time and was next hear of from Panama, then Porto Rico, Atlanta, Ga., where he managed to be present at one of the demonstrations, and finally from New York where he is stationed at the present time. The progress made with the new line was reported to him regularly and the prospects are that by this time he has secured one of the much sought machines.

Other Edison enthusiasts were so anxious to secure machines, with or without records, that at the urgent request of dealers machines have been sent by express to several cities in the Middle West and even so far as the Pacific Coast, a costly proceeding at best.

M. P. MARTIN CO. ORGANIZED.

Succeeds the Harper & Miller Music Co. in Hutchinson, Kan.—Handling a Full Line of Victor and Edison Talking Machines.

(Special to The Talking Machine World.)

Hutchinson, Kan., Feb. 6, 1913.

The M. P. Martin Music Co., which was recently organized in this city with a capital stock of \$10,000, succeeds the Harper & Miller Music Co., and means an amalgamation of four of the best-known business men in this city, who constitute the board of officers of the company as follows: M. F. Martin, president; J. H. Harper, vice-president; S. A. Poe, secretary, and M. P. Miller, treasurer. The new concern will continue to occupy the salesroom of its predecessor at 18 North Main street, and will handle the Sohmer, Bent, Crown, Lester, and other pianos, and the full line of Victor and Edison talking machines. In this connection a large order was recently placed with the Schmelzer Arms Co., of Kansas City, who are the Victor and Edison jobbers in that territory.

**The new Record
is the Blue Record
and it's making
record sales.**



The real test of Mr. Edison's inventions is their wonderful success. The latest of these and the most important to you is

The Blue Amberol

a four-minute Record rich and full in tone—practically unbreakable—that can be played with the same fine effect over 3,000 times. The wide scope of selections fills every desire of music lovers, whatever their tastes may be.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.

This record played on

The Edison Phonograph

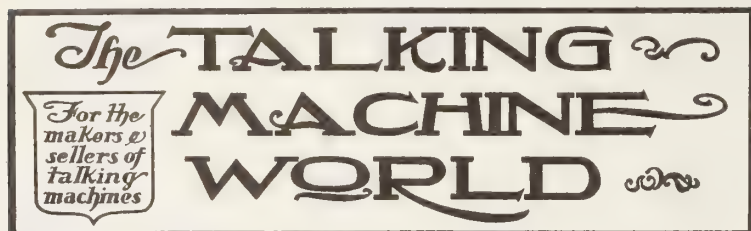
makes its own instant appeal. The lack of buzzing and rasping and the fine, steady pitch sell the Edison Phonograph just as they sell the Records.

For home record-making the four-minute recording outfit is far and away the best of its kind. Your customers, once they see it and hear their own efforts reproduced, will enthuse over it.

Push the Edison line. Put it over strong, not only for the present, but for the big things that are coming.

Get in touch with your Edison jobber today. You can lead the Phonograph business in your locality.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.



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Philadelphia: R. W. KAUFFMAN.

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San Francisco: S. H. GRAY, 88 First St.

Cleveland: G. F. PRESCOTT.

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NEW YORK, FEBRUARY 15, 1913.

TRADE reports from dealers for January show a very excellent condition of business for the first month of the new year. Usually a very quiet spell is looked for following the great activity which prevails around the holiday period, and naturally the prospects are not over-brilliant for a large volume of business in the succeeding weeks. This, however, has not obtained to any large degree this year, and trade as a whole has been better than for the same month of last year, with an unusually large call for records. This is a natural sequence to the sales of machines around the holidays.

The sales of high-priced machines have been most noticeable for January, and this despite the efforts being made by dealers to concentrate the attention of the public a little more on the lower-priced products. There is one peculiar trait of the American, however, and it is when he has money he wants the best, hence he selects the high-priced talking machine when he comes to make a purchase.

The outlook is excellent for better business conditions as the season advances, and it is now expected that the change of administration in Washington will have no disturbing effect on business.

ONE of the essentials to success in the merchandising field is to carry a complete stock to meet the demand of purchasers. This is of special importance in connection with records, and it is a mighty bad thing to let one's stock of machines and records or supplies run out, because it creates a bad impression when people make a demand for goods that are not carried in stock. And true as fate, the very day a dealer runs out of some particular record someone calls at the store and asks for it. Haven't you often had it happen that way? If you haven't you are an exception to the rule.

When a person makes up his mind that he is going to buy something he usually buys it at that time. If he comes into a store, asks for some particular article and is unable to get it, he goes away disgusted, visits a competitor's store around the corner, finds the desired article, makes his purchase and thus a customer is lost. Hence it pay and pays well to keep a full stock at all times. People soon learn to know the store that has the goods, and that store is the one they visit.

Salesmen should be trained to the necessity of not allowing stock to run down. There should be a "want" book in every department, and if such is not employed it will be found a mighty convenient aid to good stockkeeping. This book should be hung in a convenient place where the salesmen can have ready access to it. Whenever there is a call for any article that the stock does not

contain it should be written in the book. This book should be inspected every day, and it will keep the head of the business well posted on the condition of the stock and the nature of the public's demand.

This "want" book scheme is well worthy consideration where it is not already used. It will be found a great help, and through its aid much benefit may be derived. It insures a house having the goods the people want and when they want them.

NO one factor in the retail sales domain is of more importance than enthusiasm. A salesman may possess honesty, wealth, ability and initiative, knowledge of the business, tact, sincerity, industry, and open mindedness—in fact, all the virtues, but without enthusiasm he would be a statue.

Contrast the enthusiastic, magnetic man with the one of every day attributes, and you will know the reason why one succeeds and the other drags along. Hugh Chalmers recently put this very clearly when he emphasized that enthusiasm is the white heat that fuses all the qualities above referred to into one effective mass. He thus illustrated his point: "I can take a sapphire and a piece of plain blue glass, and I can rub the plain glass until it has a surface as hard as the sapphire. But when I put the two together and look down at them, I find that the sapphire has a thousand little lights glittering out of it that you cannot get out of the blue glass if you rub it a thousand years. What those little lights are to the sapphire, enthusiasm is to the man."

The man who works merely for his salary without interest or enthusiasm in his business is not a great producer, nor is he a great success. For the man who doesn't get some comfort and enthusiasm out of his daily work is in a bad way.

Some men are almost irresistible, and it is because enthusiasm radiates through their expression, beams from their eyes, and is evident in their actions. In brief, enthusiasm is one of the great assets of value to a man, no matter what his mission in life may be.

In salesmanship enthusiasm is of primary importance, and in no business is it more essential than in selling talking machines. The man who can convert the prospective purchaser of a low-priced machine into buying the highest priced machine in the house, and a goodly roster of high-priced records, is the fellow who employs well considered arguments, backed by enthusiasm and conviction.

It affords the keenest pleasure to watch such a salesman handle a customer—to note the transmission of that magnetic force called enthusiasm. The viewpoint of the prospective buyer is so readily changed that one can easily understand why a man possessing enthusiasm can win out as compared with a man who moves along stereotyped lines.

SIX weeks' experience with the parcel post has demonstrated its value to the community at large. For the first four weeks forty million packages were handled throughout the country, while in New York City alone nearly three million packages were handled, which undoubtedly meant a saving in cost to the senders of from twenty to forty per cent.

In the talking machine field the parcel post can be used to good advantage, at least by those who keep closely in touch with their customers. Records, needles, reproducers, etc., can be sent by mail expeditiously and cheaply, and in this way customers can be presented with the latest records and enabled to try them over in their home without visiting the store. This, of course, only applies to reputable and recognized purchasers. Every wideawake dealer has on his books such people—steady buyers of records, who watch the new issues with the keenest interest. Dealers short of stock can also utilize the parcel post to get supplies from their jobber, and so it works from the jobber to the manufacturer—all along the line.

Any and every means that enables the dealer to get in touch with the purchasing public should be given immediate and serious consideration, and no dealer who desires to be up to date can afford to overlook the possibilities that exist in the parcel post.

It is a current complaint that the parcel post has been designed largely in the interest of the mail order houses, and the big department stores. Without discussing this issue, the fact remains that the parcel post is conceived for the best interests of the public, and for every merchant, and it is up to each and every one, no matter

what his resources, to take advantage of it—to utilize it, as a means of enlarging his trade.

The talking machine dealer, particularly those who have hitherto kept in touch with their customers through the mail—that is, in circularizing them and sending out invitations for recitals and other means of promoting sales, will find that they can also make sales and deliver the goods by parcel post most satisfactorily. This means giving the matter some thought and developing a plan of campaign that is worth the effort.

The latest suggestion of the Postmaster-General is to make the parcel post a still greater factor in getting goods to the purchasing public, and he proposes in his last report to Congress to enlarge the weight now restricted to eleven pounds to a much larger figure, so as to enable larger parcels being forwarded.

There is one thing sure, the parcel post is here to stay, and the dealers who take advantage of it are those who will profit most.

NO better means of concentrating the attention of the public on the talking machine—at least of those musically inclined—has yet been evolved than the giving of concerts by dealers. Not only are the possibilities of the talking machine brought home to hundreds of people in this way, but people come to the store, become acquainted with the sales force, and thus an important and valuable connection is established.

A RECORD THAT DECEIVED.

Religious Element in Arkansas District Thought Talking Machine Was Reproducing a Prayer, but It Proved to Be a Prize Fighter's Lament Upon Being Beaten—An Edson Effusion.

C. L. Edson, who under the title of "An Arkansas Man on Broadway," writes some intensely human comparisons of life on Broadway and in the backwoods of his native State, for the New York Evening Mail recently wrote the following of misplaced confidence in a talking machine record:

A stranger from the city came into our woods on Half Moon several years ago. He built himself a cabin and said he was "communing with nature." We asked him why he left the city, and he said he was disgusted with humanity. Now I can understand what sickened him against the city crowd. It was the jam and the sham and the moral rottenness. I asked him if country people were better, and he said:

"No; man is rotten whenever you find him. But in the country he is scattered around, two or three to the square mile, and in such diluted quantities he can't entirely pollute the landscape."

I liked to hang around that fellow, for I learned a lot of philosophy from him. He used to come to our prayer meetings at Uncle Jimmy Honeycutt's big house. Now there was a funny thing about the Honeycutt prayer meetings. Uncle Jimmy had a battered phonograph and one record. How this talking machine worked its way into the woods is too long a story to tell here. There had been more records to start with, but they kept getting broken as the instrument passed from one owner to another. When Uncle Jimmy got it there was only one left, and we couldn't understand what it said on that one. It sounded like the sobbing and wailing of repentant sinners at the mourners' bench at some great revival. Every once in a while a voice could be heard above the sobs like a suppliant sinner saying: "He must give me another chance; just another chance. I will follow him forever."

When this record was played at our prayer meeting it had a highly religious effect on us, and we would shout "Amen!" "Preach on, brother!" "Ain't it the truth! Halleluja!" We regarded that record as a holy messenger leading us to better lives. Uncle Jimmy thought it must be the record of the mighty Henry Ward Beecher converting the multitudes.

One time I asked the city pilgrim if he didn't know for certain just what that prayer meeting record was. "Is it really Henry Ward Beecher and the sinners?" I asked. "No," he replied, "and I'll tell you what it really is if you will prom-

ise never to tell your neighbors. That record is a holy thing to them and it brings them nearer to the mighty presence of the Deity. If they knew the truth it would take something good out of their lives and give them something bad in its place.

"That record is 'The Lament of James J. Corbett in His Dressing Room After the Battle with Fitzsimmons at Carson City.' Corbett was a prize fighter and Fitzsimmons whipped him. That record is a fake, but it pretends to give the sobbing and moaning of the whipped man begging for the other bruiser to give him another chance to fight and saying he will follow Fitzsimmons around until he does."

THE ONLY MAN WHO MAY REST.

The only man who can afford to rest is dead. He doesn't need to bother any more. The one man who is absolutely sure to get lost in the rear of the procession is the self-satisfied fellow who is too content to think any more and is determined to spend the rest of his days in self-contemplation.

If this concert publicity is to be conducted along the right lines everything in connection therewith must be right. Therefore, if the store is not large enough to hold a fair number of people, it will be best to hire a small hall, send out either engraved or well printed invitations, and have the programs well printed, and the selections varied and well chosen. Whatever expense is involved in this preliminary work will be well repaid in a short time.

We have on file letters from the talking machine men in widely separated sections of the country who have been giving concerts for several seasons, and in every instance they have found this expenditure for concert exploitation a most profitable investment. These people do not include the dealers in the larger cities who give talking machine concerts on a palatial scale, for no matter how humble the effort, it can be made a success if carried out with intelligence and with enthusiasm.

We have referred to this matter many times, because its value to the dealer is so great that we want them to awake to the opportunity that exists in making friends for their store by means of recitals.

Think of the vast army of singers, instrumentalists and musical organizations, all of national fame, that can be called upon to make up a program to captivate the public! No such opportunity exists in any other business that we know of for securing such a maximum of results at the minimum of expense and effort.

WINNING GOOD-WILL OF CUSTOMERS.

Pleasant Manners and Little Attentions That Make Friends for the Store and Thereby Help the Salesman on to Better Things.

The salesmen and clerks who would succeed should cultivate charm of manner. Courteous manners in little things are an asset worth acquiring. When a customer approaches, rise and offer a chair; step aside, and let the store's guest pass first into the elevator. These are little things, but they make you and your work finer. Your promise to a customer is your employer's promise. A broken promise always hurts, and it shows weakness in the character of a business organization, just as unreliability does in an individual.

If your business is to wait on customers, be careful of your dress and appearance. Do your manicuring before you reach the store, not after you get there. In a thousand ways a salesman can give evidence of a desire to be helpful, which is far removed from officiousness and which attitude makes friends for a store.

IN the clinches you can rely upon the Ditson Victor Service. Profits are contingent upon *our fast work*—and we know it.

STOP saying to your customers: "We haven't got it," because you can get it from **DITSON**.

FAST Victor service is our aim and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company, Boston, Mass.



Noset *The* Autostartstop

The Greatest Scoop in Talking Machine History

We watched to see which way the cat was jumping—jumped with it—and landed first

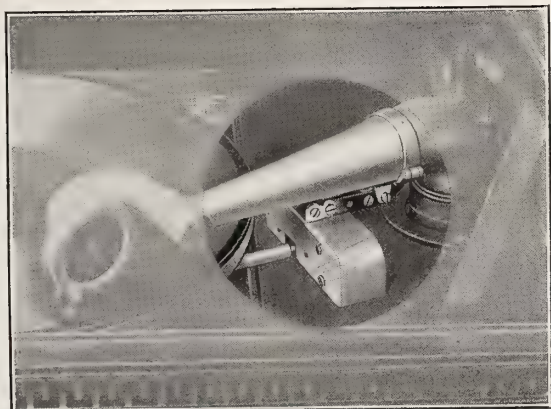
NOSET is the only absolutely *automatic* stopping device. It automatically starts the record by the movement of the tone arm to the right, and automatically stops it at the end, with **no** setting adjustment or regulation. You cannot stop NOSET from starting when you move the sound box to begin the record, and it will always automatically stop at the right place on the record—the end—without adjustment. It will stop any record on any disk machine before you can possibly get to the machine, bringing it to a gradual stop within one and one-half revolutions.

Literally Quicker Than The Cat.

Positively No Batteries, no screws to spoil the tropical wood, **no** springs and **no** gears. **No** mechanic need apply to fit it, and **no** adjustment required in its installation. No matter what size record or machine, NOSET is there with the start and the stop.

NOSET is attached to the machine, close to the back of the turn table, and every time you use a machine which is equipped with NOSET, you are calling attention to it in the best possible manner—*silent salesmanship*. The high-cost-of-profit does not enter into consideration of NOSET, it's all net profit. **No** trouble, **no** bother, **no** cost for display, large discounts—larger net profits.

NOSET LANDS FIRST



NOSET— the Autostartstop

Nickel Plated	-	-	-	-	\$4.50
Gold	"	-	-	-	5.00

Add 75 cents for Canada

REMEMBER! We back NOSET with our full guarantee to be exactly as represented—the only absolutely automatic start and stop device on the market—and the simplest and best you will ever get. To be first means something. Send us that order now. Be one of the original landing party. All Shipments simultaneous as far as possible, priority considered.

WATCH THE CAT—JUMP WITH IT—LAND FIRST—WITH NOSET AND US

Condon=Autostop Company

26 Front Street, New York



"Tone"—If you think that word is getting worn out, you will find it is only just now coming to carry its full meaning so far as sound-boxes are concerned. That's one thing the new No. 6 Columbia reproducer is accomplishing.



**Columbia Graphophone Company
Tribune Building, New York**

RUDOLPH WURLITZER CO. TO INCREASE CAPITAL.

Stockholders to Vote on This Proposition February 25—A Mere Matter of Form, However—Columbia Trade of Enormous Proportions—W. H. Stever Discusses the Oldfield Bill and Other Matters—Volume of Victor Trade at the Wurlitzer Co. Exceeds Expectations—Record Trade of Unusual Proportions with Cincinnati Dealers.

(Special to The Talking Machine World.)

Cincinnati, O., Feb. 4, 1913.

Satisfactory conditions appear to prevail in the talking machine field of the Middle West. All the dealers seem to be happy. Glowing reports of past successes come from these sources and they also tell of their anticipations. Several have plans for larger store rooms, but these may not materialize for some months.

The average business man hesitates in these days of general trade somnolence to even intimate that there is anything in the least suggestive of a "boom," but there was no hesitancy in Mr. Whelen's manner when asked the stereotyped question, "Well, how is business?" his answer came quick and to the point. "Great!"

In talking further on the subject, Mr. Whelen, the local manager of the Columbia Graphophone Co., stated, "The mere word 'satisfaction' is hardly adequate to express my feelings in regard to the splendid business which we experienced during the month of January. Unlike the advent of previous years, the opening of 1913 was marked by a strong demand for Grafonolas and records, where as a general rule a strong reaction is generally felt after the holiday season. However, in the present instance the annual 'slump' has been conspicuous only by its absence. We expect record sales to be good, owing to the large number of Grafonolas sold during the holidays, but this steady demand for machines is certainly gratifying. 1912 was a phenomenal year, but from the way the new year is starting off, there is no doubt but that this year's figures will far exceed those of 1912. Just take a look around and you will agree with me that the Cincinnati Columbia headquarters is no place for a 'rest cure.'"

Speaking of the new Columbia grand which is causing such a stir in talking machines circles, Mr. Whelen said: "Every mail brings inquiries relative to this wonderful instrument and we expect to have one on exhibition in the very near future. In fact, we are expecting some daily. I take considerable pleasure in inviting all the readers, and their friends, of the Talking Machine World to visit our store and see and hear the 'Columbia Grand.'"

A large number of Columbia dealers in the Cincinnati territory have visited the local headquarters during January, stocking up for present demands, after the holiday rush which plays havoc with the stock. All report large increases in profits over 1911 and perfect satisfaction at the present outlook.

Notices have been sent out to all the stockholders of the Rudolph Wurlitzer Co., of this city, of a proposed increase in the capital stock of this well-known corporation from the present capitalization of \$1,000,000 to \$4,000,000, the increase being

\$3,000,000. The stockholders will be asked to cast their ballots upon the proposition on February 25. As the stock is held by friends of the corporation, there is little reason to believe that the proposed plan will meet with opposition. The method of taking care of the present stockholders is somewhat interesting. The preferred stock today pays but 6 per cent., whereas the new issue would bear 7 per cent., an increase of 1 per cent. The stock now is equally divided between the preferred and common issues, and the increase of \$3,000,000 would be issued in the same manner, resulting in the company eventually having \$2,000,000 preferred and the remainder of common stock. The proposed increase, as far as the preferred is concerned, has already been underwritten by some stock house.

W. S. Givler has joined the forces of the Columbia as salesman for the wholesale department and has just finished a very successful trip through Ohio. He is at present making a trip through Indiana and is closing with quite a number of new dealers throughout the territory.

W. H. Stever, president of the Lyric Piano Co., and head of the "Talking Shop," said:

"Trade since the holidays in the Talking Machine Shop has been quiet, still we are very well pleased with the class of trade we have been receiving. Our attention has been called in particular to the Oldfield bill, and we were requested to take the matter up opposing this bill. I believe that this is a matter that ought to be given consideration, owing to the fact that it is pretty hard to figure out who is going to receive the greater benefit, providing this bill should pass or should not.

"The writer has formed quite an opinion on this matter, but does not think it would be advisable to exploit it at the present time, however, we hope that what might be done in regards to it will be in favor of the retail man instead of assisting corporations to be stronger, as the retailer is the man who has got to pay his bill or he does not get the goods, and the next question is—after you have paid the man for his product, it is up to you to pay the freight and drayage and sell them on the installment plan to get your money back, and I think the retailer has got quite a problem before him. This is the reason I express myself in this way and for this reason alone is why I think we should give this matter due consideration.

"I have no objection to assisting in the passage of any bill that will help to make it better for the retailer, as he has certainly got to stand the brunt of the transaction. So if the Oldfield bill should be defeated and the manufacturer should be protected, let us then go to the manufacturers and have them assist us to pass a bill compelling every one who purchases a Victrola or talking machine

of any description to pay for it under a penalty of law. I think in this way that we would be in a position to get our money back upon some deals which have already been made in good faith."

The Milner Musical Co. is one of the busiest places in town this month. The systematic and clever advertising carried on by this concern during the past four or five months seems to be bringing big results, and we understand from reliable sources that the amount of business done by the Milner Musical Co. during December was second only to one other store in this city. Practically the entire first floor has been given over to the display of Victrolas; the arrangement is very impressive. During the coming month Miss Irene DeLaney, in charge of the record department, has arranged a series of afternoon recitals, which promise to be most attractive.

John Arnold, of Fifth and Elm, is a sure booster for the new Edison blue amberol record. He said it was a great help to his January business.

The Rudolph Wurlitzer Co. makes the following report: "In reviewing the January Victor business, we can only say that we were very much surprised at the volume, all things taken into consideration. We had miserable weather, practically during the entire month; almost a continuous rain, and this, together with the flood, certainly had its effect. In spite of these conditions the record business was extremely brisk, living well up to the big promises that the new year brought us. This business is not all new, either, as we find upon looking over our files that a greater proportion of the Victrola owners listed in our files bought records during January than in any previous month.

"The big demand for records during January cannot be traced to the machines sold in November and December, and we can therefore safely say that the business is on a more substantial basis than it ever was before. The shortage of machines is the only obstacle with which the dealer must contend and with prospects of larger shipments even this will be eliminated, leaving the field clear for the tremendous business that we all know is in store for the year 1913.

"One of the most encouraging features of the wholesale business is the fact that practically no cancellations were made on the Christmas orders, which naturally were only filled in part. These orders are now standing practically intact, with directions from the dealers to forward the goods as quickly as we can. The machine situation is a little easier and dealers are profiting greatly by this fact.

"We have a splendid stock of records and were able to get the complete benefit of the big demand. One thing must be taken into consideration when we speak about the volume of Victor business, and that is that during the last three months practically no efforts have been made to get new accounts, but thousands of deals will be opened up just as soon as stock becomes more plentiful and the distributors are in a position to take care of the dealers satisfactorily. When this time comes the tremendous increase will be felt by every jobber and new business will be opened up that will greatly increase the consumption of both machines and records."

The Right Record

— WITH —

The Right Surface



Fit Any Phonograph

The demand today is for an indestructible record with a smooth playing surface. A record free from knocks and gratings. A record that will not break or wear.

U. S. Everlasting Records meet these conditions in every particular, and are the only records fulfilling this demand.

The construction of U. S. Everlasting records is indestructible throughout—not partially. Dropping them to the floor does no harm. They will not break in handling. They are true to name—everlasting.

We invite—yes challenge comparison—with any indestructible or semi-indestructible record on the market. Compare the surface of U. S. Everlasting Records with any other so-called indestructible records by playing them side by side. A trial will give you ample evidence—the results convincing as to the supremacy of U. S. Everlasting Records.

The January list of U. S. Everlasting Records will meet with the unqualified approval of the most critical. Your copy is ready for you—also our complete new record catalog. Ask for them today and make the comparison suggested above. It is to your advantage.

THE U. S. PHONOGRAPH COMPANY

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

CLEVELAND, OHIO

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 11, 1913.

The very unseasonable weather has played not a small part in the talking machine business; that is to say there has been a slackness of business in the past few weeks that is directly attributable to the mildness of the season which has been an inducement to people to keep out of doors. Were the weather such that they would be compelled to stay indoors there would be a more extended use of machines, and as outfits are used less frequently when people keep out of doors, there is not that eagerness to purchase records that otherwise might be the case.

Talking Machines in the Schools.

Business at the Eastern Talking Machine Co.'s quarters in Tremont street has been picking up considerably of late and all the salesmen are working hard to keep up with the demand for goods. W. J. Fitzgerald, who devotes a good part of his time to the school proposition reports that he is meeting with marked success, and in a conversation a few days ago he stated that there are twenty-one Victor outfits in the schools of Boston. Another hustler on the school proposition is E. A. Welch, who is making good. He has been instrumental in getting Victor outfits into some of the Normal schools, and to-day there are equipments in the Salem, Framingham, and Bridgewater Normal schools, and soon they all will be equipped with Victors, so it is stated, with the exception of the Boston Normal.

Occupying Ground Floor Quarters.

Manager Arthur Erisman, of the Columbia Phonograph Co., is now located on the ground floor in finely equipped offices and all his visitors are congratulating him on the better advantages of the location. His former quarters in the semi-story at the rear, has been transformed into a department for the exclusive use of foreign records in which the Columbia is developing a very large business. This is especially true of the Italian, Polish, Hebrew, Russian, Chinese, Portuguese and French music, though strangely enough there is little call for German music, especially if sung by German singers. It is said that while a strong effort has been made to popularize German "canned" music the Germans do not seem to take kindly to their native interpreters.

Speaking of changes in the Columbia quarters a number of new demonstration booths have just been installed, the additional ones being imperative owing to the many customers that find their way into the store at a single time, all of them clamoring for opportunity to try out this or that selection.

Excellent Publicity for Steinert and Victor.

Manager Herbert L. Royer, of the Arch street Victor headquarters for the M. Steinert & Sons Co., was over in New York last week, and he reports business as very good everywhere. The Steinert Co. came prominently to the front a few nights ago when in the course in salesmanship given under the auspices of the Boston Y. M. C. U. in Union Hall, a demonstration of the selling and business methods of the house were exhibited. The stage was set with pianos, players, and Victor talking machines, and considerable interest centered in the process of selling a Victor. The honor of handling this proposition fell to Frank Cunningham, one of Manager Royer's best salesmen, who spends much of his time outside the office. Mr. Cunningham has special gifts as a salesman and they were well exploited when he sold the Victor to an imaginary customer. Herman N. Baker, advertising manager of the Steinert Co., was on hand and made an address on salesmanship which was full of good points, and at the end of the demonstration Mr. Baker handled an imaginary dissatisfied customer in such good style that, of course, the customer went away perfectly satisfied.

Good Business Being Developed.

The Victor business with Chickering & Sons in Tremont street, though operative only a few months now has developed in a most satisfactory way, and Manager Urquhart has every reason to be well pleased with results, and Manager Urquhart's right hand man, Warren A. Batchelder, is kept on the jump all the time these days. Mr. Batchelder, by the bye, is a benedict. He was married a few weeks ago to Miss E. L. Lovejoy, of Arlington, where the couple are now living.

Making Many Sales of Edison Phonographs.

Chester J. Sylvester, the able and hustling manager for the talking machine department of the C. E. Osgood Co., has all he can attend to, and the fiscal year which closed on January 31, showed

the business of Manager Sylvester's department as having been extremely large. The Osgood Co. is one of the dealers for the new Edison disc phonograph, and Manager Sylvester has been able to make some splendid sales of these instruments. Mr. Sylvester says that despite the talk in some quarters of the difficulty of getting records from the Edison laboratory, he has been well pleased at the way the goods have been coming along.

Pleased With New Steinert Building.

A visitor to some of the Boston Victor dealers a few days ago was Allen T. Waite, manager of the Victor department of the M. Steinert & Sons Co., in Providence, R. I. Mr. Waite is most enthusiastic over the new Steinert building in Westminster street, and says it is admirably equipped for business, and this is especially true of his own Victor department. Mr. Waite says that a branch store is soon to be opened at Westerly, R. I.

Columbia Grafonola De Luxe in Concert.

A most enjoyable program was given on the evening of January 18 at the Roxbury Evening High School through the medium of a Columbia Grafonola de Luxe. The program was both vocal and instrumental and was carried out under the able supervision of W. E. Getchell. A Grafonola Favorite was used for a concert on January 31st at the High School in Everett, which was largely attended. E. A. Kingsley was in charge of this one. The Columbia quarters are giving a number of these concerts this winter and everywhere there is the greatest enthusiasm.

Henry A. Winkelman Honored.

Henry A. Winkelman, head of the Victor department of the Oliver Ditson Co., has been elected a member of the Boston Music Trade Association, and he will be given a royal welcome when that organization holds its annual banquet at the Copley-Plaza on March 15. O. K. Houck, of Memphis, Tenn., a jobber in Victor goods, was a caller at Mr. Winkelman's department a few days ago. Business at this Victor quarters is all that could be expected, and everybody is happy.

Records by Bert Williams.

There is a rumor around Boston that Bert Williams, the eccentric colored comedian, who is with the "Follies" now playing at the Colonial Theater, is going to make records for the Victor Co. He is a frequent visitor to the Eastern Talking Machine Co.'s Tremont street quarters. Incidentally there is a good demand for the "Follies" music, which has already become very popular.

Interested in the Records.

Otto Urack, the assistant conductor of the Boston Symphony Orchestra, is a frequent visitor to the headquarters of the Eastern Talking Machine Co., and is always much interested in the records.

Waiting for Edison Records.

George Lincoln Parker's enlarged quarters in the Colonial building are being quite generally visited these days, and as the days begin to lengthen, business begins to strengthen at this headquarters. Mr. Parker lately was over to New York and met some of the talking machine dealers, and he also paid a visit to the Edison laboratories at Orange, where he was most cordially received. Thus far Mr. Parker has sold a number of the high priced Edison disc machines, but he'd like to see a few more records, as the supply seems to come slowly. Meantime the Victor business is keeping up to a high average.

Burdick Rejoins Columbia Force.

Manager Erisman reports that David Burdick, formerly a salesman in charge of the cylinder department at the Columbia quarters, is coming back into the local business, and will soon be located at the Columbia offices, the scene of his early choice. For some time Mr. Burdick was in charge of a store at Brockton, which he now has sold out to other parties. He will be associated with the retail end of the Columbia business.

When your customer decides to purchase she wants the machine and records of HER selection.

With two sources of supply, the trade is well protected.

Boston and New Haven offers many ways of reaching your store without delay.

Our service is Exclusively Edison and Exclusively Wholesale.

"Her selection" is where we come in. Our stocks are complete and shipments are made quickly.

We know how important it is that you should secure the sale and its profit.

Write, wire or telephone your orders.

The Pardee-Ellenberger Co.

BOSTON—NEW HAVEN

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

Perrett Takes Charge in Providence.

R. L. Perrett, formerly the instalment manager at the Boston office of the Columbia Phonograph Co., and who for a time was out of the talking machine business, has been placed in charge of the Providence, R. I., store which is located at 119 Westminster street. S. H. Brown, the New England traveling man for the Columbia, who has many friends everywhere, will make his headquarters hereafter in Providence as an assistant to Mr. Perrett.

Developed Steady Business.

Wilber Frohock, who is in charge of the phonograph department of A. McArthur & Co., in Boston, developed a steady business ever since the department was opened a few months ago. His demand for Columbia outfits has been large.

The Dictaphone on the Stage.

During Mrs. Minnie Maddern Fiske's engagement at the Hollis Street Theater everyone was interested in her use of the dictaphone in the fourth act of "The High Road." During her engagement curiosity was so keyed up that any number of persons made enquiries about this remarkable machine of the Columbia Phonograph quarters.

To Embark on Matrimonial Sea.

G. R. Harris, of the dictaphone department of the Columbia Phonograph Co., and Miss Rose Haynes, an employe of the company, are to be married some time during the present month. Both have been quite popular with their fellow employes, who will wish them all good luck when they embark on the sea of matrimony.

In an Intellectual Atmosphere.

Manager Arthur Erisman, of the Columbia Co., has moved his domestic establishment over into Cambridge where he is now revelling in the culture and intellectuality of the University City.

Has Handsome Department.

R. A. McInnis, in charge of the Columbia department of the Houghton & Dutton Co.'s large department store, has a well arranged and finely equipped suite in which to conduct his business. He reports quite a call for the goods.

Utilizing Enlarged Quarters.

Manager Silliman, of the Pardee-Ellenberger Co., has found the enlarged quarters in the Battery-march street store none too expansive for his present needs. One large room is now devoted to a display of machines in which the new Edison phonographs are quite conspicuous. The Blue Amberol records are selling like hot cakes, in fact, they cannot be gotten fast enough to supply the demand.

GOOD MUSIC FOR PROVIDENCE.

(Special to The Talking Machine World.)

Providence, R. I., Feb. 10, 1913.

The M. Steinert & Sons Co., of this city, is furnishing a grand musical treat to the people of Providence and vicinity in the form of a Victor Victrola Pianola Piano and recital. Every Wednesday afternoon at three o'clock these recitals afford the public an opportunity to enjoy the renditions of vocal and instrumental gems of the great masters of grand opera and classical art.

The beautiful little recital hall as located in the new Steinert building, to be known as Steinert Hall, has a comfortable seating capacity of two hundred and fifty people. In testimony to the appreciative features of these recitals, is shown by the select and enthusiastic audiences that fill the handsome recital hall each week. These recitals are complimentary, with an entirely new program each week.

Good health, honest work, unselfish kindness! These are the factors which help to bring about the realization of the oft-repeated wish for a Happy New Year.

TWENTY-FIVE YEARS IN THE TALKING MACHINE FIELD.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 11, 1913.

George H. Waldron, who entered the talking machine field on February 5th, 1888, and thus is to-day celebrating his twenty-fifth anniversary of

of Boston, and during his period with this concern he had for his associates such men as C. G. Childs, now of the Victor Co.; John H. Foote and Augustus S. Sampson.

Mr. Waldron marked out many important discoveries while with this company, and they have been patented and since have proved successful. Business did not thrive as well as had been expected, so after a few years the New England Phone Co. moved to Gardiner, Me., where it was incorporated under the laws of that State.

Mr. Waldron then joined the ranks of the North American Phone Co. Here he found ample room for expansion and the carrying out of his ideas, and he began to work upon a commercial machine for office use. From time to time he made some advantageous additions to this machine, and it was not



George H. Waldron in His Shop at the New England Phonograph Co.'s Building, Corner of Washington and Boylston Streets, Boston, Which He Occupied From 1888 to 1892.

long before he had assembled something that commanded the attention of business men. He then planned to place the machine on the market, and the first place where he got it installed was in the Boston Police Department. That was in 1892, and the work done by the machine proved eminently satisfactory. Other installations soon followed. To-day Mr. Waldron may be found at the establishment of the Eastern Talking Machine Co., 177 Tremont street, still engaged in experimenting. The representative of

(Continued on page 18.)

W. H. BAGSHAW

ESTABLISHED 1870

Lowell, Mass., U.S.A.

DESIGNER AND MAKER OF
DUPLEXTONE NEEDLES
THE NEEDLE WITH TWO TONES
LOUD AND SOFT
WRITE FOR ILLUSTRATED BOOKLET

WORLD'S LARGEST MANUFACTURER OF TALKING MACHINE NEEDLES

OF ALL STYLES, SHAPES AND SIZES



The quicker you turn over your order to the nearest Columbia jobber for the new Bonci and Ysaye records the quicker you will turn over your money.



**Columbia Graphophone Company
Tribune Building, New York**

TRADE IN BOSTON AND NEW ENGLAND.
(Continued from Page 17.)

The Talking Machine World, when he called upon him a few days ago, found him as deeply interested in his work as ever, and always ready to discuss the talking machine and its immense possibilities. He believes that daily the public is taking more enthusiastically to this wonderful invention, and it is his claim that from time to time new uses will be found for it. Mr. Waldron is a great admirer of Thomas A. Edison. "The achievements of that inventor are so wonderful," said he, "that one never knows what next he is going to startle the public with."

A. W. ROOS SUCCEEDS THOS. DEVINE.

As Manager of Columbia Store in Indianapolis—Kipp-Link Co. Awaiting Larger Shipments of Edison Products—Victrola for Public Schools—Victor Line With Wulschner-Stewart Co.—Victrola Takes Place of Orchestra at Keith's Theater—Other News.

(Special to The Talking Machine World.)

Indianapolis, Ind., Feb. 8, 1913.

A. W. Roos, traveling auditor for the Columbia Phonograph Co. for the last year, is the new manager of the local Columbia store. He succeeds Thomas Devine, who is devoting all of his time to the Dictaphone end of the business. Mr. Devine has his office in the local store.

Mr. Roos's first month shows a substantial increase over the same month of last year and he is well pleased with the prospects offered by the Indianapolis field. Mr. Roos reports that the sale of the new disc reproducer has been phenomenal and has greatly increased record buying.

Orville Harrold, who sings for the Columbia Co., will appear in concert here February 22d, and the local branch is arranging to make a special display of his records. John McCormack, the Irish tenor, also will be a visitor here in the next few months.

W. E. Kipp, of the Kipp-Link Co., distributors of the Edison machine, is anxiously awaiting the arrival of the new Edison disc machines. Orders for the new machine are piling up at the Kipp-Link store. Mr. Kipp says he will be able to dispose of "carload lots" as soon as they begin coming from the factory. Mr. Kipp has a number of the new Edisons on display.

Miss Lazurus, manager of the talking machine department of the Aeolian Co.'s local store, says her department did three times as much business in January as it did last year in the same month. Miss Lazurus simply can't get enough machines to supply the demand, she says. In fact, that is the case with all the Victor houses here.

Miss Lazurus recently sold a Victrola to one of the public schools. The machine will be used in teaching the children folk dancing. In connection with this work, Mrs. Henrietta Heaton, of the educational department of the Victor company, has been here, making her headquarters at the Stewart Talking Machine Co., distributors for the Victor machine, and also spending time with the talking machine department of Aeolian Hall.

Her work has been appreciated by the local stores.

The Wulschner-Stewart Music Co., purchased last May by William T. Woodley, has installed a complete line of Victor machines. It had been rumored for sometime that this company would handle the Victor machine, but nothing definite was given out until recently. The department was opened last Saturday.

When Alexander Stewart sold out to Mr. Woodley he took the talking machine department with him and established the Stewart Talking Machine Co. The quarters occupied by the talking machine department under Mr. Stewart's ownership are being utilized for the same purpose by the Wulschner-Stewart Co. The company has very attractive quarters in the basement.

The Stewart Talking Machine Co. is experiencing trouble in getting enough machines to supply its trade. Talking machines are a scarce article around the Stewart store.

Paul Bassett, formerly with the Kipp-Link Co., and recently manager of the Victor talking machine department of the Taylor Carpet Co., has resigned to accept a position at Anderson, Ind.

A Victor Victrola is being used in a novel manner at the B. F. Keith's vaudeville theater, namely, to entertain the audience while it is waiting for the curtain to rise.

FURNISH AIDS FOR THE DEALER.

National Publishing Co. Supply Circulars Free on Request, in Order That the Dealer May Have Descriptive Matter on Hand to Help in Closing Sales.

The albums for the filing of disc records, manufactured by the National Publishing Co., Philadelphia, possess a number of features that have made an excellent impression on the owners of talking machines. The albums are made to accommodate 10 and 12-inch records and each contains 17 pockets for the accommodation of records. The albums may be piled one on the other, flat, as books or arranged in a bookcase.

In order to facilitate the sale of its record albums, the National Publishing Co. has prepared convenient circulars bearing illustrations of the albums, open and closed, and also detailed descriptive matter. The circulars in quantities free to the jobbers, who in turn distribute them among the retailers on their lists for use in closing sales. On the circular there is a liberal space left for the insertion of the jobber's or dealer's name and address, and when desired the names will be inserted by the manufacturers before the circulars are sent out.

The efforts of the National Co. to aid the dealer in closing sales are apparently effective and appreciated, and there are many requests being received for sample albums and printed matter regarding them.

Some dealers have tried short items in the local news columns and with good results. People come in the store and mention the advertising, and usually favorable comment is made.

STRASBURG'S "OPENING RECEPTION"

New Store in Detroit Fully Completed and 10,000 Invitations Sent Out for Formal Opening February 19 to 21—Strasburg Co. to Increase Space—Business Is Growing.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 10, 1913.

The Max Strasburg Co. will tender the public a formal "opening reception" in its new store February 19, 20 and 21. The fixing up is almost completed. It requires an actual visit to enable one to comprehend the attractiveness in which those Victrolas and Columbias are ensconced. Inch thick carpets and rugs, the costliest French plate glass partitions, elegant chandeliers, mahogany chairs, matching the mahogany talking machines, palms and flowers, with the resulting fragrance, and the soft music of the phonographs remind him who strolls along the corridor past the demonstrating rooms of a promenade in the salon of a palatial steamship. The old store, joined to the new one, is being equipped similarly, and when this is completed the reception will be held.

Ten thousand invitations are being sent out. A special concert will be given each afternoon. The function will be advertised liberally. The place is so alluring that a first visit seems certain to demand a second one, thus developing the simply curious into prospects, then into customers.

"I hope to get some Victrola XVI's in time for the reception," said Mr. Strasburg. "It would be a shame to hold a costly reception without having our best instruments on hand to display. If anybody in the world has any to spare I will pay spot cash for fifty of them. I still have fifteen unfilled orders for mahoganies, given me for the Christmas trade. The parties have been loaned smaller machines while waiting for the ones they want."

On one side of the store is a record case in which are twenty thousand records. Everything in both Victor and Columbia catalogs is carried. "We have from five to fifty of every record," said Mr. Strasburg.

An unusually desirable sale was made by Mr. Strasburg to-day. The Edison Illuminating Co. maintains a club room near Fort Wayne, at the western city limits, for the benefit of the employees of its plant in that district. To-day the company purchased a two hundred dollar Victrola to be installed there, with fifty dollars worth of records.

The Strasburg Co. has increased its cash capital and will add still more space as soon as a store adjoining can be obtained. The space just taken, though doubling the company's former facilities, already is taxed to capacity, and on Saturdays is overtaxed.

VIEWS OF AUSTRALIAN HOUSE.

The World is in receipt of several interesting views of the establishment of the Talk-O-Phone Co., Sydney, New South Wales, of which Pogonowski & Wollaston are the proprietors. The concern imports and deals in Edison phonographs, Gramophones and small musical instruments, and its quarters are especially fitted up for handling the lines to advantage.

MANY HAPPENINGS DURING MONTH IN MILWAUKEE.

Business in Both Machines and Records of Various Types Unusually Good—Gensch-Smith Co. to Enter Retail Field with New Victor Store—Changes Among the Salesmen and Managers—McGreal Retail Store to Move—McGreals' Lose Infant Son—Free Trial Plan Condemned—Concerts Prove Effective in Drawing Trade—Some Personal News.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 10, 1913.

Business in both machines and records is unusually good for this season of the year, according to local dealers. The demand for the higher priced machines has shown a steady increase, but there has been an especially strong demand for moderate priced machines. This is accounted for to a certain extent by the fact that industrial conditions have improved so much that people in moderate circumstances are finding themselves able to purchase machines which are not too high priced.

Everything seems to indicate that 1913 will witness a big business for the Wisconsin talking machine dealer. Bumper crops were harvested in this section of the northwest last fall, while now the prices which are being received for livestock, produce and dairy products are doing much to keep up prosperity in the smaller cities and towns about the State. The big heavy machinery producing plants in Milwaukee are working overtime, everybody is employed and money is much more plentiful than at this time a year ago.

With the organization of the Gensch-Smith Co., preparations have been completed for the opening of another retail Victor store in Milwaukee, and it is expected that by the time this appears, the new concern will have opened for business in a handsome new store at 730 Grand avenue. W. F. Gensch, who heads the new concern, is a man who has had wide experience in the talking machine field. He was for five years connected with the Columbia Phonograph Co., and for several years was associated with A. G. Kunde, Columbia dealer and jobber, 516 Grand avenue. Recently he was connected with L. C. Parker, manager of the Victor department at Gimbel Brothers' local store. Mr. Gensch is the inventor and patentee of a successful diaphragm, now in active use. Mr. Gensch will spend most of his time calling on the trade in Milwaukee, and about the State, while the other member of the new firm, Mrs. A. J. Smith, will have charge of the store. The order for the entire stock of machines and records for the new store was placed with the Wisconsin Talking Machine Co., jobbers for the Victor line in this State.

Harry R. Fitzpatrick, manager of the Wisconsin Talking Machine Co., jobber for the Victor line in the Badger State, will wed Emma Krech, late in February. The bride-to-be, a young woman of unusual attraction, is well known in the Milwaukee talking machine trade, having been connected for several years with the retail McGreal store.

Ernest F. Leichti, for several years manager of the Victrola department of the Arthur P. Griggs Piano Co., of Davenport, Ia., recently with Gimbel Bros., has joined the sales force at the Edmund Gram music house and will assist Manager Paul A. Seeger, of the Victor department. Mr. Leichti has a wide acquaintance in Milwaukee, especially among the music loving people of the city. Manager Paul A. Seeger reports that business has been showing steady and consistent growth and that the prospects for the coming year are unusually bright.

Roy J. Keith, of the Talking Machine Co., of Chicago, was a recent Milwaukee visitor. While in the city, Mr. Keith was entertained at the home of Paul A. Seeger, manager of the Victor department of the Edmund Gram music house.

The McGreal retail talking machine store, at present located in the Merrill building, will be situated in larger and more adequate quarters after May 1. Gertrude Gannon, owner and manager of the store, has secured a lease for a ten-year period on the store at 312 Grand avenue. The entire building will be remodeled and made into one of the most handsome retail talking machine shops in Milwaukee. The Wisconsin Talking Machine Co., jobber for the Victor line,

will have its offices at the new store. The company now has extensive warerooms at 183-185 Fourth street.

News has reached Milwaukee that the Wisconsin Music Co. of Madison, has opened new Victor retail stores at both Janesville and Beloit, two of the most prosperous cities in the southern part of the State. Each establishment is being conducted under the name of the Victrola Shop, and both are under the management of a Mr. Hughes, formerly of Madison. The entire stock of machines and records for both new stores was purchased of the Wisconsin Talking Machine Co., of Milwaukee.

Harry McGreal, nephew of Lawrence McGreal, who was associated with the Edison jobbing business in Milwaukee for several years, has joined the forces of the Wisconsin Talking Machine Co., and is manager of the shipping and stock departments.

G. W. Gabriel, formerly Milwaukee representative of the Multiphone, is now connected with A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue, and has full charge of the Dictaphone business at the store. Mr. Gabriel has succeeded also to most of the work formerly carried on by W. P. Gensch, who now heads a new Victor retail concern on Grand avenue. Manager Kunde at the Columbia store reports that business is brisk in both machines and records. He says that the trade is anxiously waiting the arrival of the Grafonola grand.

Lawrence McGreal and Mrs. McGreal have the sympathy of the trade in the loss of their little four-months' old son, Lawrence Gannon McGreal, who was found dead in bed in the sheriff's apartments on the morning of January 29. The body was taken to Dixon, Ill., for burial, besides little Jack McGreal, who died two or three years ago.

L. C. Parker, manager of the Victor department at Gimbel Brothers' store, says that business during the month of January made tremendous gains over that of the corresponding period a year ago. Mr. Parker's daily concerts in the Victor hall at the big department store are patronized by large crowds and are the means of bringing much business to the store.

U. P. Gibbs, of the Rudolph Wurlitzer Co., of Chicago, Samuel Goldsmith and Mr. O'Neil, representing the Victor Talking Machine Co., were among the recent visitors in the Milwaukee talking machine trade.

Miss Elizabeth Hughes, manager of the Edward Schuster & Co.'s store at Third street and Garfield, is setting a high mark in Victor salesmanship. The young lady is conducting daily concerts which are doing much to increase business, while she faithfully follows the scheme of going out and calling upon prospective customers.

The so-called trial proposition does not meet with the favor of J. H. Becker, Jr., manager of the Victor department at the Espenhain department store.

"We are doing a steadily increasing business and we have been steering clear of the free trial scheme," said Mr. Becker. "I believe that the so-called trial proposition is easy to 'knock' out. People are getting used to this scheme and they prefer to go to the dealer who allows his machines and records to go out only on sale. The plan of leaving machines and records with the prospect for a week or two is detrimental to business, and people are coming to realize that they are apt to buy stock that has been used by some one else, or on the other hand they may make up their minds to buy only second-hand goods. Altogether, it is a poor policy for the dealer to follow."

The daily concerts given at the Espenhain store by Manager Becker are proving decidedly popular. Demand for the Victrola IX. is especially good, and Mr. Becker says that he is behind on orders with this machine.



It's all clear sailing

For the dealer who sells the

Simplex Automatic Start and Stop Device

We have cracked the Automatic Stop nut and have added our exclusive starting feature.

The SIMPLEX positively meets every requirement of the trade. Accurate, easily attached, easily operated, simple in construction, a ready seller, it is the ideal automatic stop.

The SIMPLEX is the only automatic stop ever placed on the market, which wins the absolute approval of the customer, the dealer and the jobber.

A Victrola fitted with the SIMPLEX completes the Victrola equipment and leaves nothing more to be desired.

To the prospective customer who reminds you of the automatic feature of other gramophones, a Victrola equipped with a SIMPLEX is the answer.

To prove our claims absolutely, here is OUR OFFER

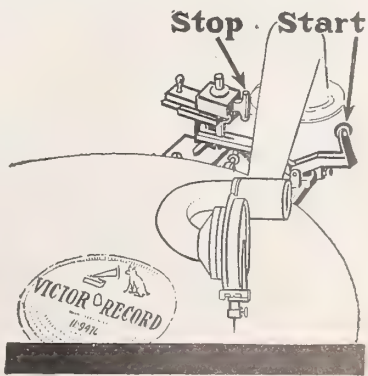
We shall send on memorandum to any dealer of recognized financial standing one SIMPLEX AUTOMATIC STARTING AND STOPPING DEVICE. Only one SIMPLEX will be sent to a dealer under this offer, and for a trial of thirty days only. At the end of thirty days we will bill you for the machine and request you to send check or return the SIMPLEX.

Jobbers and dealers, all over the World, are selling thousands of SIMPLEXES.

WRITE NOW

STANDARD GRAMOPHONE APPLIANCE CO.

173 Lafayette Street, New York, N. Y.





Chicago Home
of the
Steinway Piano

Chicago Home
of the
Pianola Piano

LYON & HEALY PIANOS

Pure
in tone



Lyon & Healy Piano

This superb piano presents
four great points:
Tone of exquisite purity
Case of graceful outlines
Name known world over
Price wonderfully reasonable
Write for Catalog

Lyon & Healy Harp

Used by nearly all the great
harpists of Europe and
America, among whom
may be mentioned:
Wm. Posse, Alfred Holly,
Franz Polnitz, L. M. Ted-
eschi, Esmeralda Cervantes,
Zabel, Zamara, Enrico
Tramonti, Carlo Sal-
zedo, Dominic Aliberti,
Joseph Vito.

LYON & HEALY HARPS



Band Instruments

For nearly fifty years our Cornets, Trombones, Drums, Flutes, Claironets, etc. have been the standard. There are more Lyon & Healy Horns in use today than there are of all competing makes combined. We issue a complete Band Catalog which gives an immense amount of valuable information. A copy may be obtained for the asking.

Rare Old Violins

A superb collection includ-
ing fine old instruments of
mellow tone from \$50 up to
\$10,000. Beautiful catalog free.

Washburn PIANOS, HARPS, MANDOLINS, GUITARS

Washburn Piano

Made by Lyon & Healy.
A first-class instrument in
every way. Tone rich and
powerful. Cases of choice
mahogany or the new shade
of oak. The leading popular-
price piano of America. May
be seen in over 250 local sales-
rooms. Write for catalog.

Washburn Harp

This great popular-
price instrument is made
by Lyon & Healy. There
is a style at only \$400
(Double Action.) No harp
in the world equals the
Washburn save only the
Lyon & Healy.

Washburn Mandolins and Guitars

These world famous in-
struments are sold where
ever there is a music store.
Preferred by all leading Col-
lege Clubs. Popular styles
at \$15 and \$25.
Write for catalog.

Lyon & Healy Goods

are sold by over 14,000
local dealers. They are
the standard of Excellence.
Insist upon getting our
brands. We sell "Every-
thing Known in Music."

Sheet Music

Largest and most com-
plete stock of Sheet
Music and books in
America. Catalogs free.

LYON & HEALY, Chicago

WORLD'S LARGEST



Victrolas

A complete stock of these charm-
ing instruments which bring the
voices of Caruso, Ruffo, Schumann-
Heink and other great artists to
your fireside. Catalog free.

LYON & HEALY, Chicago

MUSIC HOUSE

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 10, 1913.

The various jobbers and company branches here all declare that January was a good month, a mighty good month, and that 1913 has started out under the most favorable auspices.

Of course, the shortage on some types of machines is still felt, but deliveries have been coming forward fairly well and their influence would have been felt to a greater degree had it not been for the great number of back orders which swallowed up the new goods as fast as they arrived.

Another month, however, should witness a decided change for the better in the situation.

The January record business has simply been enormous, according to all reports, and presents new evidence of the stability of the talking machine business.

Talking Pictures to Be Shown.

Members of the talking machine trade here who have read with interest the enthusiastic reports of the initial presentation in the East of Thomas A. Edison's talking pictures will have an opportunity to see the pictures for themselves, and no doubt to study the remarkable synchronizing apparatus at close range a week hence.

The talking pictures will be shown beginning February 17 at both the Majestic and Palace theaters of the Orpheum circuit. Different films will be presented at the two theaters, although the dates of their presentation are simultaneous. The machines are now being installed.

Kimball to Handle Talking Machines.

The W. W. Kimball Co. is to open a talking machine department in connection with its retail piano department in the Kimball Building, corner of Wabash avenue and Jackson boulevard, and has qualified as Victor and Columbia dealers. The importance of this move may be understood when the wide prestige and influence of the company in the piano trade is considered.

Edgar C. Smith, the manager of the retail interests of the great piano manufacturing company in Chicago, has been considering the matter for some time, but has preferred to go slow and be reasonably sure of his ground before making the departure.

A year ago the Ogden avenue branch store of the company added talking machines and Mr. Smith has watched it and has had an opportunity to study the matter carefully. The results have been such as to confirm his belief that the line

would prove a valuable adjunct to the business of their great main store.

"While we always move conservatively," said Mr. Smith, "and are not prone to do anything with a flare of trumpets, I can assure you that if the new departure is not a success it will not be because of lack of effort. I intend to give a great deal of my time personally to the work. We have secured a competent young man to take immediate charge and I expect to get right into the game myself and to occasionally take a hand in the selling of goods myself so that I can get right into the talking machine atmosphere."

The department proper will be on the second floor, where there will be a large general salesroom and five handsome private demonstration rooms. The salesrooms will adjoin Kimball Hall, which can be utilized to excellent advantage. The opportunity for exploiting grand opera records with the accompaniments played by the great Wimbald pipe organ will, no doubt, be taken advantage of.

The great piano warerooms and immense window frontage on the ground floor will be utilized for the display of machines, which will be shown side by side with pianos. There will be a Victrola or Graphophone in every one of the fourteen or fifteen windows, and special advantage will be taken of the big corner window.

Further, Mr. Smith says that each one of their private piano salesrooms will contain a machine but which will not be for demonstration but simply to call attention of visitors to the fact that talking machines are to be obtained there.

The location of the Kimball warerooms is most advantageous and the thousands of people who pass there daily cannot but be attracted by the important display which will be made.

That the Kimball Co. is going into the business in earnest is shown by the size of the initial orders, despite Mr. Smith's modesty. Arthur D. Geissler, manager of the Talking Machine Co., who signed them up on Victors, says the deal is one of the most important they have ever put through. W. C. Fuhri, district manager for the Columbia Graphophone Co., handled the contract for the Columbia goods in person and is naturally pleased with the recognition of the Columbia by a house so important in the musical world.

New Victor Department Opened.

The new Victrola department of the Bissell-Weisert Piano Co. has been completed and thrown

open to the public and the company's regular patrons with what Manager O. C. Searles characterizes as "most gratifying results." It is certain that all who have inspected the stock and fittings of this new branch of the Bissell-Weisert Co.'s business have pronounced the rooms as among the most attractive in the West. They adjoin the piano showrooms of the company on the fourth floor of the Fine Arts Building and face upon the famous Florentine Court, which affords an abundance of daylight and air and which enhances the interior finish of the showrooms. There are six of these, as well as an office and a record room, opening upon a long hall that fronts upon the court and each of which is large enough to accommodate several machines and cabinets. The rooms are decorated in soft shades with woodwork in cream color and doors of leaded glass. Fine hangings and soft rugs give an air of elegance to the rooms, and photographs of various artists and old prints of interest to music lovers adorn the walls. Directly across the court is the Little Theater, much patronized by the "400" and in which it is planned to give occasional Victrola recitals. Mr. Searles has succeeded in giving to the new rooms an atmosphere which is in keeping with the clientele of the Bissell-Weisert Co. and the former patrons of the Aeolian Co., who have been pleased with Mr. Searles' courteous attention. With him are H. P. Carlton, George Wright and Miss E. McClelland, all of whom were formerly with the Aeolian Co.

Doings at "The Shops."

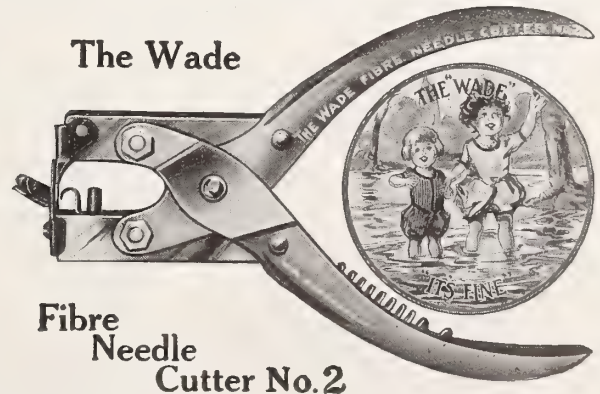
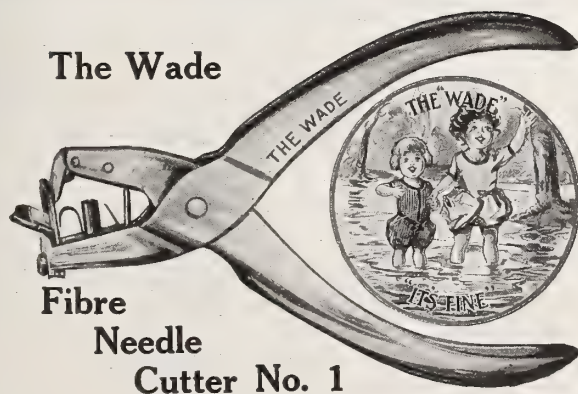
George Davidson, of the Talking Machine Shops, the local Victor retailers, reports a very satisfactory January, but with many Christmas orders yet to be filled, especially on Victrola XVI. He also reports a good business in records, with the call for "On the Mississippi" and "When that Midnight Choo-Choo Leaves for Alabama" equal to the record-breaking "Alexander's Ragtime Band." In fact, the "Shops" has been so busy that Stanley Sackett has been obliged to give up his customary afternoon tea, to which he has become very much attached.

William Giezer, repair man at the "Shops," became a benedict January 11, when he was married to Miss Bertha Dornquist. He is taking the "jolly" of his numerous friends quite gracefully.

Edward Blinke's Father Dies.

Edward Blinke, city salesman for the Columbia

(Continued on page 22.)



The WADE FIBRE NEEDLE CUTTERS, No. 1 and No. 2, trim the needle at the proper angle, and the needle can be repointed from 12 to 15 times, producing clean, perfect playing points. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point. The WADE CUTTERS have an upper and lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel, and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening. The construction of the WADE No. 2 affords the most powerful cut of any tool ever made, and the blades work parallel to each other, therefore it requires practically no exertion whatever to trim the needle. We fully guarantee this cutter in every respect, and if the blade of this cutter ever gets dull we will give you a new blade upon return of the old one.

LIST PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

1227 East 46th Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 21).

Graphophone Co., has the sympathy of his many friends in the trade in the loss of his father, who died this week of pneumonia. The funeral was attended by Manager P. F. Baer and other of Mr. Blinke's business associates.

Columbia Items.

January was a good month for the Chicago office of the Columbia Co., showing an increase both in the wholesale and retail over the corresponding month of last year.

W. C. Fuhri, district manager, will go South the end of the month and will meet George P. Lyle, general manager of the Columbia Co., with whom he will visit New Orleans, Dallas and other points.

Manager C. F. Baer, of the local office, is now on a brief trip to Iowa. Mr. Baer, by the way, has joined the noble army of automobilists and has just invested in a Reo touring car.

Hyatt LeMoine, who recently joined the office force here, is having excellent success.

At Lyon & Healy's.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, is again at his desk after a ten days' tussle with the grip. Various interior changes have been made in Department H incident to the concentration of their entire efforts on the Victor line, with the result of improving the already famous L. & H. Victor service in many particulars. January showed a gratifying increase in the corresponding month of last year. Machines came forward from the factory in increasing quantities, but were quickly absorbed by back orders. However, a steady improvement in conditions is promised from the factory. Mr. Wiswell is particularly well pleased regarding the demand for records in January, which, in fact, was one of the best months in the history of the house in this respect. Furthermore, both the January and February bulletins have contained many unusually good selling. Other evidence of the vitality of the trade at present is found in the demand for supplies of all kinds. For instance, the Lyon & Healy Fibre Needle Cutter is one of the best specialties the house has ever put forth. On a recent Monday orders for no less than eleven gross were received.

Downstairs in the Victor Recital Hall, through which the house has done such valuable educational work for many years, interest continues unabated. Victor concerts are now given hourly, from ten in the morning until five in the afternoon, instead of from noon until five as formerly. The playing of accompaniments to Caruso and other Red Seal artists in a Lyon & Healy grand piano is a popular feature of these concerts.

Lyon & Healy have done some expensive Victor advertising of late, printing a list of selections from the various grand operas under the caption of "The Best Moments of Grand Opera." Mr. Bluffman, of the record department, says that many people have come in with these lists in their hands and wish certain numbers to which their attention has been attracted. These advertisements have of late been headed with an illustration showing the entire Victor line.

F. L. Fritsche With Lyon & Healy.

F. L. Fritsche, a well-known Western talking machine traveler, has joined the Lyon & Healy road forces and will cover Iowa for them. Mr. Fritsche for a number of years traveled for the Edison Co. and was afterwards with the U-S Phonograph Co. and has recently been with Grinnell Bros., of Detroit.

Opposes Oldfield Bill.

The Chicago Talking Machine Dealers' Association, which is composed of dealers outside the loop, passed resolutions at the January meeting, which occurred too late for mention in the last issue of the World, asking the national House of Representatives not to pass the Oldfield bill. All of those present sent individual telegrams to their respective Congressmen to the same effect.

The February meeting of the association was held Monday of this week at the Windsor-Clifford Hotel, Monroe street and Wabash avenue, where

the meetings will hereafter be held. President Van DeMark made an interesting report showing that the association had uncovered various instances of dealers violating their contracts with the manufacturers with satisfactory results. Also that one department store which had been giving trading stamps with everything was compelled to place a notice in each advertisement that no stamps were given with talking machines. After an interesting discussion of various trade matters the meeting adjourned.

Increases Cabinet Output.

The Salter Manufacturing Co. states that its business in January was as large as in December. Naturally, the first month of the year is always a good cabinet month because of purchases by people who received talking machines for Christmas presents. Purchases by the dealers are as large as in the holiday month. The Salter company, however, was greatly behind in its orders the latter part of the year because of the usual heavy demand for its product. Jobbers and dealers were pretty thoroughly cleaned out. The company is now making arrangements for increasing the production in every part of its business and will be able to take care of orders very promptly in the future. The steady advance of all materials entering into the construction of cabinets makes advances in the prices of the finished product imperative. Therefore dealers are advised by the company to anticipate their orders to the largest possible extent.

Returns to "Old Love."

Arthur English, who up to a year ago was a silent member of the retail talking machine force of the Rudolph Wurlitzer Co., but who resigned to go into another line, has returned to his former position. Mr. English is an accomplished musician and is more than happy to find himself again in his old congenial environment.

Tributes to U-S Records.

The Chicago office of the United States Phonograph Co. is having a big demand for the Rex and Royal machines. The demand for U-S indestructible cylinder records has been the largest in the history of the Chicago branch the past month, and a number of dealers have written in to express their appreciation of the particularly high quality of some of the recent issues.

Wade Needle Cutters.

Wade & Wade, manufacturers of the Wade Fibre Needle Cutters, report that their business last year more than doubled that of the preceding year. January was a better month than December, showing both that new machine owners are eager for anything that aids in the enjoyment of their instruments and that dealers are evidently pushing the Wade cutter with might and main. Cuts and descriptions of the two models of the Wade cutters are shown elsewhere in this issue.

The Mission of Hope.

Will Hope, who travels Wisconsin and Northern Michigan for the Thomas A. Edison Co., is spending a few days in the city helping Manager C. E. Goodwin get things started at the Phonograph Co., the new Edison jobbing house in Chicago.

Excellent Advertising Slide Service.

The many friends in the talking machine trade of Edward C. Plume will be glad to know that the Edward C. Plume Co., whose place of business is at 417-21 South Dearborn street, Chicago, and which he started a year or so ago, has proved a remarkable success. At the annual meeting in January the capital was increased from \$35,000 to \$60,000 to provide for the expanding trade.

In addition to the Pyro signs and the valuable newspaper advertising service for merchants in various lines, the company has recently put on the market a line of hand-colored advertising slides for the use of retail piano dealers in gaining publicity at their local moving picture theaters. The illustrations are full of human interest and tell their story at a glance. Several of the slides in the series exploit talking machines exclusively. Many of the readers of the World will be able to use the entire series to advantage. The com-

pany also issues a series of attractive mailing folders for music dealers. On one side are views, one for each month of the year, of the Panama Canal, scenes from the great Northwest, the Golden West, etc., while on the other is a beautifully illustrated sales text.

John Dorian in Better Health.

His friends will be interested to learn that John Dorian, who was forced to give up his successful work in the Orient for the Columbia Graphophone Co., and return to America on account of ill health, is now visiting Chicago. Mr. Dorian's condition was such as to necessitate a course of medical treatment and a complete rest. He, therefore, came to Chicago and secured an apartment on the South Side, where he is living with his family. He is steadily improving and since coming to Chicago has gained something like 10 pounds in weight. His many friends made here when he was manager of the Chicago office of the Columbia Co. some years ago will wish him a speedy return to complete health.

A Big January.

"Forty per cent ahead of 1912" was the way Arthur D. Geissler, manager of the Talking Machine Co., characterized its business for the first month of the year. It was the third largest January in the history of the house, and February started in at an accelerated speed.

Wurlitzer News.

A good January, exceeding that of last year, is reported by the Chicago house of Wurlitzer. The record business was something notable, according to Assistant Manager Siemon.

Manager E. H. Uhl is now on an Eastern trip, including visits to the Victor factory, the Mudlitz piano factory at North Tonawanda and the company's branch houses in New York City and Philadelphia.

L. K. Cameron gave a theater party to the employees of the retail talking machine and musical merchandise departments, of which he is the manager, at the American Music Hall last Tuesday night. December 23 was the biggest day in the history of the first floor and the "blowout" was a belated recognition of the jubilant fact.

The Wurlitzer house is now using four half pages a week in the dailies, one each in the Tribune, News, Examiner and American. They are run in conjunction with the Victor company and constitute very terse and forceful publications.

Make Interesting Trips.

Roy J. Keefe, sales manager for the Talking Machine Co., is on a trip to Milwaukee, Madison, Minneapolis and St. Paul, looking after some large accounts which he has established in the mentioned cities.

George Cheattle, assistant sales manager of the Talking Machine Co., returned from a combined business and pleasure trip to the South, on which he was accompanied by his wife. With New Orleans as the objective point, stops were made at Memphis, Nashville, Birmingham, Jackson, Miss., and Pensacola, Fla. Dealers were seen in all these towns and some excellent orders secured. Mr. Cheattle said that while the progress in the talking machine field had not been as rapid in the South in the past as the North, that there was every evidence of a remarkable awakening by the preparations made by old concerns to enlarge their department and the recent opening up of many new dealers.

Visitors and Personals.

Mr. Coe, of Bradford, Weiss & Co., Waverly, Ill., was a visitor this week.

S. W. Neuberger, of S. W. Neuberger & Co., of Albany, Ind., was in a day or two ago. They have recently added a Victor department to their department store.

C. A. Senn, of Bloomington, Ill., attended the automobile show, a yearly habit of his. He handles both automobiles and talking machines.

O. S. Ogren, Rockford, Ill., was a recent visitor.

W. J. Stahlschmidt, of Evansville, Ind., was in replenishing his talker stock a few days ago.

(Continued on page 24.)

STOP



One Minute, Please,
Gentlemen, before
you turn this page!

If 1912 wasn't the biggest year in your Talking Machine history it should have been. Could there be anything wrong?

Supposing there is. Our Sales Department could flood you with new ideas of advertising, circular letters, little points of personal service, etc.

If out of this bunch of selling ideas you get one good idea, it would pay you to write us.

Write the Sales Department today, simply saying:—
"THOSE IDEAS, GENTLEMEN, LET US HAVE THEM."

The
Talking Machine
Company

137 North Wabash Avenue
Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 22).

Parsons' Visit to Headquarters.

W. W. Parsons, district manager of the dictaphone department of the Columbia Graphophone Co., has just returned from a ten days' visit to the general headquarters and factory of the company at Bridgeport, Conn. He was given every opportunity by Mr. Woods, the general factory manager, to witness the manufacture of the Columbia dictaphone. He was greatly impressed by the thoroughness and care with which the parts of the machine are manufactured and assembled. The demand for dictaphones has been so great that the company has hardly been able to supply it. Mr. Parsons visited the factory mainly for the purpose of seeing if he could not hurry the filling of orders from the Chicago office. He found that the conditions he complained of were experienced in all parts of the country, but that the company has greatly increased its facilities for the production of dictaphones and soon will be in a position to fill all orders promptly. He spent several days at the general offices in New York and was entertained at the homes of the general manager, Geo. L. Lyle, and Fred Dorian, general manager of the dictaphone department, both of whom reside in Hackensack, N. J. He visited the recording laboratory of the company in New York and talked with some of the distinguished artists, who were there at the time. He was also given a glimpse of the new quarters to be occupied May 1 for the general offices of the company and which embrace the entire 28th floor of the magnificent new 52-story Woolworth building.

Training School for New Managers.

The Talking Machine Co., of this city, has taken a special interest in training managers for new Victor departments which they are instrumental in establishing. A large Western house was recently induced by the Talking Machine Co. to open a Victor department and a man was chosen for the management who had the confidence of the house, as to his general business ability, but who had little experience in the talking machine field. He was given several weeks' instruction at the Talking Machine Co.'s headquarters here in Chicago. First, he put on overalls and spent some time with the company's corps of expert repair men. He was shown how to take the machine apart, locate any trouble, and learned the construction of the machine in detail when the parts were re-assembled. When he was through he was able to explain the construction of the machine thoroughly and was equipped in an emergency to make any necessary adjustments. Next, the future manager spent a few days in the record filling department. He obtained knowledge of stock-keeping systems, got an idea of the kind of records that were being sold and learned how to engage the proportions of the different classes of records. It is safe to say that he saved months of experiment by reason of the few days' guidance of the Talking Machine Co. He was then turned over to the sales manager. The selling points of Victor machines and records were clearly explained to him and he was invited to ask all of the questions he wished. After that he accompanied a salesman on his rounds among the dealers and saw how they conducted business. He became acquainted with many ingenious and effective sales methods and studied store arrangement and other features at first hands.

The Talking Machine Co. is doing this kind of thing all the time and it is seldom that it has not one or more men going through this training course. This entails considerable time and effort, of course, but the company finds it reaps rich dividends, in increased sales by having competent and trained men in charge of new departments, men who are imbued with the true Victor enthusiasm.

Artists Hear "My Own Columbia" Records.

Henry Scott, the famous baritone, who created such a favorable impression during the engagement of the Chicago Opera Company, which has just closed, was a recent visitor to the local Columbia warerooms. Mr. Scott has received a number of master records, which he had made at the Columbia laboratory and tried them out here and made his selection. He was very enthusiastic re-

garding the clarity and beauty of the records and the faithful reproduction of his voice. Mr. Fields, the retail floor manager, who waited upon Mr. Scott, has a great deal to say about the man's pleasing personality and his evident freedom from the professional jealousy, which is so often found in people of musical temperament. Mr. Field sees a large sale for the Scott records when they are all on the market.

Mme. Rosa Olitzka, Columbia artist, who makes her home in Chicago, returned to the city from a concert trip the other day. She told of some new records she had made at the Columbia

laboratory and which she believes are the best she has yet produced.

The Chicago office of the Columbia Graphophone Co. is sending out announcements of eight new violin records by Ysaye and six new records by Bonci. It is expected that these new records will prove to be some of the most remarkable numbers in the Columbia repertoire.

Oliver Jones a Visitor.

Oliver Jones, credit manager for the Victor Talking Machine Co., was in Chicago for a few hours in the course of a Western trip one day last week.

THE PHONOGRAPH CO. READY FOR BUSINESS MARCH 1.

Chicago's New Jobbers of Edison Phonographs and Records Under Management of C. E. Goodwin—Spacious Quarters at 227 South Wabash Avenue Ready for Occupancy.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 9, 1913.

The Phonograph Co., Chicago's large new Edison jobber, is now prepared to make prompt shipments of Edison cylinders and machines to dealers. It has accumulated several hundred of the new Edison disc phonographs and as soon as a commercially adequate stock of disc records is secured, which will be about March 1, they will commence making deliveries of disc goods.

C. E. Goodwin will be the general manager of the new company. Rumors to this effect have been afloat for a long time, but no authoritative

with the dealers of the Middle West and has kept in touch with the Edison situation in this section ever since he resigned and went East four years ago with the Edison Co.

In that time he has been in close touch with the remarkable improvements in the cylinder line and especially with the new diamond point reproducer and blue Amberol records. He has also witnessed every step in the development of the new Edison disc phonographs and records.

"Just listen to that," he remarked, turning to a new Edison disc phonograph which was playing "Hearts and Flowers." "Do you wonder that Herr Otto Urack, of the Boston Symphony Orchestra, said: 'Mr. Edison has not only produced the best phonograph ever made, but he has created the greatest musical instrument in the world.'"

"The stories of the ceaseless toil and infinite pains that Mr. Edison has spent in the development of the disc have not been exaggerated," said Mr. Goodwin. "I've been right on the ground and I know. Twenty hours a day for three years and a half. I never dreamed of the possibility of a human being capable of such absolute concentration. Why, I've seen him reject records which, to my ear, and I am certainly no novice, were flawless. Of course, I predict a tremendous success for the Edison disc phonographs and records. Knowing the product as I do, this is inevitable. Just wait until the Western public has the same opportunity as that which has been afforded the people of the East. You will find the verdict the same—'It's wonderful!' 'Almost incredible,' etc."

The building of The Phonograph Co. at 227 South Wabash avenue, on the complete reconstruction and equipping of which an immense sum of money is being expended, will form a center of Edison activities in Chicago. The first four floors will be occupied by The Phonograph Co., while the top floor has been subleased for the local offices of the primary battery department of Thomas A. Edison, Inc., the Edison Storage Battery Co. and Edwin C. Barnes & Bros., the Chicago agents for the Edison dictation machines.

The front of the building is of beautiful cream-colored glazed brick with ornamental terra-cotta trimming and is of such an uniquely beautiful architectural design as instantly to attract the attention of the passerby.

As the interior will not be completely finished for several weeks, any description now would be inadequate and is deferred to a later issue. Suffice it to say, however, that it will be one of the finest phonograph establishments in the country.

The first two floors of the building will be devoted to the retail department. On the main floor will be a large reception hall, where daily concerts will be given, and the retail machine department, embracing seven private salesrooms.

The second floor will be devoted to the record department. Seven sound-proof demonstration booths are being erected and in the large reception room opening from the elevators there will be service tables, where customers can go over the catalogs at leisure with clerks able to aid them in making their selections. The retail department

(Continued on page 26.)



C. E. Goodwin, Manager The Phonograph Co.

announcement was made until this week, when Mr. Goodwin arrived in Chicago to consult with the company about some of the details of the interior arrangements of the fine new establishment at 227 South Wabash avenue, work upon which has been in progress for some time.

Mr. Goodwin will return to Orange next week, as his resignation as manager of the traveling salesmen for Thomas A. Edison, Inc., is not effective until March 1, when he will come to Chicago permanently as manager of the new Edison house.

The Phonograph Co. is an entirely independent concern and the Edison Co. was reluctant to release Mr. Goodwin from the responsible position which he has filled so acceptably with them, but they readily agreed with the Phonograph Co. that the ultimate interests of both concerns would be furthered by having the destinies of the new jobbing house in charge of a man so thoroughly acquainted with the company's product and policies.

Mr. Goodwin needs no introduction to the Western trade. During the ten years he was manager of the talking machine department of Lyon & Healy he became intimately acquainted

THE NEW EDISON JOBBER IN CHICAGO

We are filling orders the day received from an immense new stock of EDISON BLUE AMBEROL RECORDS and Cylinder Machines.

We have the finest building devoted to the sale of phonographs in America and are getting together an organization of experts.

Edison Disc Phonographs

We have already stocked several hundred of the new disc phonographs and Mr. Edison promises a good supply of his wonderful disc records by March 1st.

Apply for a disc dealership early. It is going to be the greatest thing in the music trade.

You are invited to come to our warerooms for a demonstration of the musical triumph of the century.

Our watchword will be protection to the dealer and an absolutely unequalled service on both lines of Edison phonographs and records.

THE PHONOGRAPH CO.

C. E. GOODWIN
General Mgr.

CHICAGO

227 So. Wabash Ave. between
Adams St. and Jackson Blvd.

TELEPHONE HARRISON 1503

FROM CHICAGO HEADQUARTERS.

(Continued from page 24.)

will probably not be ready for opening until about March 10. On the third floor will be the general offices and wholesale stock room, and is already occupied for that purpose. A large stock of cylinder records and machines is in the place and order-fillers are at work. A full stock of disc phonographs is already on hand for the inspection of those prosperous dealers who are to qualify on this high-grade line.

"These disc franchises are already in great demand in the East, where the Edison disc is better known, and the dealers in Chicago and surrounding territory will understand this when they call and hear this new instrument," said Mr. Goodwin.

"The Edison Co. requires a special application with a suitable qualifying order before the right to vend the disc is considered. Mr. Edison's idea is to have each dealer qualify for the disc on a proper scale and that his store be so located that it will enable him to take care of several thousand population, thus avoiding the necessity of qualifying so many dealers."

MAKE PERMANENT DISC NEEDLE.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 12, 1913.

The Permanent Phonograph Disc Needle Co. has been incorporated with a capital stock of \$2,000, and will vigorously push the sale of the Permanent Disc Needle, the invention of Samuel Levin, of Highland Park, Ill., and which has been on the market for some time. Mr. Levin has perfected his needle and has introduced an improvement making it perfectly adjustable. The needle consists of a small garnet shaped to a point, bringing it into contact with the record the same as the ordinary needle. The jewel is fitted in a shank, which is inserted in the sound box the same as a steel needle. The price of this permanent needle is placed at one dollar each. The address of the company is 1138 N. Winchester avenue, Chicago.

ORATORY BY ELECTRICITY.

Manikin Elocutionizes at Electrical Banquet When Button Is Pressed.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 7, 1913.

At the Electrical Club banquet last night the feature of the evening was a speech by an electric manikin, whose burning eloquence poured forth from the electric vibration of tin plates somewhere in his "innards," proved that he could do everything human but eat, sleep and walk.

ESTEY CO. SHOWS COLUMBIA GRAND.

New Style Grafonola Proves a Strong Window Attraction at Retail Warerooms.

The Estey Co. is displaying in its show window the first model of the new \$500 Columbia grand to be shown in New York retail warerooms. The instrument is placed in the center of the window, and although it has been on display but a few days, has already elicited considerable praise for its graceful appearance. The talking-machine warerooms of the Estey Co. are about completed, and the machines are displayed to excellent advantage in handsome quarters on the third floor of the Estey building.

THE SALTER PLAYER ROLL CABINETS.

Besides their extensive line of talking machine cabinets, the Salter Mfg. Co., 337-343 North Oakley avenue, Chicago, make combination player roll and music cabinets. As many talking machine dealers also handle pianos they will find much to interest them in this statement. An especially popular cabinet is Style No. 47, which is of unusual capacity and will hold over 110 player rolls. It is furnished either in mahogany or in oak in any of the several finishes. The line includes a number of other attractive styles in various sizes and capacities. Dealers should by all means secure a copy of the company's music roll and cabinet catalog as well as one of their talking machine cabinet catalogs.

CONTRACTS MUST BE RESPECTED.

An Important Ruling Handed Down by the Referee in Bankruptcy in Connection with the Sale at Public Auction of a Large Number of Talking Machines and Records at List Prices to Authorized Talking Machine Dealers by the Receiver—His Attitude Upheld.

The sale at public auction of a large number of Edison, Columbia and Victor machines and records at the authorized list prices to regularly authorized talking machine dealers by the receiver in bankruptcy in the matter of Edisonia Co., bankrupt, in the United States District Court, District of New Jersey, has been confirmed by the referee in bankruptcy, notwithstanding the objections of certain unsuccessful bidders, whose objections were based upon the fact that their bids were higher than those which were actually accepted, and that the receiver should have sold to them regardless of the restrictions under which they had been sold to the Edisonia Co. and irrespective of whether the lowest bidder was a licensed dealer or not.

The goods were sold to bidders who were able to satisfy the receiver that they were the duly authorized dealers of these companies, and they signed the conditions of sale which had been prepared by the receiver's attorneys in accordance with the assurance which the latter had given the attorneys of these companies to the effect that no sales would be made of their clients' goods except in accordance with the restrictions imposed by them. These conditions were announced at the sale.

The referee in bankruptcy, Hon. Edwin G. Adams, of Newark, handed down the following important memorandum after hearing arguments in the case:

This matter is before me, on motion of the receiver, for confirmation of a sale at public auction, and on objections to its confirmation by unsuccessful bidders. The goods sold included a large number of talking machines and records—Edison, Columbia and Victor—and it is admitted by all parties that the bankrupt had entered into patent license agreements with each of the said phonograph companies, providing, among other things, that these goods should not be sold at less than certain fixed list prices, except to regularly authorized dealers who were required to sign similar license agreements; and it also appears that the same restrictions are printed upon the goods and their containers. Each of the phonograph companies had served notice on the receiver and his attorneys that injunction suits for patent infringement would be brought if the sales of the talking machine goods were to be made below list prices, except to regularly authorized dealers in the particular lines of goods purchased, and the receiver's attorneys had given their assurance in writing to the various talking machine companies that no sales would be made of talking machine goods except in accordance with the restrictions imposed by the manufacturers and had prepared and announced conditions of sale in which substantially the same provisions were embodied.

At the sale the goods were sold to bidders who were able to satisfy the receiver that they were such licensed dealers and who signed the conditions of sale, all bids made by others being refused. Among the bids so refused were the bids of the parties now objecting to the confirmation of the sale, which bids were higher than the bids actually accepted. It appears that if the bids of the objecting parties had been accepted, the sale would have realized several hundred dollars more than the sales which actually have been made; and the objections made are to the effect that the receiver should have sold these goods to the highest bidder, notwithstanding the restricted patent licenses existing between the bankrupt and the various talking machine companies and irrespective of whether such lowest bidder was a licensed dealer or not.

The objecting parties cite numerous authorities to the effect that the bankrupt was bound to perform the license conditions, and that a violation thereof by the bankrupt itself would be enjoined as a patent infringement at the suit of the talking machine companies. That the bankrupt's receiver stands in the shoes of the bankrupt, except where fraud is present and except for the provisions of Section 47 (a) of the Bankruptcy Act, is well established by numerous decisions of the Supreme Court. See, for example, *Thompson vs. Fairbanks*, 196 U. S. 516-526, 13 A. B. R. 437; *York Manufacturing Co. vs. Cassell*, 201 U. S. 344, 15 A. B. R. 633. The case of *In re Spitzel & Co.*, 168 Fed. Rep. 156, 21 A. B. R. 729, I regard as directly in point, as in that case the court enforced against the bankrupt's receiver the restrictions upon the sale of the patented goods to which they had been subject in the hands of the bankrupt.

The action of the receiver and his attorneys was in accordance with the decisions on the subject, and in my estimation was proper and correct under the circumstances.

An order confirming the sale will be allowed.

(Signed) EDWIN G. ADAMS,
Referee.

HARD WORK TO MEET DEMAND.

Wider Knowledge of the Vitaphone Has Increased Orders for This Product—Vitaphone Co.'s Plant Rushed—Style 30 in Weathered Oak—President Repp's Improvements.

The plant of the Vitaphone Company at Plainfield, N. J., continues at its usual activity. It is probably more handicapped to-day than ever because more people in the trade are becoming acquainted with the Vitaphone products and are seeking information. Even the occupancy of the new building has not helped the company towards filling orders, as it seems that no sooner does its capacity increase than the demand does otherwise, leaving them always behind with deliveries on orders. This condition emphasizes the value of the Vitaphone more than anything else.

A supplement to the Vitaphone catalog has been issued covering style No. 30, in weathered oak. This is Vitaphone No. 30; it weighs net 30 pounds and costs \$30, and the combination ought to make it popular. This style is like the other Vitaphone styles, way oversold.

C. B. Repp, president and inventor of the Vitaphone, has made some recent improvements in tone production that are considered most important.

OPERA RECITALS IN DALLAS.

Series of Free Opera Recitals Arranged for by Sanger Bros., the Victor Distributors, Fill Big Hall to Overflowing—Make Strong Impression on Local Music Lovers.

(Special to The Talking Machine World.)

Dallas, Tex., Feb. 8, 1913.

Sanger Bros., the prominent and successful Victor distributors of this city, attracted much attention recently through a special series of operatic recital of the various operas to be given during the coming grand opera season in this city on February 28 and March 1, when Tetrizzini, Mary Garden, Dalmore and other prominent artists will appear.

Sanger Bros. engaged Miss Anna Shaw Faulkner and Max Oberndorfer to give the recitals, and the general interest in the event was indicated by the fact that at each recital the large auditorium on the seventh floor of the Sanger Bros. building was filled to overflowing and many opera enthusiasts were turned away. Wagner's "Die Walkure" and Massenet's "Thais" were selected for the recitals, which were given in the morning and afternoon. The recitals were well advertised and were free.

Speaking of the success of the venture, Sanger Bros. say: "Grand Opera has become so closely associated with the Victor that, while Dallas is out of the beaten path of the grand opera companies, the Victor is the means of keeping our musically inclined people in touch with the world's best music."

PUBLICITY FOR THE DEALERS.

A striking two-page spread devoted to their "Eclipse" and "Favorite" types of machines is featured by the Columbia Graphophone Co. in this week's Saturday Evening Post. The advertisement is very attractively arranged, and is displayed to the best possible advantage. Early this month the advertising department of the company sent out to Columbia dealers an advance proof of this two-page spread, with several excellent suggestions on its utilization as a window display. Several windows in the nearby vicinity have been arranged as suggested by the company, and the display is one of the most attractive that has been shown in some time. The window hold the attention of passersby and create an interest that materializes into ready sales.

According to the revised tariff recently put in force in Brazil the import duty on records and talking machines has been fixed at two milreis per kg., without any distinction between single and double-faced records. The following clauses are contemplated: Single-sided records, one milreis per kg.; double-sided records, two milreis per kg.; component parts of machines, two milreis per kg.

AN IMPOSING CATALOG

Of Columbia Double Disc Records, Containing All Selections Up to and Including January 1913, Issued by Columbia Graphophone Co.

The Columbia Graphophone Co. has just issued a new and complete catalog of Columbia double-disc records, presenting all selections listed up to and including January, 1913. This catalog, which contains 300 pages, has been arranged in as concise, and at the same time, as thorough a manner as could be conceived by the advertising department of the company, and the main thought in its production was to facilitate its use by the dealer in every way possible.

The new edition of the Columbia record catalog does not differ radically from the arrangement and contents of the July, 1912, edition, which was universally commended by Columbia dealers. A feature of the January edition is the presentation of a separate section devoted to the newly created educational department. This section of the book consists of about ten pages describing the various types of music particularly adaptable for schoolroom use, with lists of selections recommended by the Columbia educational department and well-known school authorities.

The index for the new catalog is very simple, permitting a user to locate a desired record with a minimum of effort. The first part of the catalog is devoted to an alphabetical arrangement of every record issued by the Columbia Co., with the exception of those listed in their foreign catalogs. The selection on one side of the record is featured in one instance, while the second selection is printed below in smaller type. This principle is followed throughout the index, thereby ultimately showing every selection in display type under some letter of the alphabet.

Grand opera and concert records are listed in a special tinted section of the catalog, which also contains a special artists' index of the singers who performed these records. The general list of records is also classified into different types of selections, such as standard songs, popular songs, minstrel songs, etc., and records are placed under these various headings with the page number on which they appear. At the end of the book is an ingeniously arranged artists' index, containing the number and page of listing of every record made by the artist named. This index has proven to be of considerable assistance when the artist's name is known, while the title of the record is not so familiar. The last few pages illustrate several popular types of Columbia machines, including a splendid cut of the Columbia "Grand." The new catalog is complete in every detail, and will undoubtedly appeal to Columbia dealers because of its simplicity of arrangement.

INCORPORATED.

The American Telephonograph Corporation, New York City, was incorporated under the laws of Delaware on Wednesday to manufacture talking and dictating machines, etc.; capital, \$1,000,000. Incorporators: Frederic G. Toplift, P. D. Beresford and George V. Maynard, all of New York City.

QUICK DECISIONS PAY.

Learn to make decisions quickly. Some of us wouldn't be able to get very far if we didn't have to make decisions quickly. Learn to size up things and make decisions as quickly as you can. There are times when judgment is better to-morrow, but if you are in touch with the business, you can make your decision as well now as later.

It Should Be Worth While for Anybody

having good records, and a discriminating ear, to inform themselves about the Graphite Lubricator. It clears the tone, improves articulation, lessens the scrape, prevents dust and grime, and trebles the life of records. It slips into the place of the ordinary needle. One application for a dozen playings will do.

It makes reproduction musical instead of hurdy-gurdyish. Send for circular.

VOX HUMANA TALKING MACHINE CO.
Nantucket, Mass.

OPPOSE NEW JERSEY BILL.

One of Governor Wilson's "Seven Sisters" Anti-Corporation Bills Aimed at Fixed Prices—Opposed by Talking Machine Men.

Business concerns incorporated in New Jersey are following, with much interest, the various bills affecting corporations now before the legislature of that State, and colloquially known as the "Seven Sisters" anti-trust bills, introduced at the suggestion of Governor Wilson of New Jersey.

The bill that has created the most discussion and against which considerable opposition has developed is Senate Bill No. 43, which is aimed primarily against the maintenance of fixed prices.

Talking machine manufacturers and dealers in New Jersey and jobbers who handle trade in that State are unanimous in their opposition to the passage of this bill, and at the hearing recently in Trenton representatives of the Victor Co., the Thos. A. Edison, Inc., and a number of well-known New Jersey dealers and jobbers pointed out to the committee the evils that would be legalized if this bill became a law.

The contrasting attitudes of the States of New Jersey and California in this sort of legislation were pointed out by Senator Robbins, who referred strongly to the legislation passed by the California Legislature in December giving people the right to control prices of their products by their contractual relations, or implied relations, by means of notifications affixed to their products.

The most important clauses in bill 43 concerning fixed prices, and which is of great interest to the talking machine trade in New Jersey, reads as follows: "A trust is a combination, or an agreement between corporations, firms or persons, any two or more of them, for the following purposes and shall be illegal and indictable if they 'fix at any standard or figure whereby its price to the public or consumer be controlled, any article or commodity of merchandise, produce or commerce intended for sale, use or consumption in this State or elsewhere.' Another clause, No. 6, also makes it indictable and illegal to 'make any secret oral agreement or arrive at any understanding without express agreement by which they directly or indirectly preclude a free and unrestrained competition among themselves or any purchasers or consumers, in the sale or transportation of any article or commodity, either by pooling, withholding from the market, or selling at a fixed price, or in any other manner by which the price might be affected.'"

Punishment for conviction on any of the clauses noted in this bill is given as follows: "Whenever an incorporated company shall be guilty of the violations of any of the provisions of this act, this offense shall be deemed to be also that of the individual directors of such corporation ordering or doing any of such prohibited acts and on conviction thereof shall be punished accordingly." It is also set forth that the charter of a guilty corporation may be revoked.

NEW COLUMBIA REPRESENTATIVES.

New Columbia agents include the Atherton Furniture Co., of Brockton and Worcester, Mass.; Wise, Smith & Co., Hartford, Conn.; and Meekins, Packard & Wheat, Springfield, Mass.; Schmidt & Zitter, Hastings-on-Hudson, N. Y.; John de St. Leger, Hicksville, L. I., N. Y.; and H. Baker, Landing, N. Y.; F. C. Henderson Co., for the C. T. Sherer Co., of Worcester, Mass.; R. H. Decker, Pittsfield, Mass.; Robert M. Carter, Concord, Mass.; Mason & Phelps Piano Co., Keene, N. H.; A. C. Bay, Chicago, Ill.; Edward B. Selyman, Chicago, Ill.; Brenard Mfg. Co., Iowa City, Ia.; Taylor Music House, Waterloo, Ia.; Ohio Pottery & Glass Co., Cleveland O.; R. B. Henderson Drug Co., New Albany, Miss.; Columbiana Columbia Grafonola Co., Columbiana, O.; Winter Piano Co., Erie, Pa.; and Ramaker Bros. Co., Seattle, Wash.

As The World goes to press it is announced that Chauncey Olcott has signed with the Columbia Graphophone Co.

TO MAKE TALKING MACHINES.

The Cort Sales Co. Discloses Its Plans to The World—Intends to Enter the Manufacturing and Sales Field at an Early Date.

The Cort Sales Co., incorporated last week with a capital of \$10,000, was organized by John Cort, the well-known theatrical manager, for the purpose of manufacturing talking machines and records. Associated with Mr. Cort in this enterprise are Edmond V. Giroux, his general manager, and William Grossman, a prominent New York lawyer.

In discussing the organization of the new company with The World, Mr. Grossman said: "We have not yet made any definite arrangements as to our officers, or our general merchandising plans, etc., but we are planning to manufacture disc talking machines and records. Our factory and executive offices will probably be located in New York, and we expect to produce a line of machines similar in price to those on the market at the present time. In all likelihood, our first machine will be a fifty-dollar model, which we are working on now. Our record library will probably consist of about 300 records at the start, but we expect this library to grow, of course, as our business expands. Details are in embryo at the present moment, but full information will be forthcoming shortly."

GOING AFTER RETAIL TRADE.

The Sonora Phonograph Co. (reorganized), of Manhattan, was incorporated with the Secretary of State at Albany, on Feb. 3, for the purpose of conducting a talking machine business, with a capital stock of \$25,000. Those interested are G. E. Brightson, S. Brightson and G. C. Rumbough. This company recently leased the basement and street floor of the building at 78 Reade street and are going strongly after the retail trade. At present no attempt will be made to manufacture and sell to talking machine dealers.

TO HANDLE THE COLUMBIA LINE.

The Columbia Graphophone Co. has just closed arrangements with R. H. Macy & Co., New York, and Abraham & Straus, Brooklyn, N. Y., whereby these two prominent department stores will handle a complete line of Columbia products. These establishments are situated in the hearts of their respective shopping centers, and the Columbia line should prove a marked success in its new homes.

TO HANDLE TALKING MACHINES.

The latest addition to the rapidly-growing list of Columbia representatives is the progressive piano house of Sedgwick & Casey, Hartford, Conn., who completed arrangements this week to handle the Columbia line.

CASH PAID for any old and new disc phonographs, records, horns, boxes, motors and cabinets. Address H. WALCER, 137 Orchard St., New York City.

WILL SELL or exchange 5,000 Columbia Italian X. P. two minute records for any make of disc records. Will also buy any quantity of disc machines and records. What have you? Address, X. P., care The Talking Machine World, 373 Fourth avenue, New York City.

A LIVE Talking Machine man of considerable business experience, thoroughly conversant with every detail of the line, business developer, also salesman, is open for a connection with a concern who would appreciate a forceful, conscientious and able worker, for whom a future exists. Will go out of town. Address "Conscientious," care The Talking Machine World, 373 Fourth Avenue, New York City.

FOR SALE.—5,000 Edison 2-minute records, 10c. each; 5,000 Zonophone 19-inch records, 15c. each; all new, clean stock. DENINGER, 335 North St., Rochester, N. Y.

THE SATURDAY EVENING POST

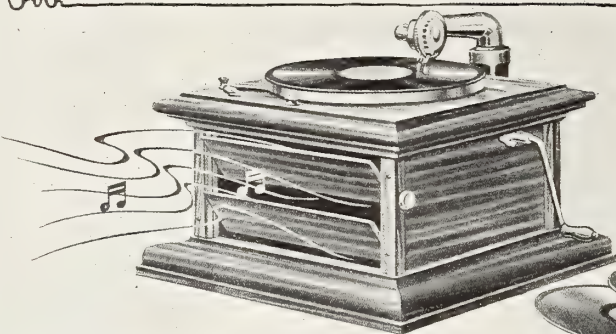
February 15, 1913



Have you a child in your home?



This "Eclipse" with 16 selections on 8 Double-Disc Records



One \$5 bill this month and next;
One in April and May;
One in June and July;
That's all.

Ask any Columbia dealer for a
free trial in your own home.

Write to us if you do not locate him.

This beautiful mahogany instrument

here offered for just \$30 with an outfit of 16 selections on 8 double-disc records embodies all the latest Columbia features—the continuous and uninterrupted tone chamber, the perfected Columbia reproducer, the Columbia tapered tone arm, the Columbia tone-control shutters, the faultless and noiseless Columbia motor (double-spring drive)—and it has the musical tone quality that those Columbia features unite to produce.

In quartered oak, the "Eclipse" outfit, with the same outfit of records, costs you one \$5 bill less.

COLU

Other Columbia range in price up to \$100 for the magnificent new Columbia "Grand" Gramophone, the highest-priced instrument ever produced. Send for catalogs. The Columbia Double Disc Record, Columbia's new selection of the latest art in the world. Bonci, Destiny, Slezak, Fremont, Zenabille, Nordica, Gordin, Josef Holmann, the world's greatest pianist, and Yanyu, the greatest vocalist of this or any other age, among scores of others.

Important Notice

All Columbia instruments will play Victor records; likewise
All Columbia records can be played on "Victor" talking machines

THE SATURDAY EVENING POST

and a 5-dollar bill in your pocket?



This Grafonola "Favorite" with 26 select

\$59¹⁰ at \$5 a month—

and any Columbia dealer will deliver
the complete outfit for free trial

The "Favorite" has become the standard of the entire industry.

It has had by far the largest sale of any modern "talking machine".

The record-outfit includes such notable selections as the Soprano from "Lucia" and the Quartette from "Rigoletto", and a wide variety of other music. *Ask for the "Favorite" outfit of records and gramophone in your home.*

MBI

Columbia Graphophone Company Box 377, Tribune Building

Creators of the Talking Machine Industry. Pioneers and Leaders in the Talking Machine Art. Owners of the Fundamentals of the World. Dealers and prospective dealers, write for a confidential letter and a free copy of our catalog.

“Have you a child in your home and a \$5 bill in your pocket?” is the question we are putting up to over two million buyers of the Saturday Evening Post this week. Now out of those more than two million readers, just consider how many in your locality fit in with the left-hand question—and ought to answer the right-hand question by coming into your door reaching down into a pocket for a \$5 bill.

The only reason why we are showing you this Saturday Evening Post double-page advertisement for February 15th is to remind you of that one division of our advertising campaign which is devoted to the making of direct sales for our dealers.

Continued and increased for 1913, because it did business for Columbia dealers all over the map last year, it is gathering influence like a snowball every two or three weeks.

And the number of those talking machine dealers who are not getting a share of this good Columbia money is becoming beautifully less by every mail.



Columbia Graphophone Co.

Tribune Building, New York

Creators of the Talking Machine Industry. Pioneers and Leaders in the Talking Machine Art. Owners of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World.
Write for “Music Money,” a Free Book you Ought to Have.



RECORDING ARTISTS IN MOSCOW AND ST. PETERSBURG.

An Impression of Moscow and Its People—The Artists Including Cossacks and Sarts—Life of the Artists in St. Petersburg—Other Interesting Data.

By T. J. THEOBALD NOBLE, a Prominent European Talking Machine Recorder.

(Continued from January World.)

The journey from Moscow to St. Petersburg takes only eleven hours, and leaving at night, one is able to enjoy a comfortable night's rest and awake to enjoy coffee and find yourself in St. Petersburg.

The railroad track between the two towns is perfectly straight, and as the train travels at only moderate speed there is little or no oscillation and sleep is easy. When the surveyors of the line laid their proposal before the Emperor Nicholas, they begged him to state which towns he desired the line to touch. The Emperor called for a ruler, which carefully placing on the chart from Moscow to St. Petersburg, he ruled a line straight

prisingly white, pasty countenances, quite the reverse to what one expects of navy men. These men, I learned, are hardly ever at sea, and when they do go it is for the maneuvers, which consist of calling at a number of Baltic ports to enjoy a real good time. One day my wife and I interested ourselves counting the army men we passed in a walk from our hotel to the top of the Nevsky, a distance of half a mile. We counted 27 generals, 18 captains, 33 officers of lesser rank and 8 privates. Generals are as common in the Nevsky as trams in Broadway. When a private spies a general he has to immediately halt, swing around, stand rigid and salute. This sudden salutation happened several times and caused much amusement, for in this

crowded sidewalk it was not unusual for a lady to have her hat knocked over, a man's hat knocked off, and in one case a private bowled a man right over into the snow. The soldier nevertheless retained an immobile expression and the general pretended not to have observed the incident, while one or two officers who were passing assumed an expression of "I'm bored stiff," the pedestrians at the same time roaring with laughter at the ridiculous discipline which is enforced on the principal and most crowded sidewalk of the town. Almost every



Making Records in St. Petersburg.

man is in some kind of uniform; also the school boys. Even the iswershics (cabmen) have to don a regulation dress and headgear.

In my observations I quickly discovered that the Russian moneyed class exists merely to eat, drink and sleep. They rise at eleven and partake of coffee and roll; breakfast (lunch) at one o'clock, a meal they generally get through in two hours; tea at four, where, incidentally, nearly two hours are passed in gossip; dinner at six-thirty, which occupies two hours should they be visiting the theater afterward, otherwise this meal will last any time over five hours, after which they adjourn to a cafe chantant to continue their dissipation until they retire to bed, usually at four a. m.

I must mention one instance of this extraordinary custom of living at the table. On a certain day, while lunching in the hotel restaurant, my attention was attracted by the jocund clash of glasses, and I observed sitting around a table three obvious Russians with their wives. I left the restaurant a little after two o'clock and returned to take tea at five. I noticed the party still sitting at the table and eating what appeared to be cutlets. I returned to the restaurant at seven-thirty for my dinner, and sure enough the party was still busy at the table. My curiosity being aroused, I appealed to the waiter to tell me whether the party had once left the table; he replied in the negative. They had commenced in the morning at eleven with coffee and rolls and gone through to dinner. On the following morning I interrogated the waiter as to the time the party did eventually bid adieu to the restaurant and was informed that they had been the first to take coffee and the last to leave at two in the morning. The strangest thing of all is in the fact that they were all comparatively sober. It was afterward quite a common occurrence for me to have my lunch and dinner and notice a party sit through both my meals without having moved. Between the courses

a Russian, providing he has the necessary time, will sit and smoke for half an hour, chatting and enjoying his surroundings, especially should there be women present.

A general laziness is noticeable among the people, which is no doubt to be attributed to their strange manner of living. The majority are pale and one seldom encounters a really healthy-looking Russian. This applies especially to women. They are lavish with their money and spend it in a way that would amaze some of your New York "fingers of gold."

In the restaurants one has to be particularly wary that their bills are not fictitious concoctions; a more thieving set of waiters cannot exist. In the restaurants and cafe chantants where the uneducated rich class congregate, abominable scenes are to be witnessed on certain joy days, irresponsible men and women drinking champagne as only Russians do—swilling it—who deny with inexplicable effrontery the commonest rules of etiquette and later the authority of the moral sense. In all its multifarious manifestations Paris has nothing like this, for in Paris there is a certain type of women from whom one expects such behavior and where one has restaurants which are known to those seeking amusement; but here it is a community of pseudo-respectable people who indulge in a manner which almost takes one back to Rome.

The laundries are horrible; the clothes are washed in dirty underground cellars, where the commonest laws of sanitation are neglected. I refer to the laundries outside the radius of a mile from the royal palace; those inside are French and are satisfactory. In a later visit to Russia I lived in a boarding house, and during a sojourn of five months lost two shirts, two sets of pajamas and over a dozen handkerchiefs. The girls of the peasant class who deliver the washing are illiterate, and to protest against a loss is a waste of breath.

As regards sport in St. Petersburg, the British colony here is diligently impressing several games into the town and the Russians are now able to play with a certain amount of proficiency football, hockey, cricket and tennis. They are very enthusiastic and no doubt will soon take their place with the nations of the world in athletics. I find the average Russian, after three years' experience of them, is light-hearted and despondent alternatively; philosophical, argumentative, pragmatical in his beliefs, and decidedly intellectual. He is usually susceptible to the charm of women, is an ardent lover but a failure as a husband. They lavish money about in a manner which is incomprehensible. In financial and business matters (particularly talking machines) he is mercenary careless and a slow-paying creditor; friendly, confidential, sympathizing and a sincere friend when once obtained.

(To be continued next month.)

PHONOGRAPHISCHE ZEITSCHRIFT

BERLIN W. 30, GERMANY

The oldest and most up-to-date trade paper covering the talking machine line published in the German Language.

PUBLISHED WEEKLY FOUNDED 1900

Circulates all over the world.

SPECIAL EXPORT NUMBERS

Appears in four different languages at regular intervals. Subscriptions for this talking machine publication 10 Marks yearly. Sample copies in the German Language sent free.

I found the river Neva frozen hard, and they had thrown an electric tram service across for four months—a remarkable piece of hustling for the Russians.

The difference between Moscow and St. Petersburg does not terminate with their diversities in construction, for in the latter there are many more Europeans of society; the people are far more fashionably dressed; there is a great deal more movement in the streets, which are also better lighted; a conspicuous absence of the Tartar, Armenian and all other south Russian races is noticeable; the climate is abominable; the theaters are more interesting; and, lastly, the artists are superior for recording purposes. Here I found the best of all Russia.

The Nevsky Prespect is always filled with a bustling populace, including a great many officers of the two services. The naval officers had sur-

STRONG ARGUMENTS IN FAVOR OF FIXED PRICE

Presented to Representative Oldfield in a Letter Sent Him by the General Manager of the Victor Talking Machine Co.—An Able Analysis That Will Interest Trade.

The effects of price cutting and the objections to it were presented in a most interesting and detailed way in the letter recently sent to Representative Wm. A. Oldfield by the Victor Talking Machine Co., which conveys a fund of information that cannot help to be enlightening to the father of the Oldfield bill. It handles this entire subject in a broad and argumentative way and it is not too much to say that such a letter cannot help but be effective in preventing this legislation from going through at this session. Louis F. Geissler, who has written this communication as general manager of the Victor Talking Machine Co., is to be complimented on the handling of the subject which is most comprehensive and convincing. The letter is as follows:

Dear Sir—Engaged as you are in legislating for the public good, we can only believe that you will welcome vital information, from whatever source. We wish to set certain facts before you in regard to fixed-price commodities. The reasonableness of that desire cannot, surely, appeal to you in vain.

We do not believe you seriously wish to discourage invention, but we do believe that such will be the effect of your proposed bill.

It has been said that the Oldfield bill will not deprive the inventor of any of his rights. May we respectfully submit that the deduction is erroneous?

From what does the inventor's reward come?

From manufacturing and selling his invention at a profit, and—unless there is a profit, neither the inventor nor anyone else will undertake these difficult and hazardous operations. The invention becomes valueless to the inventor, and the public is deprived of its use. Experience has shown that the inventor is seldom a business man. Therefore, he must usually depend on someone else to manufacture and market the product of his brains. This, sir, cannot be done unless there is a profit to those who make and distribute that product.

That statement is not a thesis, but a fact, as surely as human experience can establish fact. Economic conditions are as they are, and must be so reckoned with—the best intentions or the best motives do not suffice to change them.

To sum up: The Government itself does not reward the inventor. To make the handling of that inventor's wares profitless to the dealer is to deny the inventor an opportunity to secure his OWN reward. Such, broadly, is the case from the inventor's point of view.

Now, let us suppose that we, as inventor or manufacturer, are unable to maintain the price at which our goods shall be sold. We cannot possibly do so under contractual relations, short of interminable lawsuits—but it can be done under adjudicated patent laws.

What, then, will happen? Some strong retail establishment will at once cut the price, and by so doing divert to its own coffers an unusual quantity of business, until someone else cuts the price still more. The end is obvious; meanwhile, what has happened to the small dealer, in city and country alike? One more commodity has been gobbled up by the retail corporations. The retail corporations have thrived on it, but what of the small dealer? We have robbed him and enriched the retail corporation. Surely, that is not the way to build up national prosperity.

You may reply that we shall have sold as much of our

product as ever, and at our own first price. Most probably we shall, but the profits which would have helped to make a living for a hundred dealers will have gone to swell the bank accounts of two or three rich retail corporations. That, we believe, would be a questionable achievement, if we are to consider general welfare.

So much for the case of the small dealer—now the public. Is the public benefited by price-cutting? If our own experience at buying at retail is any guide, there is no real benefit. A big retail corporation cuts the price on, let us say, Victor Talking Machines. It is an undeniable cut; the people, knowing the usual price, know that it is undeniably a cut, and so flock to buy. That house has made a reputation by selling standard goods at less than standard prices. On the strength of that reputation it can gouge the public for years on other commodities, the price and quality of which the public does not know. How much real good, or rather how little good the public derives from the mail-order house of the present day is cleverly and convincingly set forth in the clipping hereto attached. It shows, Mr. Oldfield, not a supposititious condition, but one which exists. Where is the public's gain?

It must be remembered that a large proportion of the public you seek to serve is made up of those whose living depends upon profitable retail trade. Consider the number of small storekeepers in this country, the thousands of clerks, the thousands of dependent wives and children. Will their gain or their loss be the greater if their most profitable merchandise is monopolized by the powerful cut-price institutions?

Another point of view: When indiscriminate price-cutting is the general method of doing business, what results? A dealer, in self-preservation, must, instead of being an honest man, become something of a "shyster." He must give as little as he can for as much as he can get. Because Mr. Oldfield is Mr. Oldfield, he can afford to pay a little more for the same thing than can someone else, and so on down the social register. Is that a foundation on which honest, widespread prosperity can be built?

For a moment, in opposition to the above, will you allow us to submit a present-day condition? You have referred to the case of a razor, which retails at \$5, the price being rigidly maintained. Has that razor, or the maintenance of its price, suppressed competition or restrained trade? It has not; for a safety razor has recently been offered to the public at 25 cents. Moreover, a most significant fact is that the manufacturer of the cheap razor is just as anxious to maintain the 25-cent price as is the manufacturer of the higher-priced article. He gives straightforward, logical reasons for it, which are as follows: "We are frank to say that our interest in 'price regulation' is due simply to the fact that under the system of 'fixed prices' we know where we stand; we know that we shall not wake up to-morrow and find half our outlet stopped, because some mail-order house has advertised this razor, for instance, at 15 cents for the sake of attracting trade at exorbitant profit on some unknown articles costing dollars. As a matter of fact, under uncertain 'open-price' conditions we should never have attempted to market this razor at 25 cents; a materially higher price would have been necessary to cover the extra hazard of doing business that way."

To resume: If, under the circumstances, there are persons who continue to pay \$5 for a safety razor it would seem that they do so because the \$5 razor is, to them, worth what it costs. Otherwise, why do they buy it? They are certainly not obliged to pay \$5 for a razor because one manufacturer insists that that price be paid for his product.

The same thing applies to other articles—even talking machines.

Eldridge R. Johnson, president of this company, recently published a booklet, entitled "Price-Cutting—A Restraint of Trade," and a saner, more dispassionate treatise was never written by an interested party. A quotation: "Price-cutting is the favorite weapon used by people who conspire to monopolize trade that belongs to others."

That is precisely the condition and precisely the *modus operandi* of those who have money enough to stand the strain, to the utter annihilation of those who have not. Again, and we believe you will find it wholly true, and wholly dispassionate: "Wholesome competition stimulates trade and benefits both consumer and producer, but wholesome competition means more than the simple matter of marking down a price." "It takes brains to lower costs by fair and humane methods."

That "fair and humane methods" is just the point. There is a living wage for our workmen, a margin of profit for our dealers to-day. What will happen if we must meet a market based on the condition which has long been described as "dog eat dog"? Eventually, one of two things: We must cheapen production—humanely or otherwise; or, failing that, go out of business, when thousands will lose their present livelihood.

These statements are offered, sir, in all earnestness, and in all respect, for your consideration. We know, and you, too, no doubt know, that France, the land of conspicuous thrift, with, at this moment, or until very recently, more savings per capita than any other, trades preferably where the sign "Fixed Price" (*Prix fixe*) is displayed on the window.

In conclusion: In an article which was published in the New York Globe of September 25 or 26, you were quoted as saying, "The manufacturers are fighting the bill." May we respectfully call your attention to the resolution which was passed by the National Federation of Retailers in St. Louis?

We have ventured a personal letter to you, because we believe you will welcome actual, dispassionate information on the subject under consideration. Continuing in that belief and the hope of a personal expression of your opinion on the matters contained herein, we are,

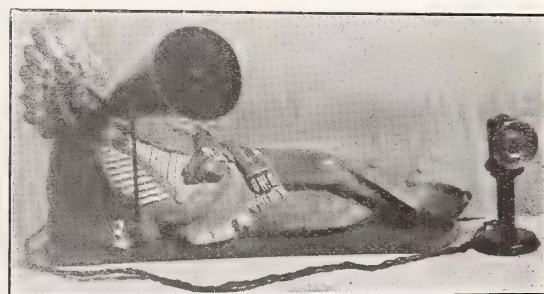
Very respectfully yours,

VICTOR TALKING MACHINE CO.,
Louis F. Geissler, General Manager.

A CLEVER IDEA.

Talking Indian and Electric Cigar Lighter Invented by H. B. McNulty, of Cleveland.

The illustration is a novelty in the talking machine line, the invention of H. B. McNulty, of Cleveland, since its inception, and until recently, with the United States Phonograph Co. The photograph illustrates a combination phonograph



How Mr. McNulty's Invention Looks.

and cigar-lighter. When a customer presses the button of the lighter shown on the right the phonograph contained in the reclining figure of the Indian automatically starts. The words spoken may be any thing desired; a phrase enunciating the name of some cigar a dealer wishes to introduce on the market or the merits of some special brand. The device is intended to be used in any kind of model or design of the human form, and besides talking, moves the lower jaw as if the image was actually speaking the words. When the cylinder has completed the message of whatever character it may be, the reproducer automatically reverts to the initial point ready for a repetition. It is an ingenious novelty in phonographic and mechanical invention.

ANOTHER TELEPHONOGRAPH CO.

The New York Telephonograph Corporation, 115 Broadway, New York, was incorporated early this month, with a capital of \$100,000. This concern will manufacture dictating, talking machines and telephonographs, and the following names are given as the incorporators: Edward L. Langley, William M. Moore and Vere B. Reed, all of New York City.

Closing Out

at a bare fraction of original cost, large stock of

TWO-MINUTE U-S

and

COLUMBIA CYLINDER RECORDS

slightly used but in good condition. Large variety of selection. Price 6 cents each in lots of less than 1,000 and 5 cents each in lots of 1,000 or more.

MULTIPHONE OPERATING CO.

102 West 101st Street, New York City

THE TALKING MACHINE AS AN EDUCATIONAL FACTOR.

Use of the Columbia in Gymnastic Drill in Hartford School, and to Illustrate Most Effectively a Talk on Opera and Its History in Boston School, Tells of Its Value to Teachers Who Appreciate Its Aid—Possibilities in This Field Are Beyond Measure.

The accompanying illustrations portray two of the many ways in which talking machines are utilized by teachers in the public schools. These photographs, taken from actual scenes in the classroom furnish evidence of the interest manifested

board the following arrangement of the study of the opera, and with the aid of the Columbia machine has apparently secured the attention of her pupils. "Wagner's opera, 'Lohengrin'; the Story of the Opera, Characters, Plot, Special Se-



Daily Drills to the Tune of Talking Machine Music.

by the pupils in the performance of the machines.

One of the photographs shows a Columbia "Favorite" in use in a Hartford school gymnastic drill, while the other was taken in a Boston school-room during a study of the operas. The talking machine has been found to be very successful when used in connection with marching, drills or exercises where music is an incentive to the pupils, and the Columbia machine in this Hartford school is praised by the teacher as being of great assistance to her in her day's work, which includes singing and daily drills.

The Columbia machine being used in the Boston school to increase the interest of the pupils in

lection (now being played on the machine), Life of Composer, Language, Composition and Production." These pictures are but two of many being received by the Columbia Graphophone Co., and shows the educational possibilities of the talking machine.

IMPORTANCE OF KINETOPHONE.

Evening Post Comments Editorially Upon Edison's Accomplishment in Perfecting New Form of Talking Pictures.

Commenting editorially on Mr. Edison's production of the kinetophone, the new talking picture device which will soon be introduced to the public, the Evening Post says:

"If Mr. Edison has succeeded in synchronizing the moving picture and talking machine he has accomplished what has long baffled experimenters, both at home and abroad. Four years ago a representative of Pathé Frères spoke hopefully of the time when a whole 'caned play' might be

produced by such a combination, the pictures tinted with the hues of life, the talking machine enforcing action with speech. There was nothing impossible in this, he said, but added that the mechanical difficulties had proved greater than had been supposed. If Edison has at last surmounted these difficulties, he has done more than realize the dreams of the film-makers by presenting to the world one of those ingenious contrivances Madame de Beaumont did not explain in 'La Belle et la Bête'? It will be remembered that when Beauty was becoming weary of the wonders in the Palace of the Beast, she found that by merely opening a window she could view the performances at the Comédie Française, or, by opening another window, enjoy the music at the Opera. Thus by some generations did the weaver of fairy tales anticipate the man of science. Thomas Young had devised a means of recording sound in 1807, and



Studying Opera with the Aid of the Talking Machine.

the study of the opera, has done more to keep the minds of the children on this subject than all their books or discussions had accomplished before the installation of the machine. With the talking machine playing one of the popular selections from the opera being studied, the teacher explains the various characteristics of the music, and the study of the opera becomes a pleasure to the pupils instead of a wearisome addition to their day's work. The teacher's talks, combined with the playing of the records and short readings of the plot, characters, etc., of the opera form a co-operative force that is achieving remarkable results in the Boston schools, where the talking machine is as familiar an object in the classroom as the desk or inkwell.

The record being played in this particular instance is Fremstad's "Elsa's Dreams," from "Lohengrin," the opera under discussion at the time this picture was taken. The teacher had marked on the

Leon Scott invented a 'phonograph' in 1857. Mr. Edison's first talking machine patents were not taken out until 1876. Like other experts in mechanics, he profits by the labors of his predecessors, but so unusual is his talent for improving on the work of others, and so numerous are the devices encountered which bear his name, that there is danger of finding some day a sketch of the man under the head, 'The Inventor of Electricity.'!"

DISCUSSES VICTOR PUBLICITY.

The Six Point League of New York had as guest at its monthly luncheon at the Victoria Hotel, January 24, H. C. Brown, advertising manager of the Victor Talking Machine Co.

Mr. Brown related some of his experiences as a seller of advertising before he was connected with the Victor Talking Machine Co. and expressed his sympathy for the sellers of advertising who were kept waiting an unreasonable length of time in the offices of advertisers and agents, before they could present their proposition; and many times this privilege was not granted them.

Since he became a buyer of advertising Mr. Brown stated that he had never knowingly kept a seller of advertising waiting to see him more than a minute or two. By following this method he had secured a great deal of information that was of value to his concern.

Within the past nine months the Victor Talking Machine Co. has commenced to advertise in newspapers, and Mr. Brown predicts that at the end of five years his firm will be one of the largest users of newspaper space.

He called attention to the fact that newspaper publishers all over the country were cleaning up their columns and refusing to accept undesirable advertising, although a number of publishers had not yet come to this stage. He said there was enough new business ready to go into the newspapers that would more than make up for the undesirable element, as soon as it stopped appearing.

He told representatives the kind of information he wanted from them was facts about the territory in which their papers were published; what the payrolls of the manufacturers were; how often the employees of these manufacturers were paid; and full information about business conditions.

Mr. Brown did not want to hear one representative knock another paper but simply present his proposition in the best manner possible and let other representatives do likewise.

He mentioned the fact that it was sometimes very difficult to get reliable information from dealers in various cities regarding the newspaper or newspapers that were best suited to carry the advertisements of the Victor talking machine.

He cited Buffalo as an example. He said the advertising of the Victor talking machine had been appearing in the Buffalo News and Express, and that the Victor dealer had written in stating that they were both Republican papers, and he would recommend using the Times, which was published by Norman Mack, chairman of the National Democratic Committee, and was the leading Democratic paper of the city and that the Democrats formed a very large proportion of the population in Buffalo.

Such information as this was very valuable and always helpful to advertisers.

Mr. Brown laid emphasis on how necessary it was to get reliable information from the representatives concerning their own paper, and when this information was all in, the claims of each could be analyzed intelligently and the advertising placed where it would do the most good.

Mr. Brown stated that newspaper representatives could well afford to spend considerable time developing new advertisers, and he mentioned concerns which could advertise to great advantage. He commented on how foolish it was for manufacturers to build up a business that they could not control, when this control could easily be maintained by the proper kind of advertising.

In the course of Mr. Brown's remarks he mentioned the fact that during 1912 the Victor Talking Machine Co. had spent a great deal more than a million dollars in advertising.—Printer's Ink.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Two Months.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 11, 1913.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past two months from the port of New York:

December 12.

Algoa Bay, 11 pkgs., \$353; Buenos Aires, 296 pkgs., \$12,759; Calcutta, 5 pkgs., \$160; Caracas, 17 pkgs., \$670; Guayaquil, 3 pkgs., \$129; Havana, 23 pkgs., \$1,832; Liverpool, 85 pkgs., \$5,375; London, 197 pkgs., \$11,149; 258 pkgs., \$5,259; Manos, 3 pkgs., \$414; Milan, 5 pkgs., \$386; Montevideo, 6 pkgs., \$505.

December 19.

Baranquilla, 7 pkgs., \$313; Berlin, 31 pkgs., \$535; Callao, 4 pkgs., \$330; 9 pkgs., \$263; 8 pkgs., \$395; Colon, 16 pkgs., \$416; Havana, 5 pkgs., \$152; 7 pkgs., \$330; Iquique, 45 pkgs., \$2,270; Liverpool, 4 pkgs., \$1,052; London, 123 pkgs., \$4,590; 26 pkgs., \$491; Port Antonio, 1 pkg., \$100; St. Johns, 17 pkgs., \$500; Sydney, 61 pkgs., \$6,250; Tampico, 21 pkgs., \$924; Vera Cruz, 29 pkgs., \$1,940; Vienna, 4 pkgs., \$400; Yokohama, 11 pkgs., \$341.

December 26.

Batavia, 8 pkgs., \$244; Berlin, 144 pkgs., \$4,900; Callao, 4 pkgs., \$608; Guayaquil, 3 pkgs., \$257; 22 pkgs., \$2,847; 5 pkgs., \$245; Hamburg, 1 pkg., \$151; Havre, 7 pkgs., \$125; La Paz, 1 pkg., \$101; Limon, 11 pkgs., \$292; London, 135 pkgs., \$4,656;

3 pkgs., \$478; Manos, 20 pkgs., \$1,446; Montevideo, 12 pkgs., \$460; Riga, 3 pkgs., \$705; Valparaiso, 8 pkgs., \$991.

January 3.

Boliver, 4 pkgs., \$224; Colon, 9 pkgs., \$123; Guayaquil, 32 pkgs., \$2,081; 2 pkgs., \$117; Havana, 41 pkgs., \$1,603; Hong Kong, 20 pkgs., \$553; Montevideo, 8 pkgs., \$275; Port Antonio, 7 pkgs., \$587; Rio de Janeiro, 77 pkgs., \$4,574; 33 pkgs., \$1,990; Shanghai, 5 pkgs., \$120; Stockholm, 8 pkgs., \$450; Trinidad, 9 pkgs., \$370; Valparaiso, 7 pkgs., \$434; Vera Cruz, 102 pkgs., \$3,243.

January 10.

Belize, 7 pkgs., \$176; Berlin, 1 pkg., \$100; Buenos Aires, 118 pkgs., \$5,408; Havana, 27 pkgs., \$1,540; 1 pkg., \$1,350; Havre, 3 pkgs., \$130; Kingston, 5 pkgs., \$108; Liverpool, 5 pkgs., \$1,040; Macaris, 19 pkgs., \$1,382; Para, 11 pkgs., \$1,067; Southampton, 8 pkgs., \$1,233; Sydney, 5 pkgs., \$417.

January 17.

Arica, 2 pkgs., \$145; Buenos Ayres, 190 pkgs., \$12,715; Colon, 2 pkgs., \$129; 9 pkgs., \$694; Havana, 2 pkgs., \$120; 12 pkgs., \$904; Havre, 3 pkgs., \$137; Iquique, 35 pkgs., \$1,285; 9 pkgs., \$408; Leghorn, 2 pkgs., \$402; London, 159 pkgs., \$4,914; 60 pkgs., \$3,081; 6 pkgs., \$148; Manila, 63 pkgs., \$2,064; Maracaibo, 7 pkgs., \$212; Para, 3 pkgs., \$217; Port Alegre, 9 pkgs., \$930; Riga, 2 pkgs., \$457; Singapore, 24 pkgs., \$767; St. Petersburg, 25 pkgs., \$435; Taltal, 23 pkgs., \$1,634; Vera Cruz, 53 pkgs., \$1,819; 33 pkgs., \$1,168.

January 24.

Berlin, 19 pkgs., \$510; Boliver, 4 pkgs., \$263; Havana, 3 pkgs., \$454; London, 28 pkgs., \$2,675; 240 pkgs., \$5,379; Montevideo, 6 pkgs., \$455; 4 pkgs., \$263; Puerto Barrios, 5 pkgs., \$723; Puerto

Cabello, 19 pkgs., \$213; Puerto Madryn, 89 pkgs., \$2,701; Smyrna, 3 pkgs., \$135; Valparaiso, 9 pkgs., \$298; 6 pkgs., \$162.

January 31.

Barbadoes, 2 pkgs., \$122; Callao, 4 pkgs., \$242; Caracao, 5 pkgs., \$145; Colon, 5 pkgs., \$146; 2 pkgs., \$350; Corinto, 3 pkgs., \$204; Guayaquil, 3 pkgs., \$111; Limon, 8 pkgs., \$255; 3 pkgs., \$173; London, 138 pkgs., \$7,938; 6 pkgs., \$1,410; Manaus, 3 pkgs., \$135; Manila, 2 pkgs., \$1,365; Maracaibo, 4 pkgs., \$204; Montevideo, 6 pkgs., \$468; Pernambuco, 8 pkgs., \$1,192; Vera Cruz, 1 pkg., \$110.

SOME CHANGES IN LOUISVILLE.

(Special to The Talking Machine World.)

Louisville, Ky., Feb. 8, 1913.

E. B. Watchall, who has been the local manager of the Columbia Graphophone Co. for the past year, and connected with the company since 1907, resigned February 1, to take the position of manager for the Rudolph Wurlitzer Co. in Louisville. He has been succeeded by D. S. Ramsdell, former manager of the St. Louis store.

The Wurlitzer Co. expects to open up an elegant new place, possibly on Fourth avenue, and they will be in their new quarters within thirty days.

Leo J. Reid has joined the sales force of the local store of the Wurlitzer Co.

N. E. Jones, former manager of the Dictaphone department of the Columbia Co., has gone with the Baldwin Piano Co., as piano salesman.

The wise merchant will not neglect the other mediums—his local papers, street cars, outdoor positions, etc., etc., but these should supplement the window display.

FOR

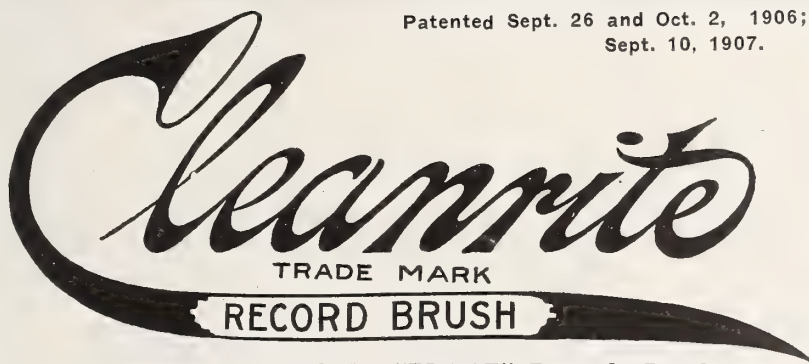
EDISON
PHONOGRAPHS

List Price

15c

each

Patented Sept. 26 and Oct. 2, 1906;
Sept. 10, 1907.



Formerly called the "PLACE" Record Brush

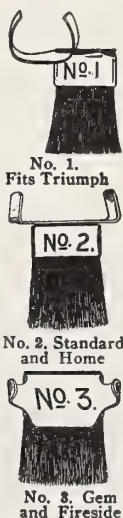
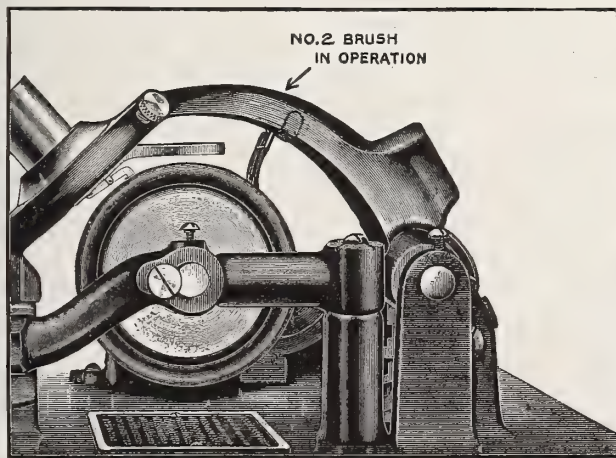
FOR

**VICTOR and
COLUMBIA**
Talking Machines

List Price

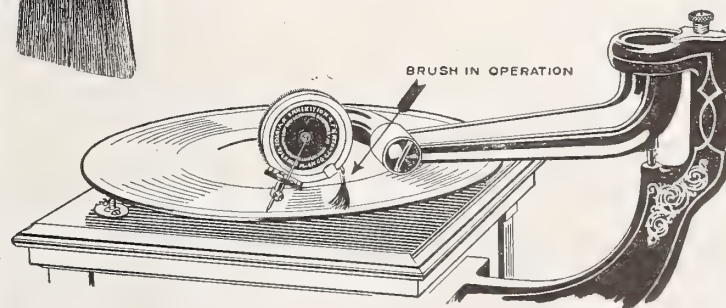
25c

each



IT SAVES THE TONE

You can't afford to lose
this protection.



No. 20—Brush for Columbia Concert Grand Sound Box
Clamps on Sound Box and operates the same as Victor style

AUTOMATICALLY CLEANS

record grooves, insuring a smooth track for sapphire or needle. Reduces friction to minimum. Enables needle to wear better and play good all through the record. Keeps sapphires from wearing flat.



FREE SAMPLES

who don't handle them.

will be sent upon request
to any Jobber or Dealer

Write Now



DEALERS

are requested to get their supply from
their regular Jobber. If he will not sup-
ply you, write us for the name of one who will.

MANUFACTURED
BY

BLACKMAN TALKING MACHINE CO.
97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"

MAKE IMPORTANT ANNOUNCEMENT.

The Condon Autostop Co. Announces a Number of New Products That Will Interest the Trade—Merits of "Noset," a New Autostart-stop, Set Forth by W. A. Condon, Who Leaves Next Week on Extended Trip of United States—Other Condon Specialties.

In its announcement elsewhere in this issue the Condon Autostop Co., 109 Broad street, N. Y., announces to the talking machine trade the perfection of several new devices—talking machine accessories—which are now ready for delivery to the trade. These new productions consist of "Noset," the Autostartstop, recently perfected automatic start and stop device; a Fibre Needle Cutter, which the company guarantees to give absolute satisfaction; and "Dolcetone" an article to be placed inside of the sound box in order to produce a sweeter and more mellow note.

The most important of this new product is "Noset," which retails at \$4.50 in nickel and \$5.00 in gold plate. This device represents a year's experimenting and testing, and the company makes the claim that "the last word is said on the subject of automatic stops when the singular and interesting one of 'Noset' is spoken." In a recent chat with W. A. Condon, treasurer of the company, he gave an interesting description of the construction and use of the start and stop device as follows:

"Noset," the Autostartstop, automatically starts the machine by the movement of the tone arm to the right and automatically stops the machine without any setting adjustment or regulation. It is most easily attached and does not alter the machine in any way. "Noset" is a permanent attachment on the tone arm and is secured to it so that the box is placed in close proximity to the turn table by means of a thumb screw. The box is very light in weight and is under three inches in length by one inch in height and width, and travels with the movement of the tone arm above the top of the cabinet under the tone arm. This box has in its manufacture no batteries, no springs, no gears, and does not contain a single screw."

"It will play on any record that has a spiral; Victor, Columbia, Vitaphone, Edison Disc, and Pathe Freres. In this latter type of machine the device is operated from the inside to the outside of the record by simply reversing its position on the machine. "Noset" is operated on an ingenious principle. It operates with entire independence to any pitch, or vibration of the record, as long as the tone arm continues to advance in one given direction, either from right to left, or from left to right. In advancing to the left, the brake lever will be thrown in position to stop the turn table of the machine and produce the stop at the end of the spiral, the proper position being determined by its rare mechanical action of finding the last line without adjustment; the movement of the tone arm to the right, as stated, produces a release of the brake, thereby starting the record.

"We back our new product with the strongest possible guarantee that anyone could advance, namely, we agree to refund the money if it does not do everything we claim for it, and we do not in any way limit this guarantee. The article has no wearing parts in its construction.

"We are planning to make shipment all over the country, simultaneously, priority being considered of course. While first deliveries are now being made, it will be three weeks before we are able to cope with the order situation.

"In addition we are marketing a new style Fibre Needle Cutter which retails for \$1. This cutter gives a perfectly clean cut every time and we guarantee that it will not 'run down at the heel nor stub at the toe.' The blades can be easily removed and resharpened and it is most easy to operate, being built on a most practical principle.

"The cleverness of the Condon-Autostop, operating on the involute principle, in view of its feature of raising the needle off the record in making the stop, gives promise of greatly increased manufacture, in view of the retail price of \$1.50 and \$2. The Fibre Needle Cutter design will also be used in connection with the present form of the Con-

don-Autostop at \$2.50 and \$3, the advance of \$1 to be represented by the addition of the Fibre Needle Cutter—a "Two-in-One Autostop"!

"Our other new product—'Dolcetone'—is an article to be placed inside of the sound box of the machine, and the construction of it on the screen principle, with many line layers of a most suitable material, produces remarkable improvement. Its retail price of 25 cents guarantees a universal sale for it.

"In conclusion, I may say that, in covering every important jobbing point in the United States (with the exception of the Pacific Coast), which has been accomplished in the last year and a half, the trade has been found unanimous in contending that an automatic stop is the most valuable accessory in the talking-machine trade. It is, however, essentially a convenience, is sold and used as a convenience and the large sale for an article of this kind can only be attained where this important fact is considered. In the purchase of an automatic stop the user of the machine demands an article that can be easily attached and that requires no alteration of the machine, and once permanently secured requires no further thought, fussing or attention. It must start the record every time and must automatically stop every record all the time without any setting, or involving any extra effort in its use. It is necessary that it should be a convenience in the prime meaning of the word. It must be a secondary article in the original use of the machine; that is to say, the regular use of the tapering arm, back and forth, will produce the desired result; indeed, it must be automatic in every meaning of the word."

Mr. Condon will leave next week for a four months' trip, during which he plans to visit every important jobbing point in the United States, including those on the Pacific Coast.

CAVALIERI IN CONCERT.

The Famous Operatic Star Revisits America and Her Appearance Should Augment Sales of Her Records Throughout the Country.

Columbia dealers throughout the United States, Canada and Mexico will have an exceptional opportunity to make profitable record sales when Lina Cavalieri, the famous operatic star, makes an extended tour of the country, appearing on the concert stage in company with a tenor from the Paris Opera House.



Cavalieri's records have been remarkably successful since their first introduction by the Columbia Co., but this tour of the prima donna will help wonderfully in promoting larger sales of her records.

The famous soprano arrived in America Tuesday, after an absence of three years, and completed arrangements for her tour. She appeared only four times on the concert stage during her opera en-

gagement, but in a letter to her friends in America states that she has always been attracted by the friendship that exists between concert-goers and the performers. Columbia dealers can take advantage of Cavalieri's concert tour to increase Columbia record sales by doing some timely advertising, which will undoubtedly produce considerable profit.



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

AN ACTIVE JANUARY TRADE

Reported by J. Newcomb Blackman—Reasons
Why—Changes in "Cleanrite" Brushes.

"We closed the biggest January we ever had," states J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York. "Our business showed a substantial gain over last year's total sales for the first month of the year. Part of this gain must be attributed to the fact that we were obliged to hold over a number of our December orders owing to the shortage of goods. It was very gratifying indeed to note how very few cancellations we have had, as practically every one of our orders that we carried over from December still held good with our customers.

"Even with our big January business, however, we are still behind with our orders on Victrolas Nos. XI. and XVI., although we have been able to protect our regular dealers from losing actual sales of these types.

"We are at present making a number of changes in our 'Cleanrite' brushes. Owing to the introduction of the new Edison machines which are equipped with different speaker arms than heretofore, changes will have to be made in our line of 'Cleanrite' brushes in accordance with the new features of the Edison machines. We are working on these changes at the present time, and in the very near future will have our new models ready. These will also be made to eventually fit all Edison phonographs, as the Edison Co. has discontinued supplying brushes as a part of the equipment of its machines. We will send full information regarding our new brushes to the trade as soon as possible."

THOS. A. EDISON'S BIRTHDAY.

The sixty-sixth anniversary of the birth of Thomas A. Edison occurred on Tuesday, February 11, without any form of celebration at the home of Mr. Edison or at the factory. Mr. Edison explained the matter in this wise: "I work twenty hours every week day, and it does just as much good for me now as it did forty years ago. Four hours' sleep is enough. I try not to work on Sunday, but I do not let even a birthday anniversary interfere with my work on week days."

ISSUE LIST OF MASONIC RECORDS.

In a recent letter the Victor Talking Machine Co. called the attention of their representatives to the Masonic records featured in the March advance list of Victor records. H. C. Brown, advertising manager of the Victor Co., suggests to Victor dealers that they take advantage of this opportunity to promote the sale of these records among their customers who are Masons, in addition to placing them in the rooms of the Masonic lodges. A showcard and special sheet are also ready.

SUBSTANTIAL INCREASE OVER LAST YEAR'S BUSINESS

Is Report from George W. Lyle, General Manager of Columbia Graphophone Co.—Increase for the Opening Six Weeks of This Year Running Forty Per Cent. Over Same Period of Last Year—Prestige Gained Through Production of New Styles, Including Columbia Grand and Records of World-Famous Artists, Such as Ysaye and Bonci.

George W. Lyle, general manager of the Columbia Graphophone Co., is very well pleased with the Columbia business closed the first month of the new year, and in a recent chat with *The World*, discussed the general condition of the company's business, the outlook for the future, and the plans for the coming year. Mr. Lyle expects to leave the 24th of the month for an extended business trip through different sections of the country, and will probably be away some time.

"Our January business was very gratifying," stated Mr. Lyle, "as it showed a very substantial increase over the total business of the January previous. This month's business has started in at a rate, which, if continued in similar proportions, will show an increase over last February of fully forty per cent, which is a figure well calculated to please us considerably. This month to



George W. Lyle.

date is also showing a very large increase over the corresponding number of days in January of this year. These figures form an interesting study, when it is considered that our orders in hand and business in sight justify the belief that business is sure to be good throughout the spring months, and looking still further ahead, we have every reason to believe that 1913 will prove a more prosperous year than 1912, which was our banner year.

"The announcement of our master triumph, our Columbia "Grand," has created a great deal of favorable comment, not only because of the beauty and utility of the instrument itself, but because of the enterprise and business judgment of the Columbia Graphophone Co. in presenting an in-

strument of such artistic merit to the talking machine trade. The first lot of Columbia "Grands" was very quickly disposed of, and the demand continues to exceed all our expectations. It is certainly pleasing to observe that the "Grand" is selling as rapidly as we can turn them out in our factory. The consensus of opinion, not only in the trade, but in musical circles, is that this particular instrument, the Columbia "Grand," has done more than any other type introduced in years to put the industry as a whole on a higher plane, commercially, musically and artistically than it has ever occupied before. Our company has every reason to feel not only satisfied with, but proud of, the cordial and hearty reception accorded our new instrument. In discussing the instrument's future and the possible results to be accomplished by the introduction of our "Grand," it is well to bear in mind that this artistic instrument, retailing at \$500, will undoubtedly prove to be a powerful factor in a Columbia dealer's development of his general high-class trade. The mere fact that such an instrument as our "Grand" has been introduced to the trade and the public, is sufficient to attract the attention of prospective purchasers to the high class talking machine in general, and this idea in the minds of the public will certainly prove very valuable to the dealer when presenting a "Regent" or "De Luxe" type of machine to a customer. Our "Grand," therefore, will not only result in direct benefits to the industry, but will help the trade in the development of high-grade business.

"In addition to the presentation of our Columbia "Grand," we recently introduced to the trade as a regular product, our new reproducer, No. 6, one of the most important inventions we ever perfected. This new reproducer was a marked success with the public and trade from the first moment it was introduced, and our dealers unite in proclaiming its many merits. Its compactness, accurate adjustment and firm steady tone were quickly recognized and indorsed. It is as sensitive as a tuning fork, and as true to tone as a mechanical contrivance can hope to be. The reproducer has been on the market just about a month, and in addition to those sold with machines, very large quantities have been sold separately and apart from the machine itself to talking machine owners who wanted to substitute the No. 6 for other types of reproducers. In connection with the introduction of our new reproducer, I may say that we have several improvements in course of construction which are equally as important as this one. The improvements that we are working on now are not quite ready for introduction to the trade, but detailed information will be forthcoming in the very near future.

"The Columbia Graphophone Co. will continue

its well defined policy of a liberal expenditure for publicity, and, as heretofore, this publicity will be directed toward creating for our dealers a demand for Columbia products, the aim of our company being to foster in every legitimate way the interests of the dealer, and to educate the public to the fact that the best dealers everywhere sell and recommend Columbia products. We are planning to spend much larger sums for advertising during the year 1913 than in any previous year, and we are sure that our dealers throughout the country will reap lasting benefits from this campaign of publicity.

"Another way by which our company hopes to promote the interests of our dealers, is in the acquisition of new artists of recognized musical merit. An instance of this policy may be found in the exclusive contract we have just closed with Ysaye, the world's greatest living violinist. Ysaye's tour of America will accentuate the interests which American music lovers have always felt in his



The Columbia Grand.

wonderful art, and the Ysaye records will be in great demand all over the country. These records are absolutely perfect reproductions of Ysaye's art, being approved by the "master" himself; and as soon as they will be placed on sale, the demand for them will undoubtedly be tremendous. Another great artist now under exclusive contract with our company is the famous tenor, Bonci. Absolutely new records by this prominent artist, perfectly recording his marvelous voice, have been made in our laboratory. These two world-famed artists, Ysaye and Bonci, are but two of the many celebrated artists under contract, and they emphasize the strides we expect to make in the next eleven months, and every step in our continuous march of advancement means another valuable Columbia feature, which will benefit our dealers all over the world."

Schafford Record Albums

Furnished in Brown Silk Cloth or Viennese Imitation Leather; Gold-Plated Rings.

Made of quality materials by skilled workmen. Because of the volume of our Album business our prices are cut to 52½c. each for the 10-inch Album (17 envelopes) and to 75c. for the 12-inch album; also made with 17 envelopes.

SEND FOR ILLUSTRATED LITERATURE
AND BECOME ACQUAINTED WITH THE
FASTEST SELLING RECORD ALBUM.

The Schafford Album Co.

26-28 Lispenard Street

New York

TRADE UNUSUALLY ACTIVE IN ST. LOUIS.

The Silverstone Co. in Its New Store—I. W. Reid Now Columbia Manager—Thiebes Co.'s Victor Stock Attracts Attention—E. C. Rauth Chats of His Eastern Trip—Valuable Letter from St. Louis University Praising the Favorite Grafonola—Exhibitors at the Household Show—Densmore Piano Co. Takes Victor Agency—Other Happenings.

(Special to The Talking Machine World.)

St. Louis, Mo., Feb. 8, 1913.

Local talking machine dealers have closed their books on the largest January business they have ever done, and all are optimistic for the year. "It is only natural that we should do a larger business than last year," said one jobber, "for ours is a growing business, growing at a rate that taxes the capacity of the factories that supply us with merchandise. We must go ahead each year or we are losing doubly. To simply equal last year's record would be a loss."

But judging by the humor and the freedom with which they discuss prospects, shipments and prospects, none of the local jobbers are in the danger zone of loss. Scarcity of some models of Victor machines, lack of records for the Edison discs, and the failure of the Columbia grands to arrive are the embarrassing points. January orders were ample proof that the Christmas trade left stocks depleted to the famine point. Splendid stock of smaller machines of all makes have made the jobbers able to satisfy customers who were inclined to grumble at need of special machines.

The Silverstone Music Co. is in its new store at 1124 Olive street, with all departments of business, pianos added to the old store stock, but is not entirely settled, and President Mark Silverstone asks time before he attempts to tell of his new advantages. That he has equipped himself for the better handling of executive affairs and his salesforce for handling the trade is apparent at a glance, although things are not yet in order.

Irby W. Reid is the new manager at the Columbia store. Mr. Reid was for thirteen years head accountant for the Columbia Co., but for the last two years has been associated with the Packard Motor Car Co., in Boston. This is his first residence in the West and he has not been here long enough at this writing to express himself on his surroundings. "I like the talking machine game," he says, "but thought myself out of it until Mr. Lyle made me an offer to take charge of this store that I could not afford to turn down. Of course, I understand Columbia methods as I installed their accounting system, but my experience in the sales department has been limited to manager pro tem of several Eastern stores during the interim of transfers, perhaps a few weeks."

"When I looked over the field here I realized the work cut out for me. I am very much in earnest, however, and do not intend to give up a fight that I have undertaken. I have a good many plans in forming for the immediate future, but I have hardly got settled enough in my job to have details worked out for these. I am feeling my way and hope to make a stir later."

Mr. Reid succeeds D. S. Ramsdell, who was transferred to Louisville to take charge of the Columbia store there. The change at Louisville, which opened the way for Mr. Ramsdell there also is of interest to St. Louis folk, as it was brought about by Manager E. B. Walthall leaving the Columbia service to take charge of the Wurlitzer store there. Mr. Ramsdell succeeded Mr. Walthall here when the latter left the Columbia service here to join the O. K. Houck sales force in Memphis. Later Mr. Walthall returned to the Columbia Co. and now he leaves it again and Mr. Ramsdell succeeds him.

The Thiebes Piano Co. have a sign that is attracting much attention. It is a framed square of piano felt on which small enamel letters tell of qualities of Victor machines. The white letters on the dark red surface command a second glance.

Mark Silverstone, president of the Silverstone Music Co., the rechristened Silverstone Talking Machine Co., is exhibiting a letter from F. K. Dolbeer, salesmanager of the Edison Co., that approves of the change of name. Mr. Silverstone wrote to the Edison Co. regarding his move and

stated that his reason was that he thought "Edison machines were now musical instruments above all doubt, and that it was a mistake to market them under the name of a 'talking machine company.'" Mr. Dolbeer wrote back his approval of the change and remarked that only two days before the receipt of Mr. Silverstone's letter, Mr. Edison had spoken to him on the same subject, voicing practically what Mr. Silverstone had written. The letter concludes: "Your appreciated action in all probability forestalls a request from us for you to make this move."

Kleekamp Bros. Piano Co., Victor dealers at Grand avenue and Arsenal street, have caused a good many smiles by putting a muzzle on the Victor dog. There has been a crusade here by the health department for the muzzling of all dogs and the stand taken by the doctors was so opposite to all previous notions of mad dogs and the like that there has been a bitter controversy which has ended in ungracious acceptance of an order to muzzle all dogs. To see the attractive little Victor dog wearing a muzzle brought smiles to every one who observed it.

E. A. Schriber, of the St. Charles (Mo.) Music House, was a first of the month caller on talking machine jobbers.

The Silverstone Music Co. is calling attention to the strong qualities of the new Edison records with a fragment of one that Mr. Silverstone broke with a hammer. He offers a machine free to the person who will again break the fragment of the record with his hands. So far no one has succeeded.

Harry Levy, manager of the Aeolian Co.'s talking machine department, is as optimistic as usual. "We have been having a nice run of business," he said, "and everything is in good shape except the supply of Victor XVI machines. I have made so many excuses to anxious dealers that they are beginning to make them to me. First thing Monday morning my telephone rang and Val. Reis, of the Val. Reis Piano Co., said: 'I've got the real excuse for those sixteens now. Heavy snows, trains cannot get through the tunnels.' You see that is the way it goes. The dealers understand and are taking their loss of business good naturedly and all are looking for big things when we are permitted to turn loose."

"We have been much gratified to open two accounts in splendid trade districts in St. Louis. The Densmore Piano Co. is removing from North Grand avenue to 3565 Olive street, which is regarded as the best trade district outside of the downtown shopping center in the city. This company will add the Victor line to its merchandise and should do well. Another new account is the Sanitary Sales Supply Co., 5012 Delmar avenue, which means another excellent store in the wealthy West end. I look for both of these firms to add considerable to the volume of business."

E. C. Rauth, secretary of the Koerber-Brenner Music Co., Victor jobbers, returned the first of the month from an extended Eastern trip, during which he visited the Victor factory and called upon a number of Eastern retailers and jobbers to catch up with the latest selling styles. Mr. Rauth is an enthusiastic talking machine man although he is engaged in jobbing all sorts of small musical merchandise.

"I found the East very enthusiastic over talking machines," he says, "and picked up some ideas. But I do not see that they render a better account for population served than does the West. One thing I liked there was the exclusive talking machine stores, and also I was impressed with the greater appreciation of the line shown by the department stores. To my mind, Western department store managers have failed to see the possibilities and the managers are not permitted to cut loose. Record business for January was excellent

and the machine trade surprised us. The smaller retail stores, those in the city outskirts, are showing great improvement as to record business and naturally with increased trade they are increasing stocks."

Salesmanager Byars, of the Columbia Co., recently sold a Favorite Grafonola to St. Louis University, the leading Jesuit institution of higher education in this section. He called at the college once afterward and was taken to various parts of the main building that he might hear how well the instrument fulfilled its mission. He knew that the faculty was delighted with the purchase, but he was much pleased to receive this letter: "Columbia Phonograph Co., St. Louis, Mo."

Gentlemen:—The Grafonola you delivered the other day is giving perfect satisfaction and our professors and students are unanimous in the opinion that it is the most marvelous talking machine they have ever heard.

"We were deliberate and careful in our selection of our instrument in preference to your competitors and the recent tests we have made with the Grafonola in our large auditorium exceeded our anticipation. The most artistic grand opera selections can be heard from one end of our large building to the other and even to the second and third floors. The tone is so clear and resonant that it has been mistaken for the artist himself by persons in other parts of the University."

"It is our opinion that the Grafonola is a most valuable asset in the educational field and should be in every public and private and parochial school or other institution of learning. We take pleasure in recommending the Grafonola to all who are interested in music in its highest forms and are confident that it will fill its mission whether it be entertainment or educational."

"Yours very truly,

"CHARLES DESNOYES, Secretary."

The Silverstone Music Co. and the Edison Co. are jointly arranging for a booth at the annual Household Show, one of the big industrial exhibits of the year here, for space in which to exhibit the Edison disk machines. They want the exclusive phonograph exhibition privileges if that is possible, but will have an exhibit at all odds. President Silverstone says the new machines are going nicely and that the \$225 model is proving the best seller. The handicap of a lack of a large library of records is not proving as serious as was feared since a liberal supply of the records already issued has been received.

Mr. Silverstone is perfecting a device whereby Victor and Columbia records can be played on the Edison machine despite the different fundamental principals of their construction. He had intended to keep this project a secret from the trade for a time, but already jobbers have heard of it, and recently an Indianapolis jobber called on him to arrange to buy such sound boxes. Mr. Silverstone has exhibited his device to several customers who insisted that while they wanted the Edison machines, they also wanted to play their present stock of Victor or Columbia records. He will not push the device or permit descriptions of it until he has investigated the patent possibilities.

A record saleswoman at the Silverstone Music Co. tells of a customer who selected four Edison records during the cut price sale. She was told that in half dozen lots they were sold at thirty-one cents, and that she could get six for less than she was paying for the four. She said that she did not want any more and cheerfully paid the \$2.40 when she could have gotten six for \$1.86.

Manager Reid, of the Columbia Co., has completed arrangements for a grand opera concert at Beethoven Hall, one of the largest chamber music halls in the city, at a date to be announced as soon as the Columbia Grand machines arrive. He hopes to be able to continue the concerts as an advertising feature.

Bollman Bros. are boosting their talking machine department by gifts of special needles to talking machine owners who will call at their store. During the holiday time this company found their booths entirely inadequate and permitted the talking machines to invade some of the piano rooms and the corridor of the office department.



The demand for the product itself is the most unmistakable indication that the Columbia line is the product that the public wants.



From "Music Money"—a free book you ought to have.

Columbia Graphophone Company
Tribune Building, New York

VICTOR CO. WINS THE "TONE ARM" PATENT SUITS.

Important Decision Handed Down in Two Infringement Suits Against Adolph Heinemann et al., and W. H. Hoschke on Victor Patents Covering the Tone Arm and Horn Construction—Important Statement from the Victor Talking Machine Co.

Horace Petit, general counsel for the Victor Talking Machine Co., announces that in two important suits, two patents of wide scope, numbers 814,786 and 814,848, both dated March 13, 1906, and granted to Eldridge R. Johnson, president of the Victor Talking Machine Co., and assigned to the Victor Co., have just been sustained by the Federal Court. On January 14, 1913, the United States District Court for the Southern District of New York, filed two opinions in two suits brought by the Victor Co. against Adolph Heinemann, et al., and against William H. Hoschke, based on infringement of these patents, and held that each patent was valid and infringed. These are the patents which have become known as the "Tone-Arm" patents, and cover the tone arm and horn construction as broadly claimed in the patents.

Referring to this decision, Louis F. Geissler, general manager of the Victor Talking Machine Co., says:

"The significance of these decisions to the trade is double-fold; it is additional evidence that the Victor Co. does not make extravagant claims relative to its patent rights, and that following its practice, it has, with due deliberation, brought these suits and won them, and is a further demonstration that the Victor Co. is guarding the interests

of its dealers by preventing the importation of cheap infringing machines from foreign countries, as well as the unlawful manufacture and sale of infringing machines in this country. These two patents sustained are of a broad nature, and it is believed that they will give to this type of construction the protection which the Victor Co. so justly deserves.

"We regret to note that some of the older companies have recently seen fit to infringe upon our patent rights, and that we will be obliged to take the necessary proceedings in such instances. Victor dealers will readily appreciate that they also should be congratulated on the result of these suits.

"We further take this opportunity of informing our trade that there are now pending several other suits, brought on behalf of the Victor Co. against infringers, and that these suits will be prosecuted, as we believe, to successful issue, as have substantially all of the suits which have ever been brought by the Victor Co.

"It is unnecessary to state, as we have in former communications, that the efforts to protect our trade and to enjoin infringing goods will not only be directed against the manufacturer, but against all dealers as well."

HAS ATTRACTIVE SHOWROOMS.

The McArthur Furniture Co. Giving Special Consideration to Talking Machines.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 10, 1913.

The A. McArthur Furniture Co., which recently completed arrangements to handle the line of the

Columbia Graphophone Co., has fitted up one of the most attractive and comfortably furnished talking machine warerooms in this city. The accompanying illustration portrays a small corner of their show rooms devoted to the Columbia line, with Manager Frohock busily engaged in figuring how large he should make his next Columbia order. The McArthur Co., is one of the largest

furniture establishments in the New England States, and their decision to handle a talking machine line was reached only after lengthy discussion of the pros and cons of the situation. They finally decided to become exclusive Columbia agents, and although they have only represented the Columbia Co. for the past six weeks, they have already laid their plans for a profit-paying clientele who are well pleased with the service the house is giving, in addition to the merits of the Columbia products.



Corner of McArthur Co.'s Columbia Warerooms.

APPEALING TO THE CHILDREN.

Good, Effective Victrola Advertising That Is Worthy of Emulating.

"Make an appeal to distinctive personal desires" seems to be the slogan of many active talking machine dealers in New York at the present time, and, as a result of this motto, there have been some exceptionally interesting advertisements of talking machines in New York newspapers the past few weeks. One of these appeared last week under the heading "To be reared in the atmosphere of Victrola music," and portrayed two small children listening with evident appreciation to a Victrola in their home.

This appeal to the rearing of children in an atmosphere of music is one that has not been overworked, and the James McCreery Victrola departments who inserted the advertisement attract a clientele that appreciates the importance of the surroundings of children. The dealer in a small town can also utilize this idea to good advantage, for there are certainly many parents in these towns who will become possible talking machine purchasers if interested by some appeal to their intimate home surroundings or personal life. The argument advanced by the McCreery stores was as follows:

"Think what it means to a child to be reared in an atmosphere of superb music—Victrola music. The inspiration of it all—great soul-stirring masterpieces, the variety of which can be had in no other way. That is one reason—a sufficient reason—why a Victrola should come to your home. There are just as many other reasons as there are other members of your household. We are all children—more or less grown up—and we all love great music."

EDISON REFUSED \$1,000,000.

Rejected Offer Made by Cleveland Financiers for Talking Films.

A dispatch from Cleveland to the New York papers says that "when a certified check for \$1,000,000 was offered to Thomas Edison by P. J. Brady, representing Cleveland and Chicago financiers who wished to obtain a controlling interest in the new Edison talking picture machine, the inventor laughed."

"He turned us down, saying he intended to operate the machines and market them himself," said Mr. Brady."

RECUPERATING IN TENNESSEE.

V. W. Moody, assistant manager of the New York Talking Machine Co., 81 Chambers street, New York, who is at present in Memphis, Tenn., spending a well-earned pre-holiday vacation, will probably return to New York about the 15th of the month. He is taking advantage of the southern climate to regain his customary vigor, which was put to an unusual strain by trade demands during the past few months.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Trade Rather Quiet Following a Busy End-Of-The-Year Trade—The Value of Societies as Trade Promoters—Columbia-Rena Record Issues—Lindstrom Progress—Columbia Co. in New Quarters—New Artists for "His Master's Voice"—First New Amberol List—Leipzig Messe Next Month—Death of Well-known Cellist Causes Regret—Song Pirate Punished—New Companies Registered During the Month—Big Developments Expected Following Transfer of Old National Gramophone Co.—Meeting the Demand for Ragtime Music—Summary of the Month.

(Special to The Talking Machine World.)

London, England, Feb. 6, 1913.

The December trade-storm is a thing of pleasant memory compared with conditions of the moment. After the storm, a lull! For most traders, too much of a lull the last few weeks, although at the time of penning my last report prospects were good. Perhaps as a result of gramophone or phonograph demonstrations at private gatherings during the festive season guests became possessed of a desire to emulate the excellent example of their host and install a machine at home, much to the satisfaction of dealers, who made many sales about that time. The depression that followed fortunately bids fair to be of a temporary nature, for already trade is on the mend and prospects improving each day. In the more prominent makes of records sales are now of a satisfactory volume and this condition of things is closely identified with the renewal of advertising expenditure in the public press.

A strong feature of the situation here and one that has obtained for some time, is the increasing tendency among dealers of establishing local talking machine societies. The plan, adopted apparently, is to enlist the sympathy of customers with a view of obtaining sufficient support justifying the calling of a meeting whereat an exchange of ideas usually result in agreement to issue an invitation to all local enthusiasts to become members. The dealers' efforts, more often than not, meet with remarkable success. Quite 25 per cent. of talking machine men are only too glad to embrace any opportunity that will afford them free and instructive discussion appertaining to tests of various new devices, inventive handiwork in relation to little ideas and machine improvements, choice of records and a hundred and one other things of interest to the user. The whole thing is inaugurated upon a proper and tested footing, the election of a president, vice-president and secretary, and the drawing up of membership rules, amongst other preliminaries, keeps the members busy the first few meetings, after which attention may be centered on the examination of future methods of procedure. Anent which, I do not need to labor here, suffice it to say that conducted upon the lines roughly indicated, these societies are an undoubted success and of so much usefulness that prominent members of record firms take an active interest therein. From the dealers' viewpoint the sole object is of course a business one. Obviously, he needs to exercise much tact in his attitude towards the members, and this point was concisely expounded in conversation with a dealer friend of mine, who successfully presides over a society of talking machine enthusiasts. He said, "As you know, I am president of the ——— Society, and have provided a suitable room at my business premises, where we all foregather once a fortnight. I make no charge for this accommodation and always avoid even the very suggestion of importuning the members to buy from me. As you rightly remark, were I to succumb to the many temptations to sell them goods during the meeting nights, I should soon lose the respect in which I believe I am

held. Do not mistake me. If, after our discussions, a member asks definitely for so and so, I, of course, supply it, but more often than not will ask him to pop in the next day, when it shall be ready. It just depends on circumstances, but when reasonably possible, I find it good policy to avoid sales on meeting nights, when it is best to be the president, not the dealer. I am in a position to say that my attitude has never lost me a sale: on the contrary, it has had this effect—practically every member buys all he wants at my shop, and practically every member is a walking advertisement for me. I charge full prices, but pride myself on having attained a reputation for straightforward and fair dealing. Since my connection with the ——— Society, I can honestly say that my trade has increased 200 per cent. The membership is but 31, so you see, the view I take, confirmed in other ways, that the increased business is not all direct from members is pretty correct."

The obvious inference to be drawn from this statement is very important, and as suggesting the policy to be adopted in these matters, should prove of instructive value to those who would embark upon the formation of a local talking machine society.

Sidney W. Dixon Convalescing.

Quite a number of talking machine men have been on the sick list the last week or so. Since the beginning of January Sidney W. Dixon, sales-director of "His Master's Voice Co.," has been seriously ill, but fortunately is now in the convalescent stage. He will recuperate at the seaside and is expected to be at the office again within a few weeks. The general sympathy expressed in trade circles is striking evidence of his popularity.

The Columbia Co. in New Quarters.

Since the year 1909, when commerce in general, the world over, suffered under a cloud of depression, trade has fortunately been on the upward trend all the time. No index is more pertinent, perhaps, than the contrast furnished by the Board of Trade returns for that year compared with 1912. The difference is really remarkable, and in no section more so than that dealing with the musical instrument industry. Here, the retailers' prosperity manifestly depends upon the spending-power of the masses. Last year certainly provides ample proof in support of this statement. General trade was excellent, the percentage of unemployment the lowest for some 20 years back, and altogether, conditions were of the best. There lay the foundations of good trade, but not every talking machine company made the most of it. To drift with the tide is nice; to pull with the tide is better. Of the two, the latter is the more profitable, as is reflected by the aggressive policy of the Columbia Phonograph Co., general in the sense indicated. During last year their business developed amazingly by reason of several important attributes, perhaps the most pertinent being the grant of additional letters patent covering their process of manufacturing records. The importance of this is inestimable, since the selling of a Columbia record below the established price now constitutes, in the eyes of the law, an infringement of the company's patents and affords still further protection against price-cutting. Use of this has been made to such good purpose that apart from any question of quality, assured of a good profit, dealers feel absolutely safe in handling a record so protected.

But this is by no means the only inducement. In the immediate issue of topical hits, the Colum-

Messrs. Marcus Clark & Co., Ltd., Talking Machine experts of Sydney, N. S. W., will always be pleased to hear of anything new in Talking Machines, Records, or Novelties with view to agency. Particulars to D & W. MURRAY, LTD., 28 Finsbury St., London.

bia Co. deserves the utmost praise, but their policy of recording the original song or selection, in a great number of cases, by the original artist, has won them an influential position with the trade and public alike that counts for much these competitive days. As may be imagined, these advantages have been made known very widely in the public press, with the result that Columbia trade increased to such an extent that facilities for coping with it became somewhat restricted. The result is almost too obvious. The removal came about during the early part of January, immense premises being taken at 102 to 108 Clarksenwell road, which is but a few minutes' tram ride from City road. Here is housed the whole staff from the



Columbia Co.'s New Quarters.

High Holborn and City road premises, and the building is now regarded as the London headquarters of Columbia for a long time ahead. At the time of my call things were just getting ship-shape, but it was very evident that the scheme of furnishing and decoration had been carried out in a most artistic and pleasing manner. There is no call here for a description of the offices, showroom and departmental arrangements; suffice it is to say that excellent provision has been made in every section to ensure the utmost convenience and efficiency in facilitating the respective work of each. Some idea of the spaciousness of the new building may be gleaned from the fact that the letters and music-notes trade mark on the front are close upon six feet in size.

The World tenders its hearty congratulations to the Columbia officials upon such evident and healthy signs of trade progress; may it long continue!

Telegraph Rates Reduced.

Further reductions have been made in the charges for telegrams to Canada, Newfoundland, United States, Australia, New Zealand, the South African Union, Rhodesia and British Central Africa. These rates came into force on Jan. 1 and full particulars can be obtained at any post-office.

Edison Blue Amberol Records Announced.

One of the first public announcements of the Edison blue amberol record was made by our Belfast friend, Thomas Edens Osborne. They appeared in the form of chatty editorial para-

FROM OUR LONDON HEADQUARTERS—(Continued from page 38).

graphs in the leading Irish papers, and doubtless the great interest aroused among phonograph enthusiasts has resulted in many sales now that Mr. Osborne's stock preparations are complete.

Edison Clerical Staff Moves.

Advice reaches me from Thomas A. Edison, Ltd., of the transfer of their clerical staff from the Willesden factory to the city offices at 25 Clarksenwell road, E. C., where all orders and correspondence should now be sent. Until further notice returns of records should be made to the factory.

Now Under New Direction.

The transfer of the old National Gramophone Co. to the hereby registered concern—National Gramophone Co. (1913), Ltd.—has now been completed. Big developments are contemplated, and I am given to understand, some important announcements in this regard will be made very shortly. An interesting item of news is that Thomas Beecham, of the Beecham Opera Co., whose performances at Covent Garden this season have literally taken London by storm, has joined the board of directors. The company may well feel some little pride in having secured the services of so prominent a leader in the operatic world, whose definite association with talking machine interests must tend to place the industry on a still higher level in relation to music in its best sense. Another prominent gentleman, who has just joined the board, is G. B. Elkington, J. P., who is the head of a large London firm of silversmiths.

Latest Columbia-Rena Titles.

An especially attractive list of titles is that just issued by the Columbia-Rena Co. In point of originality it ranks among the best yet issued, the topical nature of the titles suggesting the exercise of a discriminating choice closely identified with the public taste. A record that will certainly make a wide appeal is Bransby Williams' great burlesque, "The Showman," which, by the way, is a Columbia copyright. The title is more or less

self-explanatory, but it is difficult for the reader to conceive, unless he be gifted with the power of imagination, the amount of delightfully healthy humor expounded in this faithful study of real life. In listening to the records it is one long laugh from beginning to end. Described as the top "C" tenor of the day. Morgan Kingston contributes two pleasing selections, viz.: "Love Lily" (Jack Edwards and Bothwell Thompson), and "Vesti la Giubba," from Leoncavallo's "Pagliacci." The one and only Mark Sheridan appears for the first time on Columbia-Rena records and his delightful rendition of "Who Were You With Last Night" and "They All Walk the Wibbly-Wobbly Walk," is just "Mark" to a T. In addition, there are a number of attractive issues in the special mention of which it would be invidious to particularize; let the list speak for itself: "It's a Long, Long Walk" (Geo. Arthurs and Fred Leigh), George Lashwood; "I Forgot the Number of the Door" (Geo. Arthurs and Fred Leigh), George Lashwood; "Cancel that Wedding March" (Ted Snyder), and "King of the Bungalows" (Greene and Straight), Gene Greene; "I Want a Girl Just Like the Girl" (Wm. Dillon and H. von Tilzer), Miss Dorothy Ward; "Patrica" (Weston, Barnes and Scott), Miss Dorothy Ward; "I'm Going Back to Dixie" (Berlin and Snyder), duet by Collins and Harlan; "There's a Girl in Havana" (Stone), duet by Irving Gillette and Caroline Vaughan; "Jewel Song from Faust," Gounod; "Il Bacio" (Arditi), Miss Violet Essex; "Alexander's Ragtime Band" (Irving Berlin), and "I'm Going Back to Dixie" (Berlin and Snyder, concerted solos), Alexander Prince; "Nearer My God to Thee" (Mason), and "Lead, Kindly Light" (Dr. J. B. Dykes), Trinity chimes of New York; "Ragtime Medley," Part I and Part II (Arranged by A. W. Ketebe), Band of H. M. Scot's Guards; "That's What the Rose Said to Me" (Leo Edwards), and "My Heart is With You To-Night" (Bennett Scott), Cornet solos by Sergeant Leggett; "Brass Band Ephraim Jones" (Meyer), and "Hitchy

Koo" (Muir and Abrahams), duets by Collins and Harlan.

Interesting History of Carl Lindstrom, S.A.

One of the most striking indications of the growth of this industry during the last 10 years is furnished in an attractively illustrated brochure, issued by, and containing a short historical account of the firm of, Carl Lindstrom, S. A., Berlin, covering the years 1902-12.

On November 30, 1912, under the style of Salon Cinematograph Co., a small concern was established for the manufacture of cheap home cinematographs and as a side line, they embarked upon what was then regarded as a doubtful proposition—the sale of talking machines. To harp back 10 years and see in imagination the crude and imperfect productions for the reproduction of sound is enough to make one feel exceedingly glad that those days are over for compared with the finished mechanical musical instrument of to-day it must have inflicted real torture upon sensitive ears. But evidently the scientific nature of the article was responsible for sufficient sales to justify the company starting a wholesale trade in talking machines. In those times the turnover of 1,000 machines a year was considered a not unsatisfactory figure, but with the advance of science coupled with reduction in price, an ever-increasing sale of machines obtained. In 1904 the company took over the mechanical workshop of Mr. Carl Lindstrom, then employing about 40 workmen. Business rapidly expanded and a limited company was then formed under the title of Carl Lindstrom, G. M. B. H. From this date the conquest of the world's markets began and with increased factory facilities the new company's goods were produced in sufficient quantities to allow of exportation to all parts of the world. By 1908 their staff had increased to 700 and their yearly turnover to £300,000. With a capital of 1,000,000 marks the Carl Lindstrom Co. was floated during that year and in 1910 and 1911 was further augmented.

(Continued on page 40.)



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEDIVE
OF EGYPT



To H. M. the KING
OF ITALY



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros. & McMahon, 443 West Street, Durban; Ivan H. Haarbarger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD
LONDON, E. C.



HIS MASTER'S VOICE

FROM OUR LONDON HEADQUARTERS—(Continued from page 39).

mented by the absorption of the Beka Record Concern, whose share capital amounted to £50,000, and of Fonstipia, Ltd., and its daughter companies, including the Odion-Werke. The Carl Lindstrom Co. (capital, £175,000), alone in 1911 did business to the extent of £625,000. To-day the Lindstrom Co. employs something like 800 workmen, the Beka Record Co. and the Odeon-Werke each about 500. Perhaps the best illustration of Messrs. Lindstrom's factory facilities is found in the statement that their yearly production of talking machines reaches the huge total of 500,000. Such a record of progress is absolutely unique in the annals of this business, and to say the least bespeaks a wonderful organization. We cannot refrain from congratulating the management upon their untiring energy and business acumen to which alone must be ascribed the unqualified success that is obviously theirs.

Whilst upon the subject a meed of praise is due to the progressive activity of Messrs. O. Ruhl, Ltd., who exclusively represent the Beka and Lindstrom interests in the United Kingdom. Under their guidance trade has reached such marvelous proportions as to necessitate the erection of a large record factory, reference to which was made in my last report.

The First List of Edison Blue Amberol Records.

Those traders who have been privileged to hear the advance samples of Blue Amberol records declare enthusiastically in their favor. The company are in receipt of substantial initial orders and prospects of business are particularly good. Of course the records having yet to make their public debut, I am not in a position to dwell upon, except by anticipation, their reception in that direction. I shall be able to do this more effectively in my next report, mentioned as examination of the first list of somewhere about fifty titles, discloses an unusually comprehensive range of selections, practically every phase of music being represented. The following examples chosen at random from the list will convey a pretty good idea of the excellent fare provided: Concert series—"One Sweetly Solemn Thought" (R. S. Ambrose), Thomas Chalmers; "Love's Old Sweet Song" (J. L. Molloy), Christine Miller; "Believe Me, if all Those Endearing Young Charms" (Thomas Moore), Anna Case; "Angel's Serenade" (Gaetano Braga), Margaret Keyes; "I Hear You Calling Me" (Charles Marshall), Orville Harrold.

Ordinary Series—"Poet and Peasant" Overture (Suppé), National Military Band; "Thora" (Adams) Peter Dawson; "Roamin' in the Gloamin'" (Lauder) Harry Lauder; "Poppies and Wheat," barn dance (banjo solo) (Hucke); Olly Oakley; "Take a Pair of Sparkling Eyes" (Sullivan), Ernest Pike; "Keep on Swinging Me, Charlie" (Long and Scott), Florrie Forde; "March, Strathspey and Reel" (Traditional), Highlands Bagpipe Band; "The Kangaroo Hop" (Godfrey and Williams), Billy Williams; "My Heart is with You To-night" (Mills and Scott), Hardy Williamson; "The Singer was Irish" (Murphy and Castling), Peter Dawson; "I Must Go Home To-night" (Hargraves), Billy Williams; "The Broken Melody" (Van Bierre), Jean Schwiller; "Breakfast in Bed" (Lauder), Harry Lander; "Joshiah" (Arthurs and Lee), Stanley Kirkby; Trio from "Faust" (Gounod) (In English), Agnes Kimball, Reed Miller and Frank Croxton; "Serenade" (A. Emil Tell), Florentine Instrumental Trio; Quartet from "Rigoletto" (Verdi) (in English), the Frank Croxton Quartet; "Abide With Me" (William H. Monk), the Frank Croxton Quartet; Count of Luxembourg, "Are You Going to Dance?" (Lehar), Elizabeth Spencer and Irving Gillette; "Bells Solo, from 'The Magic Flute'" (Mozart) (Bells Solo), Charles Daab; "Minuet, op. 14, No. 1 (Paderewski), American Standard Orchestra; "Lustspiel Overture" (Keler-Bela, op. 73), Edison Concert Band; "O, Dry Those Tears" (Teresa Del Riego), Mary Carson, and "Wonderful Peace" (Rev. W. G. Cooper), R. Festyn Davies.

Based on the three for one principal, several record exchange schemes are in force during February. An eighteen penny record manufacturer an-

nounces that he will accept any record in exchange. Is the dealer expected to return for credit a half disc which has cost him 1s. 6d. or more likely 1s. 8d., and in addition order and pay for two others at 1s. to sell at 1s. 6d.?

Death of Noted 'Cellist.

Admirers—and they are legion—of August Van Bierre, the celebrated 'cellist, will learn with regret of his sudden death at Brighton, January 23. He died in harness, so to speak, for just after his performance he fainted and expired, apparently due to heart failure, shortly afterward. Actor, composer and musician, Van Bierre was perhaps best known for his performance in "The Broken Melody," a drama which was produced for the first time in London at the Prince of Wales' theater, on July 28, 1892, and in which he appeared over 6,000 times. He was by birth a Dutchman, but immigrating to London at the early age of seventeen, with no knowledge of English, and practically friendless, was reduced to playing in the streets. The story of his fortunate discovery by Sir Michael Costa, the then conductor of the Covent Garden Opera Orchestra, and his immediate installation therein, is well known. For charitable purposes Van Bierre used to celebrate the day each year by playing in the streets, as of old. On zonophone record, A 60, Van Bierre recorded "The Broken Melody," with which is coupled "Kol Nidrei," also by the popular 'cellist. Only a fortnight ago, too, he was recording for the Edison Bell Co., who secured four titles, including "The Broken Melody" masterpiece.

Kept Accounts on Shop Wall.

Under public examination in the courts recently, a bankrupt stated that although he had had several branch businesses, he had never kept any books of account, but he used to make occasional notes on the wall of one of his shops. One way of doing it.

New Leipzig Messe Next Month.

The famous Leipzig Messe commences on March 3. There is an autumn gathering, but the spring fair is the more important and attracts buyers from all parts of the world. Those who should know, anticipate an exceptionally interesting series of talking machine exhibits, the chief continental firms having secured large accommodations some time ago. Inquiries reveal the fact that representatives and heads of British houses will attend in force, an unusual number having intimated an intention of visiting the fair.

New Colonial Copyright Legislation.

Replying to a member in the House of Commons, L. Harcourt said that the commonwealth of Australia and Newfoundland had passed legislation adopting the copyright act, 1911.

Heavy Fine for Song Pirate.

For an infringement of the musical copyright act of 1911, a printer, who it was stated had printed something like 700 gross of pirated music, was mulcted in a fine of £5 and 1 penny per copy for the 7,000 copies found on his premises, and in addition an order was made for the confiscation of the plates, etc., or one month's imprisonment.

New Artists on "His Master's Voice" List.

Two or three new artists contribute to the latest "His Master's Voice" list, notable amongst whom is that popular music hall comedian, Wilkie Bard, whose services I understand, will be exclusively retained by this company. His first issue, "The Night Watchman," teems with humor from beginning to end, and the enunciation being exceedingly clear, the record is certain of a big demand. The list under review is a particularly long one, and contains a further batch of double-sided instrumental issues, among which are several entrancing rag time numbers rendered as orchestrally perfect as one could wish. As sung by Madame Eleanor Jones-Hudson, His Master's Voice Co., are to be congratulated upon the issue of perhaps the two most popular pantomime numbers, "My Heart Is With You To-night," and "Take Me Back to the Garden of Love," both of which are magnificently rendered by the lady in question. The famous New Symphony Orchestra is responsible for: *Lyrische Suite*, No. 1, "Shepherd's Boy," No. 2, "Norwegian Rustic" march (Grieg), and

other records in the single-face list are: "Petite Suite de Concert," Demand et Response (Coleridge-Taylor); and "Petite Suite de Concert," Un Sonnet d'Amour (Coleridge-Taylor), Imperial Philharmonic Orchestra; "Grizzly Turkey Trot" (Roth Roberts), Pryor's Band; "Wearin' o' the Green" (Hall), John McCormack; "Stars May Forget" (R. Groome), Thorpe Bates; "The Bosun's Lament" (W. H. Squire), Harry Diarth; "Blow, Blow, Thou Winter Wind" (Sargeant), Robert Radford; "Tarrystock Goosy Vair" (Trythall), Charles Tree; "She Wandered Down the Mountain Side" (Clay), Miss Percival Allen; "Thora" (S. Adams), Ruby Helder; "My Ain Folk" (Lemon), Mme. Edne Thornton; "When Hands Meet" (Pinsuti), quartet, Miss Percival Allen, Mme. Edna Thornton, Messrs. John Harrison and Robert Radford; "Gems from 'Mignon'" (Thomas), Grand Opera Company; "Scherzo" (Dittersdorf-Kreisler) (Ciolin), Fritz Kreisler; (a) "Waltz in G Flat," and (b) "Waltz in E Minor" (Chopin) (piano), Herr. Wilhelm Backaus; "Gems From 'The Girl in the Taxi'" (Jean Gilbert), Light Opera Company; "I Can't Refrain From Laughing, 'The Geisha'" (Lambelet), Clara Evelyn; "She's the Lass for Me" (Lauder), Harry Lauder; "I've Got My Eye on You" (Arthurs and Leigh) Clarice Mayne (accompanied by "That"); "Mysterious Moon" (Brown-Ayer), Edna Brown (and chorus); "That Mysterious Rag" (Berlin-Snyder), American Quartet; H. M. V. Double-Sided Records: "La Duchesse Chermante" and "British Imperial Chimes" (Walter Partridge); "Suite from 'The Mirecal Procession and Children's Dance,'" and "Suite from 'The Miracle,' the March of the Army of Dead Motif" (Humperdinck, arranged by F. Winterbottom, the Band of H. M. Coldstream Guards; "Ragtime Violin" (Irving Berlin), and "The Wedding Glide" (Hirsch); "There's a Girl in Havana" (Goetz and Sloane), and "All That I Ask Is Love" (Ingraham), Jacob's Tracadero Orchestra; "The Grasshoppers' Dance" (Bucalossi), and "Three Irish Dances," first dance (Ansell), Metropolitan Orchestra; "Nights of Gladness Valse" (Ancliffe), Mayfair Orchestra, and "Dance of the Little Feet," gavotte (de Breville), De Groot's Orchestra; "The Ghost of the Violin," two step march (Kalmer and Snyder, arranged by W. Schulz), the Ragtime Orchestra, and "The Popinjay," one or two step, De Groot's Orchestra.

New Ragtime Issues on Zonophone.

It would be difficult to find a phase of music that has experienced such a vogue as ragtime. It is just as popular as ever, and although there are some who think one can have too much of a good thing, the talking machine dealer at least cannot be accused of that belief. It is even within the pale of probability that ragtime has moved many people to the purchase of a machine and records, where otherwise they would have remained indifferent. Any way, distributors have reaped a rich harvest of sales, and the boom is still on. Ragtime will certainly be responsible for a large business during the coming spring and summer months, for it is a type of light, fragmentary music eminently suitable for the days ahead when light entertainment in the home or garden is preferable.

This brings me to the latest zonophone ragtime issues. With their usual enterprise, the company have exerted every effort and spared neither time nor expense in the production of a really comprehensive list covering practically every known ragtime issue of merit.

New Companies.

Combinophone Co., Ltd., talking machine manufacturers. Capital, £250. Office, 22 Chauncery Lane, London, E. C.

Diploma Gramophone & Record Co., Ltd. Capital, £100. Office, 220 Old St., London, E. C. From the same address is registered: Victory Sound Productions, Ltd. Capital, £100; Kalliope Co., Ltd. Capital, £100.

National Gramophone Co. (1913), Ltd. Capital, £250,000. Office, 15 City Road, London, E. C. The company has been formed to take over the present National Gramophone Co., Ltd.

YSAYE DELIGHTED WITH RECORDS OF HIS PLAYING.

The Famous Violinist Pays Great Tribute to Columbia Co. in Connection With the Records Recently Made of His Playing—To Have Won Such a Tribute Is Something to be Proud of, For Ysaye Ranks as One of the World's Masters of Tone—First Records Containing Many Well-known Numbers, to Be Issued Late in March.

In this busy age we do not often stop to think of the wonderful blessings we enjoy musically. Just think of the pleasure—the educational value—of being able to hear within one's home the instrumental and vocal works of the greatest musicians of the world interpreted by the most famous artists.

This has been made possible through the talking machine which is fulfilling an artistic mission as a stimulator of musical art and appreciation in America that is bound to win in due course proper recognition from writers of musical history.

Only last month we announced in The Talking Machine World that Eugen Ysaye, the world's greatest violinist, had made a lifelong contract with the Columbia Graphophone Co. to reproduce Columbia records exclusively.

Just think what this means! Ysaye's playing not only for to-day, but for posterity!

Here stands a violinist in the very maturity of his art—not merely a master technically, but a musician of breadth, dignity and power, who is enabled to transmit the very soul of what he plays to his hearers—who inspires and elevates, for he is a master of phrasing and of all those beauties of detail that express temperament and that indescribable something called "genius" which moves and enthuses those who love music in its best and highest forms.

It was a great achievement on the part of the Columbia Co., and a matter of satisfaction to thousands, to so arrange that Ysaye's art may be perpetuated through Columbia records, thus enabling him to entertain and delight forever his millions of friends and admirers throughout the world.

That the Columbia Co. has been eminently successful in reproducing the wizard-like playing of this famous artist in record form is apparent in the sincere letter of appreciation which Ysaye has written the company after hearing his first records and in which he expresses satisfaction at their excellence and the perfection of the Columbia recording apparatus.

In addition to this tribute to Columbia mechanical and artistic ability, Ysaye personally autographed the label of each record before it left the laboratory. Every selection was marked either

"very good" or "excellent" by the master, after he had thoroughly tested each record, and convinced himself that they were true reproductions of his artistic talent. This personal approval of his records



Copyright by Underwood & Underwood, New York.

Ysaye Making a Columbia Record of a Brahms Number—Piano and Accompanist to the Left.

by the illustrious Belgian violinist is of considerable import to the public, as with this O K by

Ysaye himself, every purchaser of a Ysaye record is assured of musical reproduction that is true in every detail.

Since the announcement by the Columbia Graphophone Co., a few weeks since, that Eugen Ysaye had signed a lifelong contract with them for the making of Columbia records, the company has been deluged with letters of congratulation from musicians, laymen and members of the talking machine trade in every section of the country. The company well deserves this praise, for, in adding Ysaye to its list of talented musicians, it has captured a most eminent violinist, a musician whom critics agree is without a peer, and whose playing furnishes an example well worth emulation by younger generations. By his production of Columbia records, Ysaye hands down to posterity a faithful record of his remarkable talent and strengthens his hold on the affection and admiration of music lovers.

The testimonial sent by Ysaye to the Columbia Graphophone Co. is one which is a source of pride to the officials of the company. As he states in his letter, Ysaye never accepts any proposition that involves the use of his name without mature deliberation and thorough investigation. His evident appreciation of Columbia recording perfection is a certain proof of his enthusiasm when recording. This testimonial pays a tribute not only to the mechanical excellence of the records, but as Ysaye states: "I recognize in every note my individual manner of expression."

The testimonial from Ysaye reads as follows: "It is my custom to consider deeply any and every proposition with which it is suggested that my name be associated. The contract I made with you was the result of mature investigation. It is my belief that Columbia records are the finest made by anyone anywhere in the world. A word as to the records of my playing recently made by you—one thing is certain—in the recording and reproduction they are the best I have ever listened to. Your method of perpetuating the characteristic tone of the violin unquestionably excels all others. I recognize in every note my individual manner of expression. The records occupy a unique place in my esteem as artistic and scientific achievements. Accept my sincere congratulations and good wishes. (Signed) EUGEN YSAYE."

The first records of the world-famous violinist are listed in the advance list of Columbia April records, which are scheduled for sale on the 25th of March. Conservative members of the trade predict that they will prove to be the best selling records ever introduced. This success is well deserved, as they represent the playing of a violinist who will go down in history as a master musician and pre-eminently first in his chosen field. These first initial Ysaye records are as follows: Scherzo Valse (Chabrier); Berceuse (Lullaby) (Faure); Concerto in E Minor, Finale (Mendelssohn); Mazurkas, Op. 19 (a) Obertass (b) Menetrier (Wieniawski); Rondino, Op. 32 (Vieuxtemps); Hungarian Dance No. 5 in G (Brahms); Caprice Viennois, Op. 2 (Kreisler); Albumblatt (Wagner).

To those who have been fortunate enough to attend Ysaye's recitals the above numbers are familiar, and in view of his extended tour of the United States it can easily be realized what tremendous possibilities exist for the dealer in a sales way when these records are introduced.



Wanted—Live Dealers

There are about 1000 talking machines to every Sesco Stop in the country. There will soon be one Sesco to every 100 machines. Who is going to sell them in your city? The dealer who does should make a great deal of money.

We desire to allot exclusive territory to aggressive, ambitious dealers.

Write for interesting booklet.

Standard Electric Stop Company

Walnut and Thirteenth Streets

PHILADELPHIA, PA.



Two favorite classics by Josef Hofmann in the Columbia list for March—another chance to fill up the credit side of your Big Book.



Columbia Graphophone Company
Tribune Building, New York

ANNUAL BANQUET OF THE EDISON CLUB

Held Recently at the Lyceum in Orange, N. J., Attended by Thomas A. Edison and Three Hundred Others—Musical and Prandial Exercises Interesting—Letter to Members from Thomas A. Edison Enthusiastically Received—The Menu a Work of Art.

The second annual banquet of the Edison Club, which is composed of employees of the Thos. A. Edison Co., Inc., was held at the Lyceum, East Orange, N. J., the closing week of January. There were about three hundred present, with Thos. A. Edison as the guest of honor. With him on the stage were the Mayors of Orange, East Orange and West Orange. There was an interesting musical program interpreted by the various artists who make records for the Edison Co., and each and all seemed to do their best to make the great inventor realize that they were singing in his honor and for his benefit.

This was particularly true in the case of Miss

annual banquet is approaching, thus marking a milestone in the progress of your club.

"It is a source of much gratification to us to know of your success and to realize that the wholesome fraternal principles under which you organized have been so well observed that your club in the past year has grown from healthy infancy to lusty childhood.

"We extend our hearty congratulations, together with good wishes, for your future prosperity and usefulness."

The menu, by the way, was a work of art, and consisted of twenty pages of original matter, which was full of "hits" cleverly written and

McChesney, in which he spoke of Edison as "the greatest man living." The members of the entertainment committee having charge of the program were: W. F. O'Connor, chairman; Frank E. Evans, E. L. Walker, Fred Pullin and J. E. Sease.

Herbert R. Leisk is president of the Edison Club, William Courtney, treasurer, and Daniel J. Laushway, secretary. As may be inferred the Edison Club is composed of the employees of the big corporation which is under the management of Thos. A. Edison, and their annual reunions are always a source of enjoyment that are looked forward to with pleasure by the members.

AN ATTRACTIVE WINDOW

Arranged in Store of M. W. Waitt & Co., Ltd., Vancouver, to Celebrate Golden Jubilee.

M. W. Waitt & Co., Ltd., Vancouver, B. C., in order to celebrate the golden jubilee in business, arranged a special window display that attracted a



Great Gathering of Members of the Edison Club at Annual Banquet Held Recently, with Thomas A. Edison as Guest of Honor.

Elizabeth Spencer, the well known soprano, whose various numbers were sung with great feeling and were apparently enjoyed by Mr. Edison, for his expression with his hand to his ear taking in the sound, was strikingly like that in which he has been pictured in the now familiar trade mark.

The singing of the "Dixie Girls" quartet was also delightful; and the entire musical program was one of enjoyment. As is customary Mr. Edison made no speech to the "boys," but addressed them through a letter as he did at the last banquet, and a facsimile of which was printed in the menu. This communication, which was received with enthusiasm, also bore the signature of Carl H. Wilson, vice-president and general manager of the works, and was as follows:

"As we stand upon the threshold of another year we are reminded that the time of your second

abounding in quips largely of a local flavor. There were also several illustrations, one in particular, a double-page cartoon by Ray Morris, one of the entertainers, who featured just what happened on January 2d, when Edison assumed control of his various enterprises. It pictured Edison standing in his characteristic attitude, with hands in pocket, listening to the plaint of his chief subordinates, while everybody from the porter to the heads of the departments is hustling under the eye of the new "boss."

Thos. J. Leonard was master of ceremonies, and fulfilled his responsibilities most admirably. In addition to announcing the numbers on the program, he read a number of telegrams that were hits on the members of the club. One "real" telegram was that sent from Denver, Col., from the former president of the club, Leonard W.

great deal of attention. As the occasion was near Christmas, the window took on much of the holiday spirit and was decorated to represent a snow scene. The foreground showed a large sleigh drawn by a Cariboo elk, loaded with a piano, Edison Opera, and Victor IX, while two sacks filled with records had scattered over the snow on the ground. The sides were fenced in and tufted with snow, making the display very realistic.

The background showed a house with Santa Claus getting down the chimney, with an Edison Gem, and through the window could be seen a little boy and a Victor dog looking into the red fire. The window had extra lights, all told about 720 candle power, and so was very bright and attracted attention even from the crowds across the street. A noticeable result was the number of Edisons and Victors that the display sold during the week.

TO FILL ALL DEMANDS FOR EDISON DISCS SOON.

Perfecting of New Electro-Plating Process Will Enable Company to Fill Long Delayed Orders—Enormous Demand for Edison Disc Phonographs and Records in All Parts of Country—Frank K. Dolbeer Enthusiastic Over Popularity of the Edison Products—Many Visitors to Factory Recently Who Place Orders and Want Early Deliveries.

Those new gray hairs one sees on the heads of various executives in the phonograph sales department of Thomas A. Edison, Inc., can be directly traced to the new disc records and the standard set for them by "the Old Man." Long, long ago the recording experts and the members of the sales department and representatives of the jobbing and retail branches of the trade tried out the latest bunch of records and declared them to be perfect and well worthy of being placed on the market without a single apology. Then Mr. Edison stepped in and said they wouldn't do for his O. K., with the result that shipments were again held up, while further mechanical experiments and improvements were made.

The sun is beginning to shine again, however, for a week or so ago Mr. Edison declared that he had perfected a new electro-plating process which had begun to work smoothly and would soon be taking care of records fast enough to meet all demands. In the new plant, which is declared by experts to be a marvel of ingenuity, there are no chances taken with the danger of having foreign substances find their way into the record material, for all the materials and even the air which enters the room is filtered and cleansed with particular care.

With the new plant working smoothly and the pressing department going at full speed the prospects are that the trade will begin to receive records in satisfactory quantities at a very early date.

Meanwhile through the medium of letters, telegrams, telephone messages and even personal calls, the jobbers and dealers all over the country are making strong appeals for records to supply those who have already bought machines, to say nothing of records for stock. The sale of machines, even without records, has reached wonderful proportions, and the machine plant, already busy with current and stock orders will be completely swamped when the records are turned out in quantities, according to those connected with the selling end. One New England dealer has succeeded in placing over a dozen machines, though his entire stock of records consists of two, which he holds on to for demonstrating purposes, and other dealers have met with the same experience.

Meanwhile the representatives of the sales department are giving demonstrations of the new

machines and records at various points throughout the country and although the new contracts are such as will ensure the dealer paying strict attention to business if he is to make good, each demonstration is followed by applications for agencies from dealers who attend and hear the results of the new Edison products.

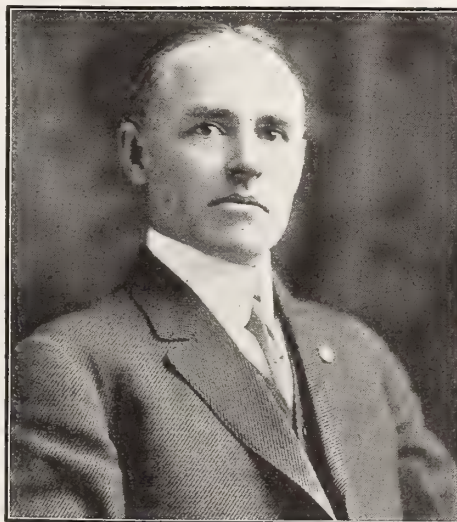
Frank K. Dolbeer, manager of sales, is thoroughly enthusiastic regarding the manner in which the Edison disc phonograph has been taken up by the trade and the interest shown in it by the public, the most difficult work at present being to select those best qualified to handle the line in certain sections from among those anxious to secure the agency.

Among the visitors to the Edison Phonograph Works in Orange during the past month were:

THEO. HARDEE APPOINTED CHIEF

Of the Liberal Arts Department of the Panama-Pacific Exposition—Appointment Pleases Piano Men, as Mr. Hardee Was for Some Time Connected with the Trade.

Members of the talking machine trade on the Pacific coast are especially interested in the announce-



Theodore Hardee.

ment of the appointment of Theodore Hardee as chief of the department of liberal arts of the Pan-

C. B. Haynes, Richmond, Va.; H. G. Stanton, Williams & Sons' Co., Toronto, Ont.; H. Phillips, Greenwich, Conn.; Carl E. Peck, J. H. Parnham and Fred. H. Lohr, Hardman, Peck & Co., New York; C. N. Andrews, of W. D. Andrews, Buffalo, N. Y.; W. D. Andrews, Syracuse, N. Y.; G. A. Gane, Brockton, Mass.; C. W. Fulkerson, Carbondale, Pa.; C. F. Shipley and Mr. Williams, Frederick, Md.; C. J. Francis and D. R. Harvey, of the Iver Johnson Sporting Goods Co., Boston, Mass.; N. D. Griffin, American Phonograph Co., Gloversville, N. Y.; H. E. Sidles, Lincoln, Neb.; J. P. Legard, Manchester, Conn.; C. R. Conklin, of F. E. Bolway, Oswego, N. Y.; J. Newcomb Blackman, New York; Lawrence H. Lucker, Minneapolis, Minn.; J. Lincoln Parker, Boston, Mass.; A. B. Clinton, New Haven, Conn.; W. O. Pardee, of the Pardee-Ellenberger Co., New Haven, Conn.; T. H. Reed, of Reed, Dawson & Co., Newark, N. J.; A. Eckel, Brooklyn, N. Y.; Fred. Lord, of Lord & Co., Portland, Me.; F. H. Thomas and Mr. Birdsall, of F. H. Thomas & Co., Boston, Mass.; E. W. Hedman, with Lawrence H. Lucker, Minneapolis, Minn., and Louis Buehn, Philadelphia.

ama-Pacific exposition, to be held in San Francisco in 1915, in view of the fact that Mr. Hardee was formerly connected with Eilers Music House. It is expected that his former connection with the trade will result in adequate arrangements for the display and proper exploitation of the pianos and other musical instruments at the exposition.

Mr. Hardee, moreover, has had wide experience in exposition work and has spent much of his time recently traveling in Europe in the interests of the Panama-Pacific exposition, on which mission he has met with great success.

RECORDS FOR POSTERITY.

Prof. Ferdinand Brunot, of the Sorbonne, Paris, is establishing a museum of voices or "archives of oratory," with a view to preserving for future generations the voices and words of today. He believes the phonograph as wonderful an invention as Gutenberg's printing.

Beginning with a small donation from a private individual and \$400 from the university, he made a tour collecting French dialect discs. Now he is making a collection of 800 discs on a tour of the world from Pekin by way of America, including even Sioux Indian legends.

This collection he means shall embrace every spoken language of the world. He hopes to make it as complete as the National Library. Every dialect representing every national character, statesman, preacher, actor or orator is to be collected in this vast phonographic museum.

JOBBERs intending to **IMPORT**
TALKING MACHINES, MOTORS,
DISC-RECORDS SHOULD VISIT

OUR SHOW ROOMS AT THE **LEIPZIG FAIR** AND INSPECT OUR NEW MODELS.

POLYPHON-MUSIKWERKE, A.-G.

Works: Leipzig-Wahren 41

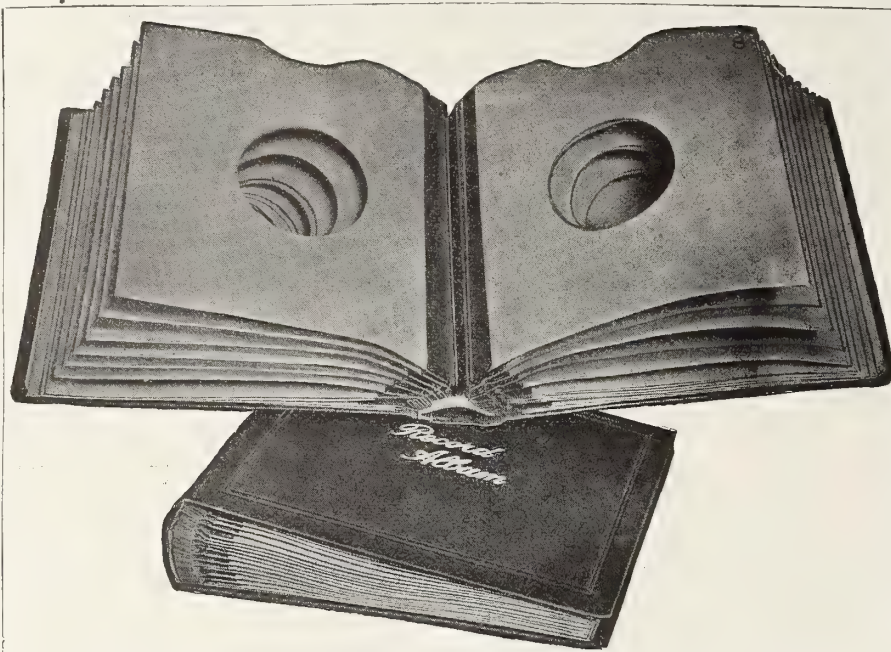
Show Rooms: Leipzig, Petersstr., 28 I.

FAMOUS RECORD ALBUMS

WE MANUFACTURE MORE ALBUMS THAN ANY OTHER HOUSE

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen.

Our Albums are first-class in every particular, and are sold at very low prices.



OUR SUPERB ALBUMS SHOWN OPEN AND CLOSED.

MADE IN TWO SIZES TO FIT ALL 10 AND 12-INCH DISC RECORDS.

These Albums contain 17 pockets made of strong fibre paper, each pocket having a hole in the center, as shown in the picture. These pockets are so made that they show very plainly both the single and double face titles on the Records. The Albums are bound in the finest quality of Brown Silk Finish Cloth, with gilt title on front cover. They are also bound in imitation leather. Write for sample and prices of our Albums, which are superior to all others.

Address NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa.

RECORDS OF STANDARD SELECTIONS BEST SELLERS.

This Is Demonstrated by the Increasing Demand for the Old-Time Operatic and Standard Musical Numbers—A Natural Reaction from the Ragtime Craze—Use of Fibre Needle Grows in Favor—The Detroit Trade Viewpoint—Dealers Assisting Patrons.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 10, 1913.

A feature of the talking machine business in Detroit recently has been a gain in the sale of the standard records of back catalogs. "We sell about 20 per cent. more of them than we formerly did," said K. M. Johns, manager of the Columbia jobbing and retail house here. The managers of other stores made estimates varying but little from this.

The Columbia people are making a special campaign on the best records of the earlier output. With every catalog of new records they send a circular entitled, "Standard selections that ought to be in every collection." In it are listed the songs and other renditions that go on from year to year and from generation to generation—the kind that live forever because of their intrinsic worth. The name of the artist does not matter so much with these records, if he or she was a good one. It is the music that counts.

"The trouble with practically all parties, upon buying their first talking machine, is that they select a lot of the songs of the day for their first assortment and soon tire of them," said Mr. Johns. "They buy another lot and tire of them also. Then they wonder why. They begin to select more carefully, asking the advice of the salesman. The latter offers them the music of quality. They try it and get wise and begin to build up a library worth while. They pay more attention to the old catalogs than they do to the new ones. From the new ones, of course, they take whatever standard productions may be offered.

"It is less difficult to educate the public to the best music in talking machine records than in sheet music. In the sheet music the lower grade, the so-called popular productions, have a low-grade

price. But a talking machine record can't be bought for 10 cents, or a quarter. If it has rag time on it, played by some one well known, it costs as much as though it carried grand opera. Few ears and few brains are so dull that they cannot soon distinguish between the classes, and the price being equal they take the superior music."

"Caruso's best selling record is his first one, from the opera 'Martha,' said Manager Harry Rupp, of the talking machine department of Grinnell Bros. "Quality counts in talking machine records, not age. Caruso has made dozens of records since, all good, of course, but it happened that his selection for his first record was his best. The public recognizes this and continues to buy it, year after year. Records of Sembrich, Calve and others go in a similar way. They are all good, and they all sell continuously, but their best ones sell in greatest quantities, even if made years ago."

Another thing upon which the public has, too, become educated is in the use of the fibre needle. Some of the talking machine buyers are too impatient, and get disgusted with the fibre needle before they learn wherein lies its best value. A record does not play as well in its first time over with a fibre needle as with a steel point. It must be played three or four times. Then it will render beautiful, soft music. It is plainly evident, from the results of demonstrations, that most people like soft music, but a large number of them get disgusted with the fibre needle before they learn how it works. The dealers are teaching them this. They sell them records that have been "broken in," as examples. So the use of the fibre needle is increasing, in spite of the fact that it costs more originally. As it can be repointed, however, users who have the patience to do so can make them cost less than steel points.

DISC RECORD ALBUMS

ARE WHAT EVERY

Talking Machine Owner

NEEDS AND MUST HAVE

With the index they make a complete system for filing away all disc Records, and can be added to, Album by Album, as Records accumulate, like books in a library.

The dealers are assisting their patrons by issuing classified lists of records. Their customers who like opera songs can find the titles bunched; likewise the people who like sacred music, comic music Southern melodies, or any other sort. It saves them searching catalogs and assists business by speeding it along. This is of more consequence than might appear on the surface in view of the large demands made upon the salesmen of all stores for demonstrations.

HOW VICTROLA WAS SELECTED.

Music From Talking Machine Store While Thaw Was Attending Court in White Plains, N. Y., Results in Purchase of Victor Outfit for His Own Amusement.

The Victrola, which, as announced in the daily newspapers, was secured by Harry K. Thaw, for his entertainment while confined at Matteawan, came from Hunt's Leading Music House, White Plains, N. Y. When Thaw was in White Plains some time ago for the purpose of appearing before the court in an action to secure his freedom, he was entertained by the evening Victrola concerts given in Hunt's music house, near which his rooms were located. When he returned to Matteawan, Thaw received permission from the authorities to have a talking machine in his quarters and the order to Hunt's Leading Music House resulted. It is said that the music is having a most beneficial effect on Thaw.

DON'T GET THE HABIT.

The second doing of a thing is always a little easier than the first, and the tenth time it is easier than it was the second. This applies to losing your temper, driving nails, memorizing one of the psalms or learning to smoke. Whether the act in question is good or bad, whether it calls into use mind or muscles, each repetition makes the doing easier. Be on your guard against doing twice the thing you do not wish to continue indefinitely.



Columbia profits, whether on records or instruments, never give you a moment's uncertainty. They are positively fixed, and you know before you sign your contract what rate of profit will come to you.



From "Music Money"—a free book you ought to have.

Columbia Graphophone Company
Tribune Building, New York

TRADE CONDITIONS IN BALTIMORE.

Reorganization of the Sanders & Stayman Co., Inc., Enlarged With Ample Capital, One of the Important Items of the Month—Handles the Victor and Columbia Lines—Dealers Without Exception Well Satisfied Regarding Trade for January and the Outlook for This Spring—News of General Interest.

(Special to The Talking Machine World.)

Baltimore, Md., Feb. 5, 1913.

There has been no decided falling off in business during January as compared with December, but in a comparison of figures with January of 1912 the past month has shown a handsome increase. This is, in short, the substance of statements made by all the Victor and Columbia dealers, while the same old complaint of lack of sufficient machines is still prevalent.

Albert Bowden, who has charge of the talking machine department of The Sanders & Stayman Co., Inc., states that both the Victor and Columbia lines, which his concern handles, have been greatly in demand and that the prospects are excellent for an indefinite continuance of these good results. High-grade record trade is also good.

This old-time house has just been re-incorporated. It was formerly Sanders & Stayman, but by the reincorporation it is now The Sanders & Stayman Co., Inc. G. Wright Nicols, former president, has resigned in order to devote his time to traveling and his brother-in-law, Charles H. Dickey, a prominent business man of Baltimore, is president. Albert M. Doty is secretary and

William B. Turlington is treasurer and manager. Mr. Turlington will be the active head of the firm and has mapped out a most progressive campaign, both for the talking machine and piano departments, the firm also being local representatives for the interests of Steinway & Sons, of New York.

Thomas Gordon, proprietor of the Gordon Talking Machine Co., announces that January was a good month for the Victor and Columbia machines, which he represents, and that this month showed a substantial increase over the same month of 1912. Joseph Fink, head salesman for the Gordon Co., made a number of good sales, including a number of high-priced machines.

"Just say for me that there has been no let up in the good results that have been obtained for the past five months." This is the way Manager Denison, of the local branch of the Columbia Graphophone Co. states matters. Mr. Denison says that January has shown up remarkably well and there are enough prospects to keep his force going at a lively rate for an indefinite period.

At the local store of E. F. Droop & Sons Co., Victor representatives, Manager W. C. Roberts stated that the business has increased to such an extent that he finds it necessary to put in a number of new demonstrating rooms. This work will be started immediately and will be completed within a short time. Mr. Roberts will make a trip to the Victor factory some time this week.

M. Silverstein, who has charge of the talking machine department of Cohen & Hughes, handling the Victor line, is still kicking about his inability to get in enough machines to supply his customers.

January was a great month for the firm and a number of orders have not yet been filled because of the shortage of machines. Cohen & Hughes are making a number of changes in their store, including a re-surfacing of the floors and new papering of up-to-date patterns, including a number of musical figures on the borderings.

BUSINESS STEADILY GROWING.

Simplex Start and Stop Device Becoming Popular, According to Manager Kirkman, of the Standard Gramophone Co., Who Tells of the Company's Progress.

"Our business is progressing very nicely," stated Thomas W. Kirkman, manager of the Standard Gramophone Co., 173 Lafayette street, New York, in a chat with The World. "Our list of clients is increasing each day, and we are adding the names of firms and individuals prominent in the talking-machine and piano fields. The best part of this steady growth in popularity of our Simplex start and stop device is the fact that every user of our device is well satisfied with the results received, and we are in receipt of many letters from our clients commending the construction of the Simplex and stating that their customers are more than pleased with it.

"One of our traveling force recently returned from an extensive trip through New England, where he was successful to a marked degree. As a result of his trip in this territory we have placed our device with practically every jobber and dealer of importance in this part of the country. One of our road force is now in the Middle West where he reports excellent prospects in our field, while another one of our travelers is at present visiting the Southern trade. As a result of this road work, we feel that we are in a position to state that our device will be shortly on sale in every city in the country with a population of 50,000 or more. We are planning an extensive newspaper advertising campaign in order to assist our trade as much as possible, and the results of our first few weeks newspaper advertising have already convinced us of the desirability of enlarging our publicity plans in the very near future."

11,000 MILES OF FILMS.

Produced by Use of Moving Picture Theaters Last Year in the United States.

The United States is the largest producer of moving picture films in the world, according to figures which have just been compiled by the Bureau of Statistics. Besides the millions of feet produced for the thousands of moving picture theaters that dot the land, it produced last year for export more than 60,000,000 feet—approximately 11,000 miles—or almost half the circumference of the globe. More than three-fourths of the films exported went to the United Kingdom.

HANDLING TALKING MACHINES.

Layton Bros., of Montreal, Can., have recently opened a Columbia and Edison department under the management of R. S. Dudley. A complete line of machines and records will be carried in stock at all times.

The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

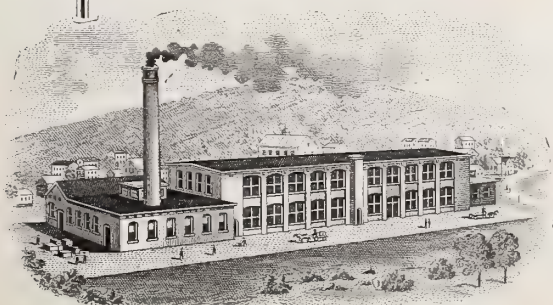
FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us:

Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business.

Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.



SALTER'S FELT-LINED SHELF CABINETS



No. 102 DISC CABINET

Size 34½ in. High,
Top 21½ x 21½ in.

THIS CABINET FINISHED IN MAHOGANY OR ANY FINISH OF OAK.

Are the only ones that afford
PERFECT PROTECTION
to records.

THIS means satisfied purchasers and YOU know what THAT means—Mr. Dealer.

We call your attention to the increasing cost of goods of this description and advise that you send for our catalogue now.

SALTER MFG. CO.
337-43 Oakley Ave. - Chicago

THE ONLY MAKERS OF FELT-LINED SHELF CABINETS and "SALTER ADJUSTABLE CORNERS"

BUSINESS CONDITIONS BETTER THROUGHOUT MICHIGAN.

Indications in the Leading Stores of Detroit Are for a Business This Year Far Better Than That of 1912, Notwithstanding the Colossal Record That Will Have to Be Eclipsed—Working to Put an Extinguisher on the Oldfield Bill—H. J. Turnell & Co. Has the Columbia Line—Sixty-four Per Cent. Increase in Grinnell Business—Other Items.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 10, 1913.

Sales of records always are brisk in January because of recipients of Christmas talking machines stocking up with operating material, but in the January just closed they were the best in history. The condition of business seems to be better throughout the State, also, for January collections were equal to or better than those of December in all jobbing houses. December generally is the star month for collections, as most dealers are in position, through active cash business, to discount all their December bills.

"Some people probably will ascribe the improved business conditions out in the State to the good crops of last year," said one manager. "That is the stock reason which generally is given for unusual business activity outside. But I think it is due to a more intelligent conduct of business. Any man can succeed in any good business with a little experience and a lot of intelligence. When we see firms in the talking machine business going to the wall, we can make up our minds that it is because the business is not conducted along intelligent lines. The phonograph business is a going one to such a tremendous extent that no sane person in it need fail."

The indications in all the stores are for a business this year far better than that of 1912, notwithstanding the colossal record that will have to be eclipsed. "We are getting unusually desirable inquiries by mail from business men up in the State who desire to take on talking machines," said Mr. Johns, of the Columbia Co. "This is as good evidence as I want of what is before us. When they come after us, instead of waiting for us to go after them, it is a pretty good sign.

"It doesn't make much difference what business a man is in, if he is capable he can make a success of the talking machine business. I think the ideal place for talking machine agencies is in piano stores, but the policies of the piano manufacturers prevent us placing them in piano stores in small cities. The chances are about ten to one that the piano dealer is handling consignment stock and isn't worthy of a line of credit individually. So we have to go to the furniture store, or some other place where the proprietor owns his stock."

The Columbia Co. made a promising connection in Jackson February 1, placing their line with H. J. Turnell & Co.

Grinnell Brothers almost doubled their purchases from the Victor Co. in 1912, as compared to the figures of 1911. The exact percentage of increase of business was not available, but the increase in the Grinnell branch store here on Monroe avenue was sixty-four per cent. The trade is of the pleasant, eager kind; no grumbling about high prices; no charges of "a trust," in spite of the aims of the Oldfield bill to forbid alleged price fixing. People buy talking machines because they like them at the price at which they are offered and think they are getting their money's worth. They don't care for a cheap foreign machine.

Detroit business men have done their share toward putting an extinguisher on that Oldfield bill. About every man of consequence in the city has written to the Michigan Congressmen urging opposition to the measure. It is believed that it is dead. Certainly it won't be brought up in the fag end of the present Congress, nor in the extra session. And it is believed that the new Congress will not bother much with the hobbies of the expiring one.

An old fad of musical critics, of saying, when a singer happens to be in poor voice, that she, or he, "sounded like a phonograph," was put to the bad here this week. A prominent concert singer gave a recital here, and having a slight cold, did not make a favorable impression. The talking machine dealers are now playing her records in demonstrations, and calling attention to the fact that if the real "best" of the singers is wanted, the place to go for it is to a talking machine, for a singer always is at his best when he sings for a record. If he wasn't, his services wouldn't be accepted. There are no disappointing "off nights" with the records.

DEMAND FOR FOREIGN RECORDS.

Accompanying its regular list of April records, the Columbia Graphophone Co. sent out to dealers this week the foreign record catalogs, which it now has ready for publication, and a special order blank.

The Columbia Graphophone Co. issues foreign records in twenty-nine different languages, or dialects, and this department has grown to such proportions that Anton Heindl, who is in charge of the foreign-record division, was obliged to move his office to the Columbia laboratory at 102 West Thirty-eighth street, New York, in order to be in close proximity to the actual production of the records.

Columbia dealers throughout the country are taking an active interest in the development of their foreign record clientele, and many dealers have found it profitable to devote a considerable part of their newspaper publicity to the presentation of foreign records. The 29 foreign languages that are now catalogued by the Columbia Graphophone Co. are as follows: Armenian, German-Austrian, Bohemian, Chinese, Croatian-Serbian, Cuban, Danish, Finnish, French-Canadian, Greek, Hawaiian, Hebrew-Jewish, Hungarian, Italian-Neapolitan, Japanese, Javanese, Lithuanian, Mexican, Norwegian, Polish, Portuguese, Roumanian, Russian, Ruthenian, Slovak, Swedish, Spanish, Turkish, Welsh.

SHORTAGE OF MACHINES AND RECORDS PREVAILS.

Is the Report of Cleveland Dealers, Who Closed an Excellent Business for January—U. S. Phonograph Co. Notes Increased Appreciation of Its Products—An Interesting Victrola Booklet—Columbia Co. Pushing Energetically After Business in Ohio—What Leading Concerns Have to Report Regarding Conditions Present and Prospective.

(Special to The Talking Machine World.)

Cleveland, O., Feb. 10, 1913.

General conditions in the talking machine trade are healthy and compare favorably with those in any other line of business. Most of the dealers are, as they have been, still handicapped by a shortage of both machines and records, but since the first of the year some relief has been afforded, as the desired styles have been coming forward more freely. Business continued good all through January and this month will prove quite as prosperous. The record business is good and growing to immense proportions.

At the time when the talking machine was crude, the industry in its infancy and just developing, Geo. J. Probeck started in the talking machine business and is the first and oldest dealer in Cleveland who has been continuously in the trade. He was the first to handle Columbia goods in this section, and since 1900 had sold these goods exclusively, either on his own account or as agent for the company, until two years ago. Since then he has had the management of Dictaphone, from which position he retired Feb. 1, but continues with the company in that department.

G. M. Nesbitt, of the United States Phonograph Co., reports business is moving along prosperously at the company's factory. Demand for the United States Royal and United States Rex machines continues unabated and the company is now confining its output to those two styles, which seem to meet all requirements. The products of the company are in high favor with dealers who are handling them.

President T. H. Towell, of the Eclipse Musical Co., wishes he were able to obtain more goods, sure that the sales will take care of themselves. The wholesale department, under the able supervision of P. J. Towell, is doing a prosperous business.

One of the most attractive and interesting uses that the Victrola has been put to in Cleveland is the lecture on "Musical Appreciation," given by Mrs. Parr, musical supervisor of the Cleveland public high schools. In these lectures F. E. Lane, of the Eclipse Musical Co., assists her by illustrating her ideas with the Victrola. These talks and demonstrations have proven so interest-

ing that social clubs, lodges and churches are very anxious to have Mrs. Parr give this fine illustrated lecture. In a school where Mr. Lane placed a Victrola a stereopticon is being used in conjunction, showing scenes from operas which the instrument rendered.

The Columbia Co. is energetically going after the business of Northern Ohio and is meeting with great success. In the wholesale, retail and educational departments trade is lively and continually improving. Mr. Madson, manager, says the retail business kept up remarkably well throughout January, making a very considerable gain, and he thinks February will show still further gains. C. A. Routh sold a Columbia machine to the Lakewood school last week. The principals here are enthusiastic and anxious to have Mr. Routh visit their schools. He has made a success of taking the schools, grade after grade, and showing the teachers how to lessen the arduous labor of their every-day work.

Conditions at the distributing Edison warerooms of Laurence A. Lucker are practically as have existed for some time. A. O. Peterson, manager, said: "Business is fairly good and would be fine if we could supply the demand, but we are seriously handicapped in that we are unable to obtain the disc records. We are also unable to supply the demand for Blue Amberol records, although we are taking all the factory can furnish. We have a fair supply of the disc phonographs in stock, but it would soon be exhausted if we had the records. Orders are coming in very freely and we have a large number booked for delivery as soon as the goods arrive."

T. A. Friedlander, manager of the Bailey Co. talking machine department, is very optimistic about the trade. He stated there had been no cessation in the volume of business since the first of the year, that in fact they had been as busy during the past month as they were in December. Sales of Victrolas VIII and X, and the Edison disc and Amberola, are especially good.

The talking machine trade of the Hart Piano Co. is steadily increasing and it is receiving the close attention of the company. The manager stated demand was excellent all along the line for Victor and Edison machines and records.

"Splendid business," is the terse expression of Miss Ethel M. Volk, manager of the talking machine department of the Macy Co. "The volume of our trade each month is exceeding that of a year ago."

Wm. Taylor, Son & Co. is building up a fine trade in the talking machine department. The manager reports large sales of Victor machines and records.

The Caldwell Piano Co. is doing a prosperous business in talking machines in connection with the piano trade.

Bessie M. Brabler, in charge of the talking machine department of the Colletter & Sayle Co., said the demand for Victor machines and records was good, but that the company had been able to only partially meet it. Phil Dorn, manager, visited the Victor factory last week and secured a shipment of machines and records, which is now arriving and replenishing the denuded warerooms.

Charles I. Davis, music publisher and jobber, who conducts a chain of 15 retail stores, reports that he did the largest volume of business last year since he has been in the trade. The talking machine end especially has been more than satisfactory in the stores where he carries the Victrolas. He contemplates installing the Victrola line in several of his Eastern stores in the near future. His stores are all equipped in the most stylish and attractive form, and are located in the midst of the shopping districts. He finds that talking machines and records fit in most admirably with his other musical specialties.



You don't have to go down on your knees

and fairly beg us to send the goods when you give us an order. We won't put you off with promises; we won't keep you "up in the air".

There's never a bit of uncertainty about what will happen to any order you intrust to us. You can always measure our service by this invariable rule—all goods shipped the same day the orders are received.

Send us an order and you don't need to give it another thought. You can go right on tending to your business with the assurance that the goods will come in on schedule time.

That's what makes us so "solid" with our dealers. Our business is conducted along the lines of quick and efficient service, and our stock of Victors, Victor-Victrolas, Victor Records, record cabinets, needles, fibre cases, horns, repair parts and other accessories, is always kept up to the mark so we can instantly meet all demands that are made upon it.

Our catalog will be of interest to you. Write for it to-day and we'll also send you our booklet, "The Cabinet That Matches".

Victor foreign records

The entire list is here, ready for immediate delivery:

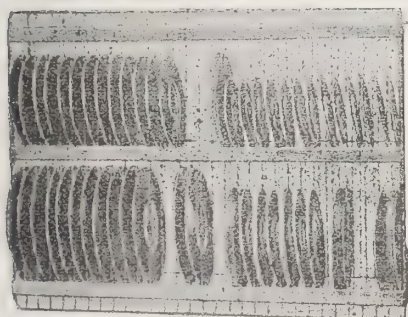
Arabian	Greek	Norwegian
Bohemian	Gregorian (Latin)	Polish
Chinese	Hawaiian	Portuguese
Croatian	Hebrew	Roumanian
Cuban	Hungarian	Russian
Danish	Italian	Sistine Choir (Latin)
Finnish	Japanese	Slovak
French	Jewish	Spanish
French Canadian	Mexican	Turkish
German	Neapolitan	Welsh

"If it's in the Victor catalog, we have it."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street New York



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Eight Ysaye records will soon be announced to the public at \$1.50 each; the only trouble Columbia dealers will have with these records will be to avoid being sold out too often.



Columbia Graphophone Company
Tribune Building, New York

THE REPRODUCER AND ITS CONSTRUCTION.

Many Enlightening Facts of General Interest to the Talking Machine Dealer, and Others, Set Forth in Technical Description of New Columbia Reproducer—The Importance of the Diaphragm and the Care Necessary in Selection—The Creation and Reproduction of Sound a Marvelous Phenomenon and Its Reproduction Is Most Important and Vital.

Sound reproduction as applied to the talking machine is to many somewhat of a mystery. Too few have concentrated on this most vital feature of the talking machine, hence the value and importance of an article which appeared recently in the Columbia Record, and which, while referring specifically to the Columbia Co.'s new reproducer, treats in a broad way of its important functions. The data therein has an enlightening and educational value which makes it of exceeding interest, hence its reproduction in part as follows:

"Sound, generally speaking, is created by frictional rubbings or by a blow of some kind, the results of which are made manifest by certain vibrations, which in turn disturb the air and set up a wave movement, the air thus acting as a medium of travel for the sound so created. Different sounds are represented by a difference in the number of vibrations per second, with a resulting difference in the form of the sound wave.

"Sounds are audible to the human ear from about thirty vibrations per second to 16,000 or 20,000 per second, but in music, sounds are used only for about seven octaves; that is, from forty vibrations per second to a little over 4,000 per second. That is the range of vibration in sound that a reproducer has to reproduce. That means that the little needle-arm on every Columbia reproducer has to make anywhere from 4,000 to 40,000 vibrations or blows on the diaphragm every second and to jump from perhaps 40,000 to 4,000 in the thousandth part of a second. Wonderful as this fact in itself may seem, still more wonderful is the fact that all the different vibrations from the instruments in an orchestra are carried into one wave line on a record. One might suppose that as each instrument has a different tone wave and a different set of vibrations for each note that such a confusion of sound would be set up when they went through a recording instrument as would result in nothing but a conglomeration of noise. That is not the case, however; because when the sound of an orchestra is recorded it imprints on the wax record a single wave line corresponding to the complex sound wave formed. In other words, there is one general sound wave formed of all the other sound waves. That wave precipitates itself on to the diaphragm of the recording instrument and that produces in the wax record a single wave line corresponding to it. This in turn is used in connection with the reproducer in such a way that it throws off the same identical sound that was put into the original wax.

"This is brought about by putting a pointed needle in the groove of the finished record and allowing the record to rotate under the needle at the same speed at which the record was made. The wax groove causes the needle-arm to vibrate against the flexible diaphragm and this in turn agitates the air on the inside of the reproducer, but setting up vibrations, corresponding vibrations

and tone waves. The air into which those vibrations are shot has only one means of exit, and that is through the tone-arm and horn.

"In designing a reproducer amplitude must be considered; that is, the maximum and minimum length of stroke to be made in order to get perfect vibration for long or short tone waves. In other words, for loud or soft tones.

"Right here is where we come to one of the most difficult things in designing a reproducer. If the diaphragm is too thick there is not enough elasticity to give a full stroke. The result is a tubby sound. On the other hand if it is too thin we have a raspy or edgy sound. And at no point in the operation of a needle-arm must the diaphragm be subjected to any mechanical strain. The elasticity must not be hampered in any way. Also in order to get purity and volume of tone and freedom from blast the needle-arm itself must be unhampered by any useless inertia. In other words, it must be balanced on the pivoting or fulcrum point. The weight of the needle-arm from the needle point up to the fulcrum and the weight of the needle-arm from the fulcrum to the center of the diaphragm, including the diaphragm, must balance each other perfectly. To test this take our new reproducer and put a diaphragm upon it and then pivot it on centers and it will be found that we have practically obtained this balance which is a new feature in reproducers.

"One of the most important factors in the new reproducer is the needle-arm, which is nothing more or less than a section of a tuning fork. It is made of one solid, continuous piece of metal and there is nothing in the world that can make a needle-arm so perfect in its vibratory action as a piece of tempered steel for the simple reason that this has all the vibratory qualities of a tuning fork. This is exactly what is required, for we are using this needle-arm for the sole purpose of transmitting various vibrations at wide variations and it must be responsive and sensitive to every vibration that we want to reproduce, whether it be 4,000 or 40,000 a second. The fact that our new needle-arm is made out of one solid piece of dropped forged steel accounts in a large measure for its sensitiveness and also for the clearness and fullness of tone. So much for the method by which the reproducer gathers up the sound. Now for the method by which it disseminates it. Here we use a natural means to transmit the vibrations of the diaphragm to the open air of the room. Therefore every consideration must be given correct proportions. First, the air chamber under the diaphragm next to the tone-arm must be absolutely air tight. To secure this we have designed a moulded gasket cut of solid rubber, instead of using rubber tubing. This rubber carries a little groove near the bottom and in this groove the diaphragm is placed, being carefully centered. This gasket is a little smaller than the inside of the reproducer head so as to still

further insure freedom in centering the needle-arm in the diaphragm.

"When this gasket is put into the reproducer and a spring ring inserted on top, it makes a perfect packing for the air column under the diaphragm, and in this way we get not only no variations in the manufacture, but, at the same time, we are assured of the uniform tone quality to every reproducer made. The gasket also serves to insulate the diaphragm absolutely from contact with the metal of the sound box. The diaphragm, of course, must be absolutely free to receive vibrations or the taps from the needle-arm, which, as said before, run anywhere from 4,000 to 40,000 per second. If there is any mechanical strain on the diaphragm it will alter its tone according to the nature of the strain; therefore our diaphragms are assembled first into the rubber gasket perfectly free from all strain. The rubber gasket is then put into the reproducer head, which is a trifle larger than the gasket, so that before the needle-arm is attached there is a little movement obtainable from the diaphragm inside the rubber gasket and from the rubber gasket inside the reproducer head. This enables us to assemble our needle-arm on the pivot and then let the point of the needle-arm come down in the diaphragm absolutely free in the center hole without putting any strain on the diaphragm. In this position it is then soldered with a small drop of solder. After the assembly is complete the diaphragm lays absolutely free from any mechanical strain due to construction. In this way we get the full swing of the diaphragm with all the loud tones and absolute sensitiveness, for the weaker tones or notes of short amplitude. This center fastening is made possible by the use of a small frommet in the center of the diaphragm which is put on the diaphragm before it is assembled into the rubber gasket and is used to solder the tip of the needle-arm to the diaphragm after complete assembly has taken place.

"In addition to these improvements we have carefully figured out the weight of our new reproducer in conjunction with the new tone-arm so as to give freedom from blasting in this respect. The weight of the new reproducer being four and three-quarters ounces.

"One more point in connection with our new reproducer is the angle of the needle. We have found this of great importance, both from a reproduction point of view and from a record wearing point of view. For instance, if a needle is set at 35 degrees it will wear out the record a third faster than when it is set at 30 degrees. Therefore the angle of 30 degrees is now our standard."

"TALKER MUSIC" FOR CHOIR.

(Special to The Talking Machine World.)

Battle Creek, Mich., Feb. 6, 1913.

Learning that he would have no choir Sunday because the leader, Mrs. Maude Pike Alden, had resigned, the Rev. William H. Phelps of the First Methodist Church advertised music by prominent New York singers. The pastor used a talking machine. While some of those present went away talking adversely about "canned music" in church, most of them were well satisfied.

NEWS HAPPENINGS IN QUAKER CITY.

Business Activity Pronounced During January and the Outlook Excellent—This Applies to All Establishments and to All Makes of Machines and Records—Interesting Review.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 9, 1913.

The talking machine business in this city in January was most gratifying. The dealers all did more business than they had done the previous January, and the only complaint is about the difficulty in getting goods, and even that is being relieved as rapidly as possible. The handicap seems to have come with the big holiday business during which time the retailers were not able to supply by any means the demand made upon them. At every store there was a shortage. The better part of January was spent in trying to satisfy those who had made purchases in December, and naturally they were given the preference over January sales, so that when the month went out there was a number of orders held on the desks that could not be filled.

The dealers take a most hopeful view of the situation and believe that they will be able, during February, to catch up, although thus far the demand seems to be growing rapidly. The Philadelphia-Chicago Opera Co. returned to Philadelphia on Monday evening of last week. From this on for a number of weeks there will be five performances of opera each week, and already there is an increased demand for operatic records.

Manager Elwell, of the talking machine department of the Heppes, states that they have had plenty of business in January, but the great majority of the stock they were able to get has had to go towards filling orders which were held over from their Christmas business. Among the visitors to the Hepe department were Charles McLaughlin, of the Stall Blank Book & Stationery Co., Trenton, N. J.; Harry F. Cake, of Pottsville, and J. Harry Halt, of Pottsville, Pa. They all report that the talking machine business in their various cities has been excellent, but they complain of their inability to get sufficient machines and records.

Mr. Elwell says that the Victor people are doing very much better by the retailers than they did last year, but the business is growing with such rapid strides that it seems utterly impossible to keep up with it on the part of the manufacturers, and if things keep on as they have been increasing it may possibly be necessary for the Victor Co. to purchase the whole of Camden to get a plant sufficiently large.

The Pennsylvania Talking Machine Co. has been having quite a phenomenal business. It is very much larger than it was last year. Their new road man, Charles Gorham, has been doing most excellent work and has been able to establish a number of new dealers in the firm's local territory. Manager W. L. Eckhardt says that they started off the new year a little quiet, but after the first ten days business began to take a spurt and they finished up a very good month.

The Pennsylvania Talking Machine Co. has received the first shipment of the new Columbia Grand, which has been attracting all kinds of attention, not only from the public who are interested in instruments of this character, but from many competitors who desire to examine it.

Mr. Eckhardt says that when he came to Philadelphia he imagined that his company had too much room, but the way business has been increasing they find themselves constantly handicapped for space, and they have been compelled to still further double-deck the store to add to the room.

Manager Frank Butler, of the Strawbridge & Clothier house told me this week that they have been doing very well with the Columbia and that they are now adding a great many new racks to their stock department in order that they will be able to carry a full line of the Columbia records, as they have been doing the Victor.

Lit Brothers are planning two additional hearing rooms for their talking machine department, and have been given considerable additional floor space. The present manager, Harry Hovey, is



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

**MUSIC
MASTER**
Solid Wood Horn



**Leads in
Tone Quality**

Up! Up! Up!

That's the way the sales show. How the

Music Master Solid Wood Horn
(The only Horn Guaranteed)

is getting acquainted with users of Talking Machines of the Country.

You can search the world over, you cannot find its equal for tone in any other horn or hornless machine.

For samples simply write us.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

likely to be transferred to the music roll department of their player business, which has been growing so rapidly and in which they have recently almost doubled their space in racks.

The manager of the talking machine department at Gimbel Brothers reports that they have been doing a very good business ever since the holidays and they made a big increase over their January business of last year, although last January they had the memorandum proposition at work. They have no complaint coming regarding their ability to get goods, but they are still short on the \$200 machines, upon which they have not yet been completely able to fill their holiday orders. David Davidson, who has been connected with the Gimbel talking machine department for some time, has left the city and has accepted a position in Montreal, with the Berliner Gramophone Co. He will travel for that company. They have found a renewed interest in the public school business, and just recently they closed with six schools.

Manager Walter Lipton, of the Estey talking machine department, is very well satisfied with January sales at that store, and while there is no

comparison to be made with other years, yet their January business ran ahead of what he had anticipated. The new organ is now installed in the concert hall and he expects to use that hall, in conjunction with other instruments, in a series of most attractive concerts for which he expects to be able to secure the Columbia grand as a feature.

Business has been very good with Louis Buehn & Bro. They are still having some difficulty to get a complete supply of both Victor and Edison goods. They have also had a most satisfactory business on the Edison dictating machine, are advertising it heavily, and are placing it in some of the largest firms here. They have added two new men to their selling force, Joseph R. Bradley and Raymond Stark. They are having a large demand for the remodeled records which were formerly single face and are now being made into double-face records.

Manager Doerr, of the Weymann talking machine department is spending several days this week in south Jersey and is meeting with very good success; like the other firms here, the Weymann house has enjoyed a busy January.



Columbia Double-Disc records A-1260, A-1268, A-1267 from the March list—six up-to-the-minute hits that Columbia dealers will find as easy selling as cashing a certified check.



Columbia Graphophone Company
Tribune Building, New York

BECOMES GENERAL SALES MANAGER.

E. P. H. Allen Assumes This Position with the Keen-O-Phone Co. of Philadelphia—Has Had a Wide Experience and Good Record in the Piano Trade—His Territory Embraces Both Domestic and Foreign Fields.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 8, 1913.

E. P. H. Allen, a well-known member of the music trade fraternity, has been appointed general sales manager of the Keen-o-Phone Co., of this city. Although a comparatively young man, Mr. Allen has had about fifteen years' experience in the piano field, having been associated with such well-known houses as the Aeolian Co., Lauter Co.,



E. P. H. Allen.

Schubert Piano Co. and others, where his training has been in the selling ends.

Mr. Allen's specialty, and wherein he will have a wider scope for his ability, is in sales organization. He is a firm believer in clean advertising, a one-price system and efficiency in selling. In his recent fields of endeavor his record has been good, not only in producing, but in carving a reputation for himself as one who knows how to solve problems.

With the launching of a new selling force there will be a lot of hard work for Mr. Allen, as the territory under his jurisdiction embraces both domestic and foreign fields. His business policy as outlined above is of character and of the type that is desired in commercial activity. In addition, Mr. Allen has the esteem of the present working forces of the Keen-o-Phone, and as these are augmented it is his intention to so deputize affairs and personalities that will assist toward a smooth but aggressive and resultful campaign.

"One price to all, reinforced by clean advertising, is the byword of to-day's business," commented Mr. Allen. "One price means treating all customers alike and no customer asks any fairer service. A proper presentation of our products in a dignified way through advertising channels will reflect itself by the law of averages. Take those two factors and augment them by a well-defined selling organization and it represents the acme of this commercial era. The next few years will show the correctness of the foregoing policy."

SERMONS FOR STAY-AT-HOMES

Will Soon Be Made Possible Through the Aid of the Phonograph—Connecticut Congregationalists Use This Popular Instrument to Bring Lazy Sinners to Grace.

(Special to The Talking Machine World.)

Meriden, Conn., Feb. 9, 1913.

Congregational churches in Connecticut may soon put out "canned" church services for the benefit of "shut-in" and other parishioners who may be prevented temporarily from attending church. The Board of Trustees of South Church of New Britain, one of the largest and most influential parishes in this section, to-day took the phonograph scheme under consideration upon recommendation of A. W. Upson, one of the trustees of the church.

Mr. Upson reported that he had investigated the plan, that it was practical and would not be costly, as one machine and the records could be loaned to more than one family. He said the "shut-ins" he had talked with were delighted with the prospect of hearing the pastor's sermon and the choir's music in such form.

There is little doubt that South Church's lead will be followed by other churches. The Rev. Albert J. Lord and the Rev. Thomas B. Powell, pastors of the First and Center churches, respectively, said some way must be found to reach the "stay-at-homes," and that the "canned" method seemed as good as any.

Some parishioners of First Church now have telephone connection with the church, so that on Sunday they can enjoy the services as much as though they were in their pews.

Business is a machine—and a mighty delicate one—and must be kept well oiled to get results.

NOW COLUMBIA GRAPHOPHONE CO.

Name Is Officially Changed as Above, Commencing February 1.

In accordance with the action taken by the stockholders of the Columbia Phonograph Co. at a special meeting held on January 6, the official name of the company, beginning February 1, is changed from the Columbia Phonograph Co., General, to the Columbia Graphophone Co.

A PHILADELPHIA INCORPORATION.

The Peerless Phonograph Sales Co., Philadelphia, Pa., has been incorporated with capital stock of \$300,000, for the purpose of dealing in all kinds of instruments, tools, machines and devices for the production of sound.

THE "DROP-TRAY REGENT"

Is the Title of a New Model Which Has Recently Been Placed on the Market by the Columbia Graphophone Co.

The accompanying illustration portrays the latest addition to the extensive machine line of the Columbia Graphophone Co. It is entitled the "Drop-tray Regent," to retail at \$210. In construction and appearance it is exactly the same as the popular "Regent" model, with the exception that the new type contains a set of drop-trays for the filing of records. These drop-trays are at present a part of the "Nonpareil" and "De Luxe"



The Columbia "Drop-Tray Regent."

types of machines, and they have proven to be so popular with Columbia owners that the company decided to incorporate them in the table type of instrument. The "Drop-tray Regent" is a valuable addition to the many attractive types of instruments put out by this company.

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The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of Wax "P," the best recording material for Berliner-cut.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., Feb. 8, 1913.

MULTIPLE PHONOGRAPH. Julius Roever, New York. Patent No. 1,049,923.

This invention relates to improvements in multiple phonographs in which a wheel is used, the said wheel carrying on its circumference a series of records which are brought in turn or as desired beneath the reproducing mechanism. Machines of this kind are used in public places and are operated after dropping in a coin, and it is necessary and desirable occasionally to change the records and give a new list of pieces or tunes.

The object of the present invention is to provide a device for supporting the records so that they may be easily and quickly changed, and so that when changed the machine may be assembled for operation again without any chance of jamming of the different parts so that there will be too much friction for the proper running of the mechanism. To this end is provided a rotatable record wheel carrying record holders near its periphery, the record holders being supported by the wheel only at one end of the holder and at right angles to the surface of the wheel. The records are changed by merely slipping them off and on the holder. In connection with the record wheel a disc rotatable

is provided with the wheel and having cards or other means secured thereto indicating the name of the tune or piece of the corresponding record on the wheel, and an indicator set at a point where it is necessary to stop in order to have a desired record brought under the stylus of the reproducer.

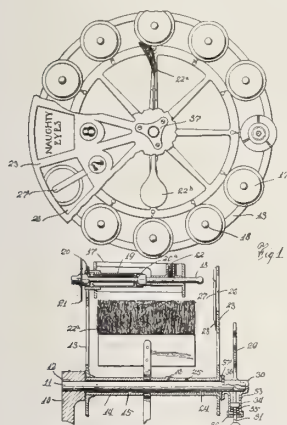


Figure 1 is a broken front elevation of a machine showing improvements, and Fig. 2 is a cross-sectional view through the center and the upper part of the same.

TONE ARM FOR TALKING MACHINES. John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,049,348.

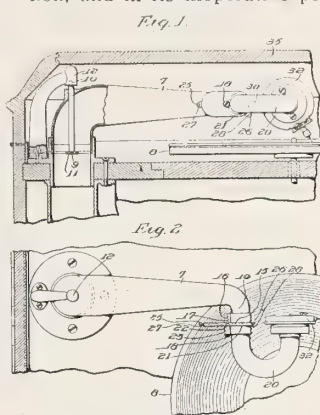
This machine particularly relates to the means for connecting a sound reproducer with the swinging tone arm of a talking machine.

The principal objects of this invention are to provide a simple and efficient mounting for connecting the tone arm and sound reproducer, which is co-operative with said arm when said reproducer is in operative position to afford a smooth, uninterrupted, continuous conduit for the free passage of sound waves; and to provide a compact structure which when in inoperative position may be enclosed in a minimum space.

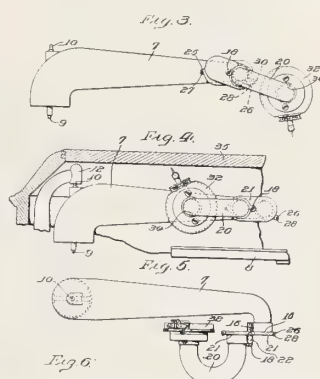
Further objects of this invention are to provide such a pivoted connection between said tone arm and sound reproducer as to permit the free movement of said reproducer relative to said arm, effected by possibly slight irregularities in the record disc, and to permit the movement of said reproducer from said record to its inoperative position; to provide means carried by said arm to support said reproducer in an approximately operative position, independently of the turntable of said talking machine; to provide means to support said sound reproducer in its inoperative position at the side of said arm, and extending below the top thereof; and to provide means to automatically close said conduit when said sound reproducer is disposed in its inoperative position.

The form of the invention hereinafter described provides a hollow tapered tone arm suitably mounted to swing on a substantially vertical axis,

and having its free end curved laterally and terminating in a flanged collar, to which is pivoted a similar flanged collar on the tubular mounting, upon the free end of which the sound reproducer is removably attached. The flange of the mounting is provided with a lug or hook operative to engage suitably disposed lugs on the flange of said arm, and respectively arranged to support the sound reproducer in approximately operative position, and in its inoperative position.



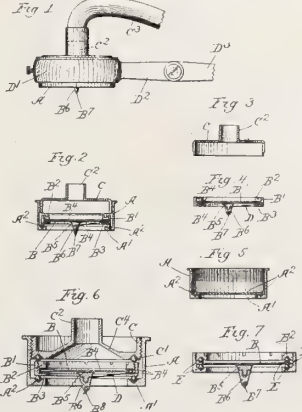
1; Fig. 3 is a side elevational view of said tone arm supporting the reproducer in an approximately operative position, independently of the sound record disc; Fig. 4 is a fragmentary view similar to Fig. 3, but showing the sound reproducer inverted to its inoperative position; Fig. 5 is a plan view of the structure as shown in Fig. 4, exclusive of the casing; and Fig. 6 is a perspective view of the sound reproducer mounting per se.



RECORDING AND REPRODUCING DEVICE FOR PHONOGRAPHS. David H. Wilson, Chicago, Ill. Patent No. 1,048,924.

This invention relates to recording and reproducing devices for phonographs, and the like, and has for its object to produce a new and improved device of this description which may be used either as a recorder or a reproducer.

Figure 1 is a side view of a device embodying the invention; Fig. 2 is a sectional view of the device shown in Fig. 1; Figs. 3, 4 and 5 show the parts of the device of Fig. 2 separated; Fig. 6 is a sectional view showing a modified construction; Fig. 7 is a view showing a further modification.

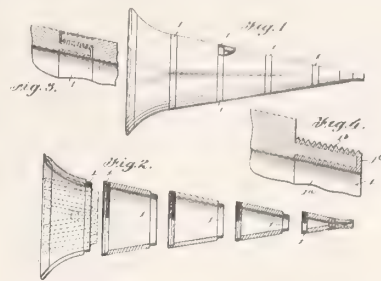


COLLAPSIBLE PHONOGRAPH HORN. Gilbert Stiff, Ovid, Mich. Patent No. 1,049,166.

The invention provides a horn designed most especially for sound reproducing machines of the phonograph type, the purpose being the provision of a horn which will admit of its length being readily reduced so that the horn may be stored in a comparatively small space either for convenience of carrying or to be laid aside when not required for immediate use so as not to be in the way, the invention relating most essentially to the joint

formed between the horn sections whereby both the inner and the outer side of the horn are practically smooth and continuous.

Referring to the drawing, forming a part of the specification, Figure 1 is a side view of a horn of the type described embodying the invention, a part being broken away. Fig. 2 is a sectional view, the parts or horn sections being separated and the dotted lines showing the position of the sec-



tions when nested. Fig. 3 is an enlarged section of the point formed between adjacent sections. Fig. 4 is an enlarged view of a part of one of the horn sections.

PHONOGRAPH REPRODUCER. Frank L. Dyer and Peter Weber, Orange, N. J., assignors by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,049,216

This invention relates to phonograph reproducers, the object being more particularly to provide for the greater freedom of movement of the stylus lever, in order that a more faithful reproduction of the vibrations of the sound record may be made, and that undue wear upon the stylus and record may be avoided.

This invention relates more particularly to a novel means of mounting the stylus lever whereby greater freedom of movement of the same transverse to the record groove may be allowed.

Another object of the invention is the provision of means for aligning the stylus lever in a central position whenever the stylus is lifted from the record surface.

Figure 1 is a side elevation, partly in section, of a reproducer embodying the invention. Fig. 2 is a bottom view of the same showing the stylus lever and connections and the adjacent portion of the floating weight, and Fig. 3 is a detail view of the means for aligning the stylus lever centrally.

TALKING MACHINE. Frank L. Dyer, Montclair, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,049,215.

This invention relates to talking machines, and the object is to produce an improved device for feeding the reproducer and stylus carried thereby across a rotatable sound record of the disc type. The sound-conveying tube upon which the reproducer is carried is mounted by means of a ball and socket joint upon a fixed tube forming part of or connecting with the amplifying horn. By this ball and socket joint construction the reproducer is

free to be moved across the face of the record to give the feed, and also is free to be moved toward and away from the record surface. The movable hollow arm or tube carries a geared sector or other desired engaging means, which, upon the lowering of the reproducer to cause the stylus to engage a record, moves into mesh with a gear or other driving device connected with the motor. Thus, the feed may be engaged or dis-

(Continued on page 52.)

engaged at any point in the reproduction of a record by merely lowering the reproducing stylus into tracking position upon a record or raising it therefrom.

This invention also comprises an improved construction of a talking machine enclosed within a cabinet in which the sound amplifying horn is carried by the hinged cover of the cabinet.

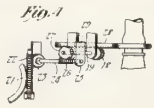
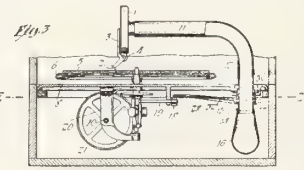
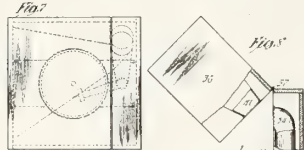
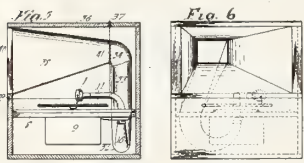


Figure 1 represents a plan view of a reproducing talking machine embodying the invention. Fig. 2 represents a horizontal cross-section taken on line 2-2 of Fig. 3. Fig. 3 represents a central vertical cross-section through the talking machine shown in Fig. 1, certain parts being shown in side elevation. Fig. 4 is an enlarged detail perspective view of certain parts shown in Figs. 2 and 3. Fig. 5 is a vertical cross-section of a talking machine similar to that shown in Fig. 3, provided with a hinged

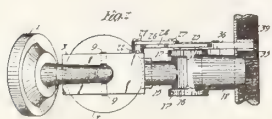
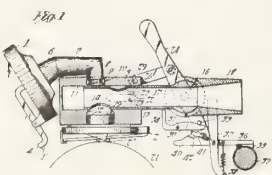


cover carrying the amplifying horn, certain parts being shown in side elevation. Fig. 6 is a front view of the machine and cabinet shown in Fig. 5. Fig. 7 is a plan view of the same, and Fig. 8 is a side elevation, the cover being shown in raised position.

PHONOGRAPH. Newman H. Holand, West Orange, N. J., assignor to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,049,237.

This invention relates to phonographs and more particularly to those adapted for use for commercial purposes, although obviously the invention may be used in connection with other types of phonographs.

The principal object of the invention is to provide an improved recorder and reproducer support, preferably carried by the traveling carriage or carrier arm, and provided with means for operating the same so as to bring either the recorder or reproducer into operative position with respect to the record surface, or for bringing the parts into such position that both the recording and reproducing styli are entirely clear of the record surface so that the record cylinder can be removed from or placed on its support without contacting with either of said styli, and the traveling carriage can be shifted without injury to either the record or the reproducer and recorder. A sound conveying tube to which an amplifying horn or other sound conveyor may be applied is provided, and the recorder and reproducer are connected with this tube in such a way that when the recorder is in operative position the interior thereof is in communication with the said tube, while the interior of the reproducer is entirely out of communication therewith, and vice versa. Means are



also provided for rendering inoperative the mechanism for feeding the reproducer and recorder across the record surface when the support is being adjusted to place one stylus in operative position and remove the other therefrom.

Figure 1 is a central vertical sectional view of one embodiment of this invention, some of the parts being shown in elevation. Fig. 2 is a plan view thereof.

DISC RECORD AND THE PRODUCTION THEREOF. Victor H. Emerson, New York, assignor to the

American Graphophone Co., Bridgeport, Conn. Patent No. 1,050,932.

This invention relates to the production of commercial sound records of the disc form. Such records are now commonly made of a plastic material composed largely of earthy material and shellac. The surface of such records is, on account of the extremely hard particles present in the earthy material, comparable to a very fine emery wheel, and rapidly wears the point of the reproducing stylus. For this reason it is the practice to use very cheap reproducing needles, employing a fresh needle for each reproduction. Notwithstanding the use of very soft reproducing needles, records of this sort are comparatively short-lived, and the quality thereof begins to show signs of deterioration after a relatively small number of reproductions. This is due to the fact that the surface, though quite hard, presents numerous very fine points against which the stylus engages and changes the form of the undulations.

The object of the present invention is to produce records which will endure a greater number of reproductions without deterioration of quality, and having a surface which will not abrade the stylus, so that a permanent reproducing point may be employed therewith. It also aims to effect economy in production of the record, and to give a smoother reproduction of the recorded sounds free from scraping noises.

In the compositions now in use the shellac is needed in order to give the surface of the record a "glazed" character. The composition without shellac would be utterly unsuited to the purpose; and, as already stated, even where a large proportion of shellac is used the surface is characterized by the presence of numerous abrading particles. No satisfactory substitute for shellac for this purpose has yet been found, and its greatly increased cost has added largely to that of the sound records.

The inventor states that a record pressed in a continuous surface of shellac, while not so hard as that of the ordinary composition, is so smooth that a reproducing point will rub over the same with inappreciable friction, and with very slight wear to either record or point. For the same reason the scratching noises heard in the reproduction of ordinary sound records are much diminished.

The principle of the present invention is, therefore, the production of a sound record impressed in a continuous film of shellac to a minimum. The body of the sound record may be made of any suitable and cheap inferior stock which in itself may be unsuitable for a smooth record surface, but is capable of being rendered plastic, for example, by the earth compounds now in use, with an ordinary binding agent instead of shellac.

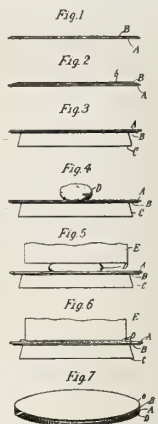
In carrying out the principle of the invention difficulty has arisen in obtaining a filmy, smooth surface, free from the gritty particles liable to be present in the stock, but this result has now been accomplished by employing a thin separator—preferably a sheet of fibrous material, as paper—between the shellac surface and the plastic stock composing the body of the tablet. Another difficulty has arisen in impressing the matrix into this shellac surface, in that air would be entrapped between the shellac surface and the matrix surface, resulting in a bad impression of the undulating record lines. This difficulty has now been overcome by applying the plastic stock to the rear surface of the sheet in the form of a lump placed in the center of the disc, the effect of which is that, as pressure is applied, the lump of stock spreads outwardly from the center whereby the air is driven out from between the matrix and the tablet.

In practicing the invention it has been found that linen paper of good quality and about five one-thousandths of an inch in thickness will answer the purpose in a satisfactory manner. A sheet of such paper may be coated by dipping into an alcoholic solution of shellac, or the latter may be applied with a brush, or otherwise. In this way the paper acts as a carrier for the shellac (permitting) the use of minimum quantity of the latter, as well as a separator from the material employed for the body of the tablet. To form the sound record the paper so treated is laid on the

warmed matrix and placed as usual in a suitable press; the stock, in the form of an approximately globular lump, is laid on the paper sheet at the center of the matrix, and pressure is then applied in the usual way. The stock is applied in a plastic state, being softened at a temperature of about 190 deg. F. A solid and strong tablet results, the union of the several parts thereof not being affected by expansion and contraction due to changes of temperature.

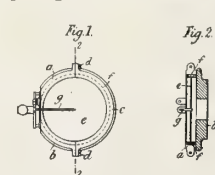
Although reference has been made above solely to shellac, which gives the best results of any material thus far tried for the purpose, it is obvious that other gums, celluloid or like materials may be employed in the same way. When shellac is used, it is preferable, after drying the sheet, to dip it in a very thin solution of celluloid, which protects the shellac and prevents it from sticking to the hot matrix.

In said drawings, Figures 1 to 6, inclusive, are side elevations. Fig. 1 shows a sheet of paper with a film of shellac thereon; Fig. 2 is the same as Fig. 1 with the addition of a celluloid coat on the shellac; Fig. 3 illustrates a matrix with a shellac-coated surface against the matrix; Fig. 4 is the same as Fig. 3 with the addition of a mass of inferior plastic composition placed in the center thereof; Fig. 5 shows the plastic composition in the act of being pressed out or flattened by a press and spreading from the center outward; Fig. 6 shows the plastic composition spread over the back of the sheet of paper, and the press in the act of forcibly pressing the plastic material, the paper sheet and the shellac together, and impressing the latter into the face of the matrix. Fig. 7 is a perspective view of a tablet with the plastic material, the sheet of paper, the shellac and the celluloid united together into a complete record tablet under the action of the heat and pressure in the press.



SOUND BOX FOR GRAMOPHONES. Ernest de la Rue, London, Eng. Patent No. 1,051,489.

This invention relates to what are known as "edge mounted" diaphragms, that is to say, diaphragms which are not nipped between two sur-



faces but are secured by their edges being pressed against elastic surfaces. With some diaphragms, and especially mica diaphragms, great difficulty is experienced in getting the diaphragm into place without either cockling or injuring it.

According to this invention the elastic surface is carried by the semi-circular halves of a split ring, and after the diaphragm has been put into place the ends of the halves of the split ring are drawn together by screws. Figure 1 is a plan and Fig. 2 a section on the line 2-2 Fig. 1.

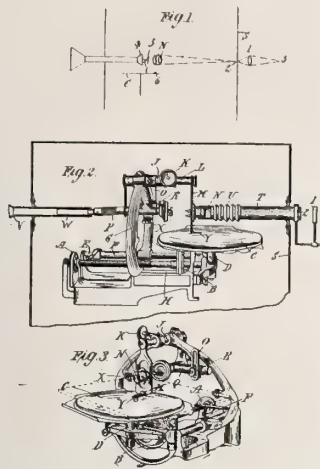
SOUND RECORDING APPARATUS. Fordoonjee Dorajee Pudumjee, Bombay Presidency, India. Patent No. 1,051,513.

The invention refers to an improved method and apparatus for recording sound and is particularly applicable to the manufacture of gramophone records.

The method as at present used consists in cutting or engraving the vibrations produced by sound on a rotating disc of specially prepared hard wax by means of a sharp point or cutting edge attached in a particular way to a membrane which vibrates in unison with the sound produced in front of it. The vibrations are engraved parallel to the surface of the disc in the shape of a spiral, and the engraving thus forms the original record from which duplicates are made by pressing ebonite or similar composition discs on a matrix which is made from the original wax record by the process of electrotyping. The principal disadvantages of the process as at present worked reside in the fact that considerable resistance is offered to the engraving point by the substance engraved, so that the vi-

(Continued on page 53.)

brating membrane to which the engraving stylus is attached is not free to vibrate as desired, and to respond to the minutest variations of sound. Hence, the deformations due to the engraving are great enough to render the voice unrecognizable and, in most cases, not clear. Moreover, the amplitudes of the vibrations engraved on the wax plate are limited in extent, depending upon the character of all three—the membrane, the disposition and length of the engraving stylus, and the hardness of the substance engraved. These amplitudes cannot be increased beyond what has been attained in practice up to now, and so the intensity of the sound reproduced is limited. Again, the mechanical vibrations produced by the act of cutting or engraving on the surface of the wax plate are superimposed on the original vibrations due to sound and therefore the record is imperfect and is not free from disturbing and secondary or unnecessary scratching sound vibrations.



It is the object of this invention to remove the disadvantages above set forth, and this invention consists in the process of recording sound by the aid of light, a ray of light being caused to vibrate in unison with a vibrating membrane by means of a mirror attached thereto, and then allowed to impinge on a rotating photographic sensitized plate, whereby the vibrations due to the sound waves produced on the membrane are fixed on the sensitive plate by the chemical action of light, and the photographic plate after development by any of the known photographic methods carries a record of the original sound.

The process of recording will be explained clearly by Fig. 1 of the accompanying drawings, in which Fig. 1 is a diagrammatic view of a suitable apparatus for carrying out the method according to the invention. Figs. 2 and 3 are side and end views, respectively, of a constructional form of the apparatus above mentioned.

GRINNELL BROS. ANNUAL MEETING.

Old Officers and Directors Re-elected—Branch Store Managers from All Over the State and Canada Also Come Together and Indulge in an Interchange of Views—Enjoy Social Pleasures as Well—Entertained at Banquet.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 8, 1913.

The annual meeting of Grinnell Bros. was held Tuesday, Jan. 28, when all the old officers and directors were re-elected. The personnel is as follows: President, I. L. Grinnell; first vice-president, C. A. Grinnell; second vice-president, A. A. Grinnell; secretary, S. E. Clark; treasurer, C. I. Nye. There are no other members of the board than the five officers.

The annual gathering of the Grinnell Bros. branch store and department managers from all over the State and Canada also was held this week. The two meetings came in conjunction because many of the managers in other cities are stockholders. Altogether half a hundred piano men were at the two meetings.

The managers' meeting lasted throughout the week, owing to the large amount of business to be transacted. Reports on last year's business were duly made, account taken of stock on hand, estimates of what will be needed for the 1913 trade, etc. The cares of the business sessions were lightened by entertainments in the evenings. On Tuesday the convention went to the Automobile Show in a bunch. Wednesday evening there was a banquet at the Charlevoix, and on Thursday evening they all went to the Detroit Opera House.

TALKING MACHINE DEALERS MEET IN BERLIN.

Some of the Important Matters Discussed at the Recent Congress of the Talking Machine Dealers of Germany—Gives an Idea of Conditions Prevailing Across the Water.

(Special to The Talking Machine World.)

Berlin, Germany, Jan. 30, 1913.

At the close of the year a congress of German talking machine dealers was held in Berlin. Many important points were down for discussion. The first question taken up was that of public demonstrating salons for talking machines. In these handsome salons, of which, for instance, several are situated in Friedrichstrasse, the main thoroughfare of Berlin, the public for a trifling payment can listen to any disc, seated in comfortable settees in a handsomely furnished apartment. A salon of this nature is not only a source of revenue on account of the money inserted into the talking machines, but it is above all an advertisement calculated to further the sale of the discs and indirectly of the machines themselves. The dealers therefore proposed that the manufacturers should furnish them with machines for such demonstration purposes at specially low prices (say 150 to 200 marks) to assist them in opening up such salons.

Professor Reko spoke on the use of talking machines in teaching foreign languages. The speaker referred to the favorable experience he had had as teacher in Vienna in the use of talking machines equipped with proper "language" discs. He was successful in interesting the authorities in Vienna in the matter, so that a definite amount is set aside every year for this purpose. The ideal machine for teaching languages, especially in cases of self-instruction, must comprise a repeater and a recorder, both of which must be easy to handle and not too expensive.

Another speaker pointed out that the numerous vocal societies could probably be induced to purchase talking machines by demonstrating to them a few selections from their repertoires from records obtained from eminent choirs. In practicing new and unfamiliar pieces it would be a great help to the choirmaster to be able to first play the piece over on a talking machine.

Dictating machines are making but little headway in Germany. Their use entails a great strain on the typist especially if the record is at all in-

distinct. In certain exceptional cases, however, the machines are indispensable; for instance, if a man wishes to dictate letters in the evening when no stenographer is available, which letters can be transcribed the next day.

It is cited as a great drawback in connection with the talking machine trade that manufacturers use different velocities in making their discs. Every talking machine should at least be equipped with a velocity scale and each disc should bear a corresponding number. This is the only way in which dealers and private users can play each disc at the proper tempo.

The responsibility of dealers for the cutting of prices was the subject of a lengthy discussion. Many dealers make a practice of endeavoring to deceive the manufacturers into the belief that competing firms are selling at much lower prices. Cutting of prices is the result. But even among themselves the dealers often make the mistake of not adhering to the selling prices laid down for them. Above all, there is a great tendency to stock the cheapest possible kinds of discs. In many places discs are offered for sale at one mark and even at one-half mark. It is true that these discs emanate from manufacturers who soon went out of the business, but in view of the demoralizing effect which such inferior goods have on the market in general, it is very advisable that reputable dealers in talking machines should have nothing to do with such trash.

Apart from this, the far-sighted dealer will refrain from stocking discs of too many different makes. By dealing with only one or two manufacturers it is always possible, in return for comparatively large orders, to obtain better terms than if the orders are spread over ten or twelve firms.

Another speaker pointed out that the dealers suffered considerably owing to the manufacturers selling to their employees at reduced prices. The employees often resell to private users and thus become competitors of the legitimate dealers who adhere to the prices fixed for them.

The congress was very well attended, so that it will doubtless be repeated next year.

NEW QUARTERS IN TORONTO.

R. S. Williams & Sons Co. Hold Formal Opening of Handsome New Building in That City—Great Growth of the Company's Business.

(Special to The Talking Machine World.)

Toronto, Ont., Feb. 6, 1913.

The new building of the R. S. Williams & Sons Co., at 145 Yonge street, was formally opened to the public on Tuesday and Wednesday of this week. Special musical entertainment by prominent artists, including piano soloists, orchestras, string quartets and music produced by player-pianos, Victrolas and Edison disc phonographs served to attract a host of visitors and keep them interested.

The old Williams' home has witnessed a great measure of success. Over forty years ago the present five-story building was erected—when Canadian industry was in its infancy and musical instruments were a comparative luxury.

The announcements and progress of this firm during these forty years relate much of the history of musical instrument development in Canada. From a small local piano business the old home witnessed the development of one of the greatest musical instrument industries in the country. There has been assembled a wonderful collection of antique instruments, many of which are almost priceless, representing an investment of thousands of dollars, purely in the interests of art. In this old home was also collected one of the finest collections of rare and expensive old violins now in existence.

A REMINDER FROM IRELAND.

One of the most welcome holiday souvenirs received by The World is a calendar from Belfast

Ireland, with the compliments of T. Edens Osborne, the enthusiastic talking machine factor and trader of that city. The calendar bears a brilliantly colored scene of a New Mexican scene entitled "The Aztec Bride" and is most attractive.

QUALITIES OF A LEADER.

Features in the Make-up of a Man That Put Him in the Front.

If you want to lead men successfully in business you must have the qualities of a leader. You must be sympathetic—but inspiring. You must be patient—but firm. You must be fair—but in dead earnest. You must feel the weight of the responsibilities resting on you, and make your men realize the responsibilities that rest on them. You and they owe a common duty to each other and to your company. You should be fair to them—and see that they are fair to you. In that way you will do your duty by them, and they'll do their duty by you, by the company and by themselves.

GRAND OPERA IN DALLAS.

(Special to The Talking Machine World.)

Dallas, Tex., Feb. 1, 1913.

The approaching grand opera season in this city is attracting great attention, both in the music houses, the music lovers and the talking machine houses. The talking machine houses have window displays of Mary Garden, Tetrazzini and other stars that will appear in Dallas, and many are enclosing folders announcing grand opera with their mail. Several of the talking machine companies have already made page advertisement reservations for the souvenir grand opera program and expect to do a great deal of advertising incidental to the coming of the grand opera stars.

RECORD BULLETINS FOR MARCH, 1913

VICTOR TALKING MACHINE CO.

- BLACK LABEL RECORDS.**
Victor Light Opera Company.
- No. Size.
 31877 Gems from "Lady of the Slipper".... V. Herbert 12
 31878 Gems from "Oh! Oh! Delphine".... McLellan-Caryll 12
 17145 I'll Be Welcome in My Home Town (Tracey-Jentes)..... Walter J. Van Brunt 10
 Since My Margaret Became a Suffragette (Edwards)..... Maurice Burkhardt 10
 17178 The Fisher Boy (Abt) (Harp Zither)..... Mme. Kitty Berger 10
 Heather Bells (Orchestra Bells) (Losey)..... William H. Reitz 10
 17248 Down in Dear Old New Orleans (Young-Conrad-Whidden)..... American Quartet 10
 I'm Goin' Back to Memphis, Tenn (Norton-Richards)..... Collins and Harlan 10
 17249 "On the Mississippi"..... Medley..... Sousa's Band 10
 "You're My Baby"..... Medley..... Sousa's Band 10
 17250 That Syncopated Boogie Boo (Lewis-Meyer)..... American Quartet 10
 Low Bridge! Everybody Down! (Allen)..... Billy Murray 10
 17262 Irish Eyes (Baer-Edwards)..... Billy Murray 10
 The Irish Patrol (Puerer)..... Conway's Band 10
 17263 Wal, I Swan! (Burt)..... B. G. Harlan and Chorus 10
 Organ Grinder's Troubles (McKenna) (Descriptive)..... Steve Porter-Byron G. Harlan 10
 17264 That Old Girl of Mine (Jones-Van Alstyne)..... American Quartet 10
 In Banjo Land (Clarke-Schwartz) (Banjo accomp. by Van Eps)..... Peerless Quartet 10
 17265 Hoop-e-Kack—Two-step Novelty (Allen-Jacobs)..... Xylophone..... William H. Reitz 10
 Medley—"Little Bit of Everything" (Arr. by Ossman) Banjo..... Vess L. Ossman 10
 17266 In Twilight Town (Dennis-Dusenbury)..... Elsie Baker-Fredrick Wheeler 10
 Garland of Old-Fashioned Roses (Musgrove-Keithley)..... W. J. Van Brunt with Quartet Chorus 10
 17268 Till the Sands of the Desert Grow Cold (Graff-Ball)..... Wilfred Glenn 10
 Armorer's Song from "Robin Hood" (Smith-de Koven)..... Wilfred Glenn 10
 17269 I Should Worry and Get Wrinkles, from "Follies of 1912" (Bryan-Hubbell)..... Ada Jones 10
 Take Me to That Suwannee Shore (Gilbert-Muir)..... Collins & Harlan 10
 17270 My Little Persian Rose (Wolf-Friedland)..... "That Girl" Quartet 10
 Sympathy, from "The Firefly" (Hauerbach-Friml)..... Helen Clark-W. J. Van Brunt 10
 17271 Everybody Two-Step—Turkey Trot (for dancing) (Herzer)..... Victor Military Band 10
 Robert E. Lee Medley..... Victor Military Band 10
 35270 Jewels of the Madonna—Intermezzo (Introduction to Act III) (Wolf-Ferrari)..... Victor Concert Orchestra 12
 Merry Wives of Windsor Overture (Nicolai)..... New Symphony Orchestra of London 12
 35274 Military Minstrels—No. 26. Victor Minstrel Co. 12
 A Day with the Soldiers (Descriptive with Bugle Calls) (Von der Mehden)..... Peerless Quartet 12
 35275 Andante from Beethoven's Fifth Symphony (C minor, Op. 67)..... Victor Concert Orchestra 12
 Largo, from "New World Symphony" (Dvorak)..... Victor Concert Orchestra 12
 35276 Stradella Overture (Flotow)..... Vassella's Italian Band 12
- EIGHT NEW DOUBLE-FACED RECORDS.**
Made Up from Popular Single-Faced Records Already Listed.
- 17251 I Love Love (I Love You, Dear), from "Red Widow" (Pollock-Wolf-Gebest)..... Harry Macdonough and Lyric Quartet 10
 Loving (Klein), from N. Y. Hippodrome Production)..... Lyric Quartet 10
 17252 Hiawatha Two-Step (Moret)..... Sousa's Band 10
 Creole Belles (March—Two-Step) (Lampe)..... Sousa's Band 10
 17253 May Irwin's Frog Song..... May Irwin 10
 I'm Wise (Williams)..... Clarice Vance 10
 17254 Serenade (Gabriel Pierre)..... Vienna Quartet 10
 Cradle Song (Hauser) Violoncello Solo..... Victor Sorlin 10
 17255 Krausmeyer and His Dog "Schneider" (Descriptive Specialty)..... Spencer-Holt 10
 Closing Time in a Country Grocery (Rural Comedy) (Frank C. Stanley)..... Collins-Harlan 10
 17256 Turkey in de Straw ("Darky" Specialty)..... Billy Golden 10
 Nigger Loves His 'Possum (Dresser)..... Collins-Harlan 10
 17257 The German's Arrival (Comedy Yodel)..... Frank Wilson 10
 Hi-Le-Hi-Lo (German Comedy Yodel)..... Geo. P. Watson 10
 17267 Cuddle Up a Little Closer, Lovey Mine, from "The Three Twins" (Hauerbach-Hoschna)..... Edna Brown-James F. Harrison 10
 Put Your Arms Around Me Honey (A. Von Tilzer)..... "That Girl" Quartet 10
- RECORDS FOR USE IN MASONIC LODGES.**
With Organ Accompaniment.
- 17258 Masonic First Degree, No. 1 (Reception Anthem "In Heavenly Love Abiding") (Thalberg)..... Metropolitan Quartet 10
 Masonic First Degree, No. 2 (Ode—Duke Street) (Hatton)..... Sousa's Band 10
 17259 Masonic First Degree, No. 3 (Perambulation—"Behold How Good and How Pleasant")..... Metropolitan Quartet 10
 Masonic First Degree, No. 4 (Obligation—"So Help Us God") No. 5, Light—"In the Beginning") (Haydn)..... Metropolitan Quartet 10
 17260 Master Mason Dirge ("Solemn Strikes the Funeral Chime"—Air, "Pleyel's Hymn")..... Metropolitan Quartet 10
 Master Mason Hymn ("Let Us Remember in Our Youth"—Air, "Bannion Doon")..... Metropolitan Quartet 10
 17261 Fellow Craft Hymn ("His Laws Inspire Our Being"—Air, "Missionary Hymn")..... Metropolitan Quartet 10
 Entered Apprentice Hymn ("Behold How Pleasant and How Good"—Air, "Auld Lang Syne")..... Metropolitan Quartet 10
- RECORD FOR USE IN LODGES OF MODERN WOODMEN OF AMERICA.**
- 17247 Modern Woodmen of America (1. Opening Ode, "Stand Up for Jesus." 2. Closing Ode, Tune "America")..... Metropolitan Quartet 10
 Modern Woodmen of America (1. "Nearer My God to Thee" (Mason) (2. "Rock of Ages") (Hastings)..... Victor Military Band 10
- NEW RED SEAL RECORDS.**
 Geraldine Farrar, Soprano; Enrico Caruso, Tenor. (In French.)
- 89059 Manon—On l'appelle, Manon (She is Called Ma-

- non) (Act II)..... Massenet 12
 Mme. Magrini—Titta Ruffo. (In Italian.)
- 89058 Rigoletto—Deh! non parlare al misero (Recall Not the Past) (Act I)..... Verdi 12
 Marcella Sembrich, Soprano. (In Italian.)
- 88389 Waltz Dream—Waltz Aria, "Non sai mia bella" (Translated by La Forge)..... Straus 12
 Frieda Hempel, Soprano. (In French.)
- 88404 Variations on an Air from "Daughter of the Regiment" (Flute obbligato by Vries)..... Donizetti 12
 88410 La Villanelle (The Swallow)..... Dell'Acqua 12
 Geraldine Farrar, Soprano. (In German.)
- 88405 Königskinder—Lieber Spielmann (Dear Minstrel)..... Humperdinck 12
 Harp accompaniment by Mme. Rossini. (In Italian.)
- 88406 Bohème—Addio! (Farewell) (Act III) (D'onde lieto at tuo grido)..... Puccini 12
 (In English.)
- 88409 Love's Like a Summer Rose from "The Ring of Haroun al Raschid." (Lyrics from "Told in the Gate")..... Chadwick-Lindermann 12
 Frances Alda, Soprano (In English) piano accomp. by Andr   Benoist.)
- 87118 Murmuring Breezes (Murmelndes l  tchen) Op. 21, No. 4..... Jensen 10
 Mme. Clara Butt, Contralto. (In English.)
- 88411 Messiah—He Shall Feed His Flock..... Handel 12
 Louise Homer, Contralto. (In English.)
- 88407 1. Requiem..... Stevenson-Homer 12
 2. Dearest, from poem "Hawthorn and Laverder"..... Henley-Homer 12
 John McCormack, Tenor. (In English.)
- 64311 Where the River Shannon Flows..... Russell 10
 64310 My Dreams..... Weatherly-Tosti 10
 (In Italian.)
- 64312 Manon—Il sogno (The Dream) (Act II) Massenet 10
 Evan Williams, Tenor. (In English.)
- 74331 A Spirit Flower..... Stanton-Campbell-Tipton 12
Paderevski Plays Chopin's "Maiden Wish"
 Ignace Jan Paderewski, Pianist.
- 88408 The Maiden's Wish (Chant Polonaise, G major) (Transcription by Franz Liszt)..... Chopin 12
 Fritz Kriesler, Violinist, piano accomp. by George Falkenstein.
- 74330 Chanson—Meditation..... Cottenet 12
- PURPLE LABEL RECORDS.**
 Lucy Isabelle Marsh, Soprano. (In English.)
- 70083 Oh, for the Wings of a Dove, from "Hear My Prayer"..... Mendelssohn 12
 Agnes Kimball, Soprano. (In English.)
- 70084 Far Off I Hear a Lover's Flute, from "American Indian Songs" (Op. 45, No. 3)..... Eberhart-Cadman 12

THOS. A. EDISON, INC.

EDISON BLUE AMBEROL RECORDS—FIFTH LIST.

- Blue Amberol Grand Opera List.*
- 28146 La Tosca—E lucevan le stelle (The Stars were Shining) (Puccini.) Tenor solo in Italian..... Little Slezak 12
 28147 Barbieri di Siviglia—Una voce poco fa (A Little Voice I Hear) (Rossini.) Soprano solo in Italian, orch. accomp..... Selma Kurz 12
 28148 Il Trovatore—Il Baleno (The Tempest of the Heart) (Verdi.) Baritone solo in Italian, orch. accomp..... Carlo Gaeffli 12
 28149 Voci di Primavera Valse (Voices of Spring Waltz) (Strauss.) Soprano solo in Italian..... Melitta Heim 12
 28150 Mignon—Ah! credevi tu (Ne'er Did the Maiden Dream) (Thomas.) Tenor solo in Italian..... Florencio Constantino 12
 28151 Samson et Dalila—Mon coeur s'ouvre (My Heart at Thy Dear Voice) (Saint-Saens) Contralto solo in French, orch. accomp. Marie Delna 12
 28152 Tannhauser—Blick ich umher (Gazing Around Upon This Fair Assembly) (Wagner.) Baritone solo in German..... Walter Soomer 12
 28153 Tosca—Non la Sospiri (Our Cottage Secluded) (Puccini.) Soprano solo in Italian..... Maria Labia 12
 28154 Tannhauser—O k  hr' zur  ck (O Come Back) (Wagner.) Baritone solo in German..... F. Eginieff 12
- BLUE AMBEROL CONCERT LIST.**
- 28142 Nocturne E flat (Chopin Op. 9, No. 2). Violin solo, piano accomp. by George Falkenstein..... Kathleen Farlow 12
 28143 Old Folks at Home (Foster). Contralto solo orch. accomp..... Margaret Keyes 12
 28144 My Dreams (Tosti). Baritone solo, orch. accomp..... Thomas Chalmers 12
 28145 Home, Sweet Home (Payne). Contralto solo, orch. accomp..... Elenora de Cisneros 12
- BLUE AMBEROL REGULAR LIST.**
- 1626 Patriotic Songs of America..... New York Military Band and Premier Quartet 12
 1627 When I Met You Last Night in Dreamland (Williams). Mezzo-Soprano and Baritone orch. accomp..... Helen Clark and Edwin Skedden 12
 1628 Non e ver (Tis Not True) (Mattei). Tenor solo, orch. accomp..... R. Festyn Davies 12
 1629 I'll Love You Forevermore (Frantzen). Tenor solo, orch. accomp..... Harry Anthony 12
 1630 How Could I Forget Thee—Gavotte (Schuster). Violin, 'cello, flute and harp..... Neapolitan Instrumental Quartet 12
 1631 Sweet Antoinette (Gray). Tenor and baritone, orch. accomp..... Harry Anthony, James F. Harrison and Chorus 12
 1632 Fables (Helf). Comic song, orch. accomp..... Bob Roberts 12
 1633 Rock of Ages (Hastings). Sacred, orch. accomp..... Edison Mixed Quartet 12
 1634 Kiss Me, My Honey, Kiss Me (Berlin and Snyder). Conversational duet, orch. accomp. Ada Jones and Billy Murray 12
 1635 A Day Dream (Strelezki). Mezzo-soprano solo, violin and 'cello obbligato..... Helen Clark 12
 1636 Mattinata (Tosti). Tenor solo, orch. accomp..... Charles Hackett 12
 1637 On the Mississippi—"Hanky Panky" (Carroll and Fields). Coon song, orch. accomp..... Billy Murray and Chorus 12
 1638 Belle of New York March (Clark) and 2d Regt Conn. N. G. March (Reeves). New York Military Band 12
 1639 Waltzing Doll (Poup  e Valsante) (Poldini). Violin, 'cello, flute and harp..... Venetian Instrumental Quartet 12
 1640 Ventian Song (Tosti). Baritone solo, orch. accomp..... Alan Turner 12
 1641 St. Luke XXIII:33 to 38; and Calvary (Sweeney) Scripture Lesson with hymn, organ accomp. Rev. William H. Morgan, D.D. and Edison Mixed Quartet 12
 1642 St. Mark IV:35 to 41; and Peace! Be Still (Palmer). Scripture Lesson and hymn, organ accomp..... Rev. William H. Morgan, D.D. and Edison Mixed Quartet 12

- 1643 The Yiddisha Professor (Berlin). Comic song, orch. accomp..... Maurice Burkhardt 12
 1644 Unlucky Mose. Vaudeville sketch..... Golden and Hughes 12
 1645 Down in Dear Old New Orleans (Conrad and Whidden). Vocal, orch. accomp. Premier Quartet 12
 1646 That Syncopated Boogie-Boo (Meyer). Male voices, orch. accomp. Premier Quartet 12
 1647 Nearer My God, to Thee (Mason-Himmelreich). Piano solo, with chimes effect. Ferd. Himmelreich 12
 1648 Dixie (Emmett). Fife and Drum Corps and Chorus..... New York Military Band 12
 1649 Gypsy John (Clay). Baritone solo, orch. accomp. Albert A. Weiderhold 12
 1650 (a) Menuett (Beethoven); (b) Gavotte (Gosser). Violin, 'cello and piano..... The Tollefsen Trio 12

COLUMBIA GRAPHOPHONE CO.

- SYMPHONY DOUBLE-DISC RECORDS.**
First Records by Henri Scott, the American Bass.
- A5442 Requiem Mass (Verdi). Confutatis Maledictus. In Latin, with orch. Gloria (Buzzi-Peccia). In Italian, with orch. Hector Dufranc, the French Baritone.
- A5444 Lakme (Delibes). Nilakantha's Song, "Lakme, ton doux regard" (Lakme, how sad your glance). In French, with orch. Tales of Hoffmann (Offenbach). Dapertutto's Air, "Tourne, tourne, miroir" (Turn, mirror, turn). In French, with orch. Two Favorite Classics by Josef Hofmann.
- A5443 Waltz in E Minor (Chopin). Liebestraum (Liszt). Two Numbers by Bernice de Pasquan.
- Double.** Faust (Gounod). Jewel Song. In English, 36389 with orch.
- A5448 Mignon (Thomas). Polonaise. "I Am Ti-30881 tania." In English, with orch.
- 12-IN. BLUE-LABEL DOUBLE-DISC RECORDS.**
- A5445 Oh! Oh! Delphine (Caryl). Vocal Gems. Columbia Light Opera Company, orch. accomp. Oh! Oh! Delphine (Caryl). Venus Waltz. Grace Kerns, Soprano; Craig Campbell, Tenor; and Mixed Chorus, orch. accomp.
- A5441 On the Road to Mandalay (Speaks). Frank Croxton, Bass, orch. accomp. Father O'Flynn (Arr. by Stanford). Frank Croxton, Bass, orch. accomp.
- A5446 I Lombardi (Verdi). Trio, Act II. "Qual volutta trascorrere" (What joyous transports). Edna Kaistner, Soprano; Carlo Carica, Tenor, and Cesare Alessandrini, Baritone. In Italian, orch. accomp. Le Caid (Thomas). Overture. Prince's Orchestra.
- 10-IN. BLUE-LABEL DOUBLE-DISC RECORDS.**
- A1258 La Boheme (Puccini). "O! Mimi, tu piu non torni" (O! Mimi, fickle hearted). Giuseppe Armanini, Tenor, and Taurino Parvis, Baritone. In Italian, with orch. I Pagliacci (Leoncavallo). "Stridono lassu" (Oh, birds in freedom flying). Rita D'Oria, Soprano. In Italian, with orch.
- A1266 Everybody Two-Step (Herzer). Mike Bernard, Pianist. Battle of San Juan Hill (Arr. by Bernard). Mike Bernard, Pianist.
- A1257 For Tufts, Hurrah (Lewis). Tufts College Glee Club. Unaccomp. Hurrah for the Brown and Blue (Newton). Tufts College Glee Club. Unaccomp.
- A1265 The Last Rose of Summer. Grace Kerns, Soprano. Orch. accomp. The Rosary (Nevin). Columbia Male Quintet. Unaccomp.
- 10-IN. DOUBLE-DISC RECORDS.**
- A1268 Princess of Faraway, from "The Lady of the Slipper" (Herbert). Clara Moister, Contralto, and Chorus of Mixed Voices. Orch. accomp. A Little Girl at Home, from "The Lady of the Slipper" (Herbert). Clara Moister, Contralto, and Henry Burr, Tenor. Orch. accomp.
- A1259 Oh, For the Wings of a Dove (Mendelssohn). Walter Lawrence, Boy Soprano, orch. accomp. Sunlight Waltz Song (Ware). Walter Lawrence, Boy Soprano, orch. accomp.
- A1270 Semiramide (Rossini). Overture. Ocarina Solo, Mose Tapiero, orch. accomp. La Boheme (Puccini). Musetta's Waltz Song. Accordion Solo, Guido Deiro.
- A1269 Hail! Glorious Apostle. Hymn to St. Patrick. Columbia Mixed Quartet, orch. accomp. Faith of Our Fathers. Harry McClaskey, Tenor, orch. accomp.
- A1264 Irish Air with Variation (Arr. by Morris Smith). Prince's Band. Standard Bearer March (Fahrbach). Prince's Band
- A1267 My Little Lovin' Sugar Babe (Marshall). Ada Jones, Soprano, and Walter Van Brunt, Tenor, orch. accomp. I'll Sit Right on the Moon (Monaco). Ada Jones, Soprano, and Walter Van Brunt, Tenor, orch. accomp.
- A1263 Melody Chimes (Cormack). Albert Campbell, First Tenor, and Henry Burr, Second Tenor, orch. accomp. In the Shadows (Finck). James Reed, Tenor, orch. accomp.
- A1260 Down in Dear Old New Orleans (Conrad and Whidden). Byron G. Harlan, Tenor, and Arthur Collins, Baritone, orch. accomp. Mammy's Shufflin' Dance (Gideon). Byron G. Harlan, Tenor, and Arthur Collins, Baritone, orch. accomp.
- A1261 Everybody Two-Step (Herzer). Peerless Quartet, orch. accomp. At the Ragtime Ball (Lewis and Monaco). Peerless Quartet, orch. accomp.
- 12-IN. DOUBLE-DISC RECORD.**
- A5447 Leonore Overture No. 3 (Beethoven). Part I. Prince's Orchestra. Leonore Overture No. 3 (Beethoven). Part II. Prince's Orchestra.
- U-S PHONOGRAPH CO.**
- FOUR-MINUTE RECORDS.**
- 1616 Germany, I Welcome Thee..... U.S. Concert Band 12
 1438 Songs My Mother Sang to Me..... H. McClaskey 12
 1436 Roses in June..... John Barnes Wells 12
 1528 To A Wild Rose..... Florentine Trio 12
 1575 Serenade, The Swan, The Bee (Violin)..... H. L. Spitalny 12
- 1613 Uncle Josh at the Opera..... Cal Stewart 12
 1622 When I Dream of Old Erin..... Manuel Romain 12
 1632 I'd Rather Be Kissed 'Neath the Mistletoe Rough..... Burr and Campbell 12
 1621 Stephanie Gavotte, etc. (Bells)..... A. Benzler 12
 1623 The Venus Waltz. Inex Barbour and H. McClaskey 12
 1520 Aria, from "Liljah"..... Agnes Kimball 12
 1618 Visions of Sunny Italy (Mandolin)..... Wm. Foster 12
 1631 Selections from "Mignon"..... U.S. Peerless Orchestra 12
 1624 Dance the Polka..... Premier Mixed Quartet 12
 1625 Soldier's Farewell..... U.S. Concert Band 12
 1627 Medley of War Songs..... M. Romain 12
 1628 My Rosary of Dreams..... M. Romain 12
 1650 Camp Meeting at Pumpkin Center..... Cal Stewart 12

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The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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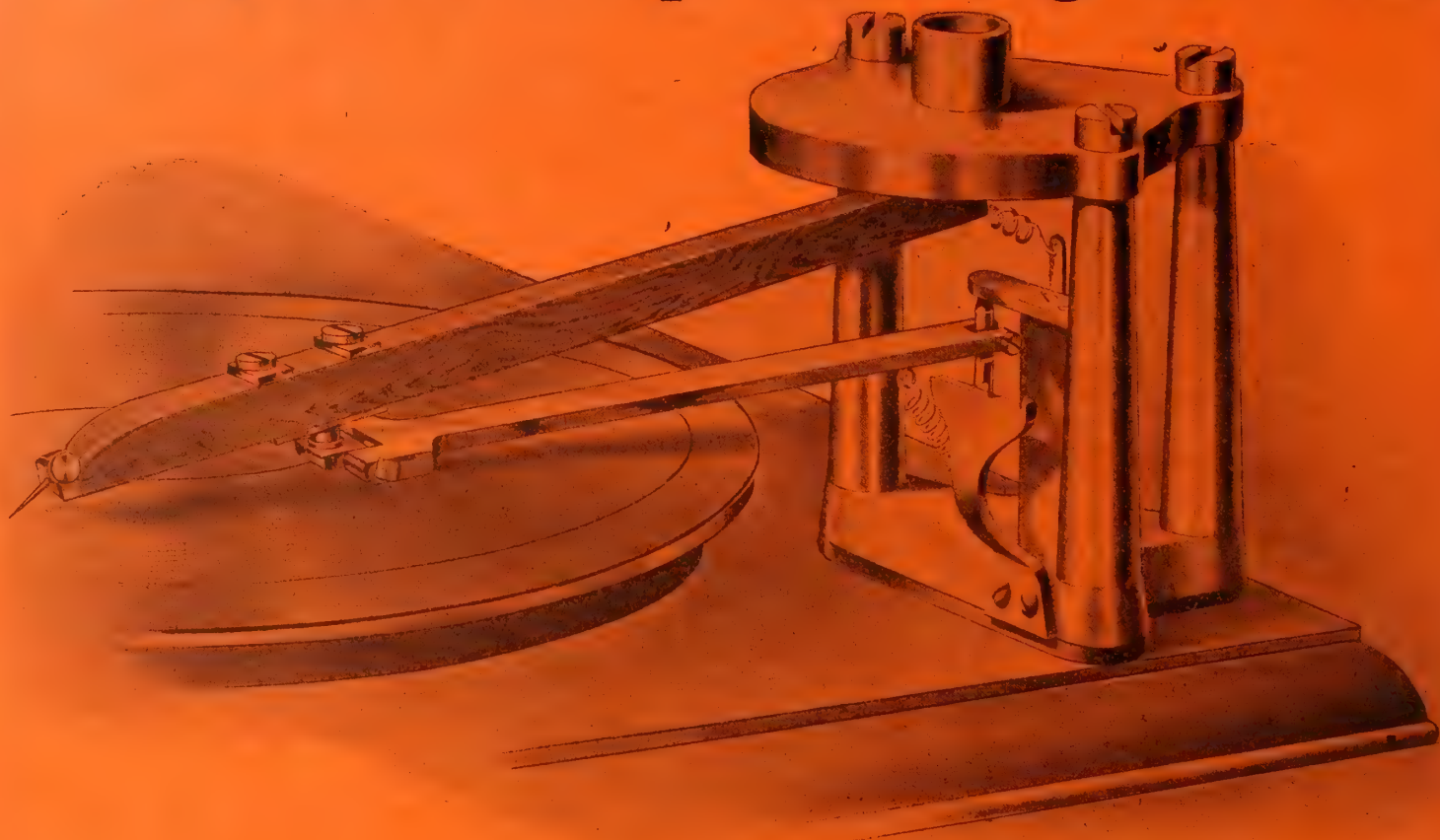


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The Vitaphone plays every cut of disc record, needle or permanent jewel of any kind, and the change is accomplished by one move of the hand.

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 3.

New York, March 15, 1913.

Price Ten Cents

BIG DISPLAY OF TALKERS

Made at American Woman's Exposition in Cleveland—Columbia, Edison and Victor Lines Strongly Featured and with Excellent Results—Many Sales Made of Machines.

(Special to The Talking Machine World.)

Cleveland, O., March 10, 1913.

The attractive event of the season was the American Woman's Exposition in the auditorium of the large Central Armory, held during the last week in February. Cleveland business men and women vied with the manufacturers in producing displays which daily attracted thousand of visitors. Among the thousands of exhibits the talking machine display was prominent, including all the different makes and styles. Crowds were constantly hovering about the two booths of the Columbia Graphophone Co., attracted by the varied demonstrations given, the musical program keeping up constant interest. The feature of the company's display was the Columbia Grand, electrically operated. The sale of four of the instruments on the first day of the exposition is evidence that it has struck a popular chord in the hearts of the people.

There was a fine display of the various types of Edison machines. The new disc phonograph, one of which gave concerts in the Oriental tea room, was acclaimed the acme of instruments by those who know and appreciate fine music.

The exhibit of Victrolas and Victor machines of the different types was one of the most attractive displays. The musical numbers of the great artists, from Caruso to Melba, furnished entertainment to the throngs who were clustered about the booth throughout the exhibit. A number of purchases of both machines and records were made.

GRAPHOPHONE ENLIVENS LECTURE.

Illustrated Discourse on Fleas Affords Opportunity for Clever Use of Records.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 8, 1913.

The Columbia Company was a party to a ludicrous affair at the Columbia Club here the other night, the Indiana section of the American Chemical Society being the chief offender. The company supplied the society with a graphophone. Frank B. Wade, professor of chemistry in Shortridge High School, did the rest. While producing stereopticon views of fleas, the graphophone played that Missouri classic about "You Gotta Quit Kickin' My Dawg Around." A view of a mosquito brought "Way Down Upon the Swanee River"; the sand flea was pictured on the screen to the tune of "Till the Sands of the Desert Grow Cold." Waterbugs on the screen brought "The Old Oaken Bucket." And then there was the kissing bug with "Comin' Through the Rye."

E. F. SKINNER BECOMES THE OWNER

Of the Business of the Schafford Album Co., Manufacturers of Talking Machine Record Albums and Other Specialties in New York.

E. F. Skinner has purchased the interest of T. C. Schaffuss and will hereafter operate the business of the Schafford Album Co. as sole owner.

The Schafford Album Co. has been in business for a considerable length of time and is a large manufacturer of albums for talking machine records. This house also makes albums for prints and photographs, as well as a line of desk pads.

Mr. Skinner has a number of new plans in mind, for not only new styles of record albums but for the general featuring of the Company's products that will hold them in closer esteem with the trade.

The Schafford Album Co. is located at 126-128 Lispenard street, New York, where it has a large and complete organization for the efficient production of these goods.

BURBANK SELECTS VICTROLAS.

The Famous Horticulturist Selects Three Expensive Victor Instruments for Installation in the Fremont, Lincoln and Burbank Grammar Schools—Teachers and Pupils Appreciate the Gifts of This Famous Man.

(Special to The Talking Machine World.)

Santa Rosa, Cal., March 8, 1913.

The teachers and pupils of Fremont, the Lincoln and Burbank grammar schools are the proud possessors of modern Victrolas presented to them by Luther Burbank, Santa Rosa's famed horticulturist and plant breeder.

The gifts came as a complete surprise and teachers and pupils alike cannot express their gratitude and appreciation for the kind and thoughtful spirit which prompted the action on the part of Mr. Burbank.

The Victrolas are encased in handsome fumed oak cases and stand about four feet high, having a place under the apparatus for records. The teachers and pupils of the various schools greatly appreciate the gift and express the deepest gratitude to the donor. They feel the spirit which prompted the gift is one which is imbued with the welfare of the school children of the city deeply at the donor's heart.

The gift came through the Wiley B. Allen Co., of which J. E. Bradley is the local representative, and carried a characteristic note from the donor reading as follows:

"To the Teachers and Pupils of the Santa Rosa Schools:

"Believing that the emotions should be as carefully cultivated as the intellect and that music is of fundamental importance I take great pleasure in presenting you with a modern Victrola with the hope that it will be an inspiration toward the best in each of you.

"LUTHER BURBANK."

NEW EDISON LINE IN CINCINNATI.

Demonstration Recital at Hotel Sinton Arouses Enthusiasm—John Arnold First to Sign Up in City—Starts Work Immediately.

(Special to The Talking Machine World.)

Cincinnati, O., March 8, 1913.

Local jobbers and dealers last week had their first peep at Thomas Edison's noted disc phonograph. Although the Middle West trade has heard much of this new invention on the part of Mr. Edison since it was first announced several months ago, it was up to the Kipp-Link Phonograph Co., of Indianapolis, to bring the instrument to Cincinnati.

The presentation took place at the Sinton Hotel last week under the direction of Walter E. Kipp, the Indianapolis Edison jobber, and his assistant, Eugene Beacham. John Arnold, the Elm street dealer, was the first to give an order for several of the diamond-pointed reproducing machines. It is also understood the Kipp-Link Phonograph Co. have negotiations on with one or two piano houses which have never heretofore featured talking machine goods. Kipp is enthusiastic over the prospects of the disc machine in his territory. While at the hotel the machine became a great favorite, causing many persons to believe there was a "live" recital going on in the parlor reserved for the use of the instrument. The staging helped to carry out this delusion, since the machine was hid behind portieres and all the audience could hear was the reproduction of the record. Arnold, as soon as he signed up, secured an emergency machine and gave concerts at his neat talking shop.

The United Talking Machine Co., Chicago, Ill., was recently incorporated, with a capital stock of \$2,500, for the purpose of manufacturing talking machines. The incorporators are: E. E. Johns, A. F. Johns and Robert Johns.

"DER ZIGEUNERPRIMAS" RECORDS.

How Henry Savage Came to Select for Presentation in America the Reigning Operetta Sensation of Vienna—Records Made of the Entire Opera and Sent to Him in New York.

Sitting in his New York office one day recently, Henry W. Savage listened to the music of "Der Zigeunerprimas" (the Gypsy Chief), the reigning operetta sensation of Vienna, and, finding it emphatically to his liking, cabled his European representative to buy for him the American rights to the production. Negotiations for the purchase had been in progress for a month between the American producer's agent and Joseph Weinberger, the Leipzig publisher who owns the operetta, but could not be concluded before, because Mr. Savage had made it an absolute condition before giving a final decision that he must hear the score. Anxious that Mr. Savage make the American production, Weinberger decided not to wait until the producer could find time to go to Vienna; he gathered his cast for a special performance and had all of the numbers sung into a talking machine. A set of the records was then dispatched to the United States. Thus while "Der Zigeunerprimas" has not been sung except in the Johann Strauss Theater in Vienna, Mr. Savage, having sent out for a machine which the records would fit, some four thousand miles away from the place of its performance, enjoyed the melodies which have made their Hungarian composer, Emmerich Kalman, famous. The producer has decided to follow the same plan before purchasing other European productions.

"Der Zigeunerprimas" has been running in Vienna for nearly a year, and according to predictions will be running at this time next year. The American production will be made next September.

CHANGES IN STEWART T. M. CO.

W. E. Ludlow Resigns as Manager and Is Succeeded by W. S. Barringer—To Move to New Location at 221 North Pennsylvania Street.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 8, 1913.

The Stewart Talking Machine Co. not only announces a change in location at this time, but a change in managers as well. W. E. Ludlow, who was associated with Alexander M. Stewart when the latter owned the Wulschner-Stewart Music Co., and who became manager of the Stewart Talking Machine Co. when that company was organized by Mr. Stewart after he had disposed of his holdings in the Wulschner-Stewart Co., has resigned. W. S. Barringer, who was assistant manager, becomes manager, and W. M. English will act as his assistant. The Stewart store is being moved from 110 North Pennsylvania street to 221 North Pennsylvania street. Elaborate decorations mark the new quarters of the company, and an effort will be made to make them the most inviting in the city.

THE ART OF LETTER WRITING.

The writing of a good letter is perhaps the finest art in business. It is an art which comes with the development of the man. To convince and not dissuade, to attract and not repel, to please and not offend, involves first the mastery of self and then the fine art of expression. The letter is the measure of the man. His character shines through his words.

Letter writing is a matter of training and character development. The short-visioned, unprincipled and ungracious man will write the letters you would expect from such traits, and the happy, big-souled and big-minded man who has large experience and character will write letters that impel trade.

TRADE EXPANSION CONTINUES IN QUAKER CITY.

Trade in Records and Machines for February Exceeds That of January—Lit Bros. Changes and Improvements—Buehn Pleased with New Victrola Styles—Estey Co. Doing Enormous Business with Columbia Line—Pennsylvania Co.'s Good Report—Other News.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 11, 1913.

The talking machine business in Philadelphia the past month has been excellent. It has shown a marked increase over January and has practically doubled over last year. It is remarkable the extent to which this business is growing, and again is heard everywhere the complaint that it is impossible to get instruments and records fast enough. There are very few firms in Philadelphia which are not always oversold on the Victor goods, and it is keeping the Columbia Co. busy trying to keep up with its supply with so many substantial establishments selling large quantities of these goods.

Even although Philadelphia has just closed a most successful grand opera season, there does not seem to be the demand for grand opera records which might reasonably be expected, but the records that are selling the most are the popular and the odd records. It would appear that the opera record business was being overdone, as the dealers have been flooded with these records and many of them, even by favorite artists, do not seem to sell well. They may do better later when the music-lovers have forgotten the impression of the real voice and will be glad to hear a favorite again on the record.

Harry Hovey, of the talking machine department of Lit Brothers, having been transferred to the music roll department, Alexander L. Munchweiler is in full charge and reports that their business is excellent. They have just added four more hearing rooms to the department, and have about doubled their floor space for the sale of these instruments. All of the hearing rooms have been gone over and are now finished in white and are most attractive. The firm has spent more than \$1,000 on the improvement of the rooms. The firm have been doing a great deal of advertising of the department and through an agreement with the house they are allowed a daily advertisement of the department in the newspapers, something no other department in town is able to get. They have a record club which is distinct with their house and it is a great source of revenue to them and of satisfaction to their customers. They used to have the club plan only on certain records but now all records in the catalog are included.

Louis Buehn & Bro. report that their business has been very good indeed, and ahead of last year by at least thirty per cent. Among their recent visitors were Morris Peters, of J. C. Aschbach, of

Allentown, who reports business as being very good in his section, and M. A. Carpell, of the Herzog Furniture Co.

Mr. Buehn is very much pleased with the new Nos. 8 and 9 Victrolas, which he says are a distinct improvement over the old instruments, the distinguishing feature being that they have been equipped with the concealed horn. He notes that the machines are coming along much more freely and he is able to keep his trade pretty well supplied. He further notes that there is a continued steady demand for the Edison Blue Amberol records and diamond-point reproducers.

The dictating machine business of Louis Buehn & Bro. has been exceptionally good. They have added to their force J. Frank Smith, as sales manager of the dictating machine department. There are three other salesmen in this department, C. J. Auerbach, Paul McCurdy and Howard Steele.

Manager Elewell, of the talking machine department of C. J. Heppe & Son, reports that they have been having a "boom" business. It is a great deal better than last year, and they have been having difficulties to get enough goods to fill their orders. Harry D. Ziegler has taken charge of the retail selling of talking machines at the Heppe house. A new salesman added to their force is F. D. Ferris.

Walter Linton, in charge of the talking machine department at the Estey house, where the Columbia is handled exclusively, has been doing very well, and is delighted that the new pipe organ has been erected in their concert hall and that that part of their building has been again thrown open to the public. Mr. Linton is arranging a series of attractive concerts in which the Grafonola and other instruments handled at the house will combine. Besides, when the concert hall is not occupied Mr. Linton is utilizing some of the space as additional selling room. Mr. Linton says the Ysaye records, the great violinist playing exclusively with the Columbia, will be big sellers, especially as Ysaye was here last week with the Philadelphia Orchestra and is coming here this week in a recital.

Manager Walter L. Eckhart, of the Pennsylvania Talking Machine Co., has spent several days this week at the Columbia factory. The Pennsylvania's business has been excellent all through February, and has been double what it was last year. The firm has already sold a number of the Columbia Baby Grand Grafonolas, in spite of the high price,

and they expect to do a big business on them this spring. They have been demonstrating them at a number of different points.

VICTROLA POOR THIEF BAIT.

B. L. Robbins, with the Eclipse Musical Co., and Ambitious Policeman Spend Several Nights Watching Case Supposed to Contain Stolen Machine and Waiting for Crooks to Return, to Find Only Firewood.

(Special to The Talking Machine World.)

Cleveland, O., March 10, 1913.

B. L. Robbins, with the Eclipse Musical Co., and an ambitious policeman were crestfallen and disgusted on a recent morning when they found that they had been guarding a box of kindling wood for nearly a week thinking it was a missing Victor machine which had been stolen from the store. Two machines were delivered at the rear of the store and within a half hour one had disappeared. The police were notified and began searching for clues, and the next morning a patrolman reported that the box had been found. "It's planted behind an empty storeroom, just two doors west of here," he said. "Now let's leave it there and when the thief comes to get it to-night we'll pounce upon him." Robbins went and looked at the box and agreed to the arrangement. After a vigil of several nights, Robbins and the policeman slinking about in the shadows of the moon, and the robber not coming for his loot, Robbins decided that the valuable machine couldn't be used any longer for a thief trap and the box was opened. It was filled with kindling wood, and the discovery made that it was an old box somebody had appropriated for storing fire material. The \$100 machine has not yet been found.

MUSIC BY WIRELESS 'PHONE.

Playing of Talking Machine at Sayville, L. I., Sent by Wireless 'Phone Heard on a Steamship Far Off the New York Coast.

In recent experiments in connection with the development of the wireless telephone it was demonstrated that "The Star Spangled Banner" played by a talking machine installed in the Sayville (L. I.) station of the Telefunken Co. could be heard on board the steamship "George Washington," while a long distance off the Long Island Coast on its way to Bremen. At the same time the wireless Telefunken station on the tower of 111 Broadway heard the music, and the operator there said that it sounded almost as if the band were in the next room. The Telefunken Co. states that recent experiments by wireless telephone have been most successful, and the ultimate aim of the company is to utilize the wireless telephone commercially.

Cash Your All the Year Round Loyalty

During the rush and time of shortage around the holidays have your name on our list of regular dealers and be in line to have your orders receive preference over the fellow's who "shops" during the rush season and who buys from his nearest jobber the balance of the year to save on freight and express, and maybe puts up with second-class service at that, sacrificing increased profits made possible by prompt and full-filling of orders for the sake of the "economy bug" working on his freight and express expense account.

FORGET THE SMALL DIFFERENCE IN EXPRESS

if there is a difference between your store and ours in favor of a jobber nearer you, and remember there are a lot of things about "Eastern Service" which will more than repay you.

Maine, New Hampshire, Vermont, Rhode Island and Connecticut Papers Please Copy.

EASTERN SERVICE IS GOOD SERVICE. BUT ABOVE ALL IT IS JUST.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY



A large, ornate, dark-colored metal safe or cabinet. It features a single door with a prominent handle and a decorative keyhole. The safe has a heavy, rectangular body with a slightly arched top and stands on four decorative, curved legs. The surface appears to be made of dark metal, possibly cast iron or steel, with some visible wear and texture.

Victor-Victrola XI, \$100
Mahogany or oak

What the Victor-Victrola has done in awakening the public to a greater appreciation of the world's best music; what it has done in giving prestige to Victor dealers and making their sales-rooms the attractive and well-appointed places of business they are to-day; what it has done in uplifting the entire music trade to its present prosperous and dignified position—all these things are all evidences of the power the Victor-Victrola wields in both the musical and business worlds.

A large, ornate, dark-colored cabinet or wardrobe with a curved top and decorative carvings. The piece features a prominent central panel with a lighter, possibly inlaid or painted, design. The base is elegantly curved, and the overall style suggests a late 19th or early 20th-century aesthetic.

Victor-Victrola XVI, \$200
Mahogany or quartered oak

Berliner Gramophone Co., Montreal, Canadian Distributors

Albany, N. Y......Finch & Hahn.
Altoona, Pa......W. F. Frederick Piano Co.
Atlanta, Ga......Elyea-Austell Co.
 Phillips & Crew Co.
Austin, Tex......The Talking Machine Co., of
 Texas.
Baltimore, Md.....Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. K. Eisenbrandt Sons.
Bangor, Me......Andrews Music House Co.
Birmingham, Ala...Talking Machine Co.
Boston, Mass......Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
Brooklyn, N. Y.....American Talking Machine Co.
Buffalo, N. Y......W. D. Andrews.
 Neal, Clark & Neal Co.
Burlington, Vt.....American Phonograph Co.
Butte, Mont......Orton Brothers.
Chicago, Ill......Lyon & Healy.
 The Talking Machine Co.
 The Rudolph Wurlitzer Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O......The W. H. Buescher & Sons Co.
 The Collister & Sayle Co.
 The Eclipse Musical Co.
Columbus, O......Perry B. Whitist Co.
Dallas, Tex......Sanger Bros.
Denver, Colo......The Hext Music Co.
 The Knight-Campbell Music Co.
Des Moines, Ia....Chase & West.
Detroit, Mich.....Grinnell Bros.

Elmira, N. Y. Elmira Arms Co.
El Paso, Tex. W. G. Walz Co.
Galveston, Tex. . . . Thos. Goggan & Bros.
Grand Rapids, Mich. J. A. J. Friedrich.
Honolulu, T. H. . . . Bergstrom Music Co., Ltd.
Indianapolis, Ind. . Stewart Talking Machine Co.
Jacksonville, Fla. . Florida Talking Machine Co.
Kansas City, Mo. . . J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
Lincoln, Neb. Ross P. Curtice Co.
Little Rock, Ark. . O. K. Houck Piano Co.
Los Angeles, Cal. . . Sherman, Clay & Co.
Louisville, Ky. . . . Montenegro-Riehm Music Co.
Memphis, Tenn. . . O. K. Houck Piano Co.
Milwaukee, Wis. . Wisconsin Talking Machine Co.
Mobile, Ala. Wm. H. Reynolds.
Montreal, Can. . . . Berliner Gramophone Co., Ltd.
Nashville, Tenn. . . O. K. Houck Piano Co.
Newark, N. J. . . . Price Talking Machine Co.
New Haven, Conn. Henry Horton.
New Orleans, La. . Philip Werlein, Ltd.
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 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Londay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Oklahoma City, Okla.	Schmelzer Arms Co.
Omaha, Neb.	A. Hospe Co. Nebraska Cycle Co.
Peoria, Ill.	Putnam-Page, Co., Inc.
Philadelphia, Pa.	Louis Buehn. C. J. Heppé & Son. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressey & Allen.
Portland, Ore.	Sherman, Clay & Co.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, Utah	Consolidated Music Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Savannah, Ga.	Phillips & Crew Co.
Seattle, Wash.	Sherman, Clay & Co.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	The Aeolian Company of Mo. Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro. Koehler & Hinrichs.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier Co.
Washington, D C.	E. F. Droop & Sons Co. Robert C. Rogers Co.

INDIANAPOLIS A GREAT TALKING MACHINE CITY.

Victrola Line Now Handled by Six Different Stores in Indianapolis—High Class Records in Demand at the Columbia Establishment—New Dictaphone Agencies—Changes in Terre Haute—Kipp-Link Co. Most Anxiously Awaiting Edison Products.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 10, 1913.

With the announcement of the Rap & Lennox Co. that it will handle the Victor line of talking machines, the Victor output can now be obtained at six different stores in Indianapolis. The Stewart Talking Machine Co. is the Indiana jobber for the Victor machine, and besides this company the following handle the Victor line: Wulschner Music Co., Aeolian Co., Rapp-Lennox Co., Block's department store, and the Taylor Carpet Co.

Miss Lazurus, manager of the talking machine department of Aeolian Hall in North Pennsylvania street, left for Camden, Ark., Saturday afternoon, when she was notified of the serious illness of her father. C. C. Thomas, manager of the local branch, says Miss Lazurus' department has experienced an exceptionally good sale on records. The recent visit of Harry Lauder to this city was responsible for a large number of calls for his records. A special window display was put on by the Aeolian Co. in honor of the Scotsman's visit.

A. W. Roos, manager of the local branch of the Columbia Graphophone Co., announces that the store sold as many high-class records in the last five weeks as it had ever sold in any three months. He attributes this unusual sale to the visit of Orville Harrold, who sang here recently. Persons desiring the Harrold records would come into the store, and after selling them the Harrold records the salesmen would interest them in the records of other great singers.

C. P. Herdman, for two years assistant manager of the local Columbia store, goes to St. Paul March 8 to become manager of the St. Paul store. His successor here has not yet been appointed.

Mr. Herdman has made many friends while in Indianapolis.

Thomas Devine, manager of the Dictaphone department, announces the establishing of agencies at Lafayette, Anderson and Logansport. The Burt-Haywood Co. will handle the Dictaphone at Lafayette, Decker Bros. will handle the Dictaphone agency at Anderson, and the Harry Lux Co. at Logansport.

The Columbia Graphophone Co., of Terre Haute, has moved from its old quarters on Fourth street to space in the rooms of the Baldwin Piano Co. on Main street. L. A. Moeller, manager, now has a beautiful and commodious store and expects to make his store "felt" in the southwestern part of the State.

Albert Von Tilzer, who appeared at B. F. Keith's theatre recently, used the Columbia Grafonola advantageously in his act. He makes a call over the telephone, and the answer is made by the Grafonola hidden behind screens.

The Kipp-Link Phonograph Co., jobber for the Edison products, is still waiting for the Edison Co. to "come through" with the new disc machines and records. Samples are on hand and orders are plentiful; all that is needed is "the goods."

It is needless, perhaps, to add that the talking machine business is good in the Hoosier capital. The talking machine is a live article in this part of the world, and that species always makes business.

More men prove failures for want of courtesy, diplomacy and use of plain, ordinary common sense in dealing with men than they do for want of more technical knowledge about their particular business.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.

CHAUNCEY OLCOTT MAKES RECORDS.

Voice of Famous Singer of Irish Ballads Permanently Enshrined for His Many Admirers.

The Columbia Graphophone Co. recently arranged with Chauncey Olcott, the famous actor and Irish ballad singer, whereby this popular actor-singer will produce records exclusively for the Columbia Co. Mr. Olcott visited the Columbia laboratory the early part of the month, and, judging from the pleasure he expressed at the recording perfection of his trial records, the public will be given an exceptional treat when the new records appear.

Chauncey Olcott has been a prime favorite for many years. He has visited every corner of this country and his songs have been heard and admired by audiences in all walks of life. He al-



Chauncey Olcott.

ways has been and still is a prime favorite with those people who appreciate the beauty and sentiment of the Irish ballads and folk songs, and in this role of a popular sentimental singer Mr. Olcott has never been surpassed. He gives a human touch to his songs which seems to reach the hearts of all who listen to him.

In securing the services of Chauncey Olcott to produce records exclusively for its clients, the Columbia Graphophone Co. has succeeded in adding a popular artist to its lists whose records will be in tremendous demand from Chauncey's army of admirers.

THE RECORDS OF HUMAN LIFE.

A Philosophical Dissertation in Which the Phonograph Gives the Idea Which Editorial Writer Develops with a Moral.

The manufacture of "human records" was the subject of some philosophical reflections by the editorial writer of the Philadelphia Telegraph the other day, in which he pointed out that the talking machine has been so well developed that it is capable of well-nigh perfect reproduction of the human voice, and in this connection says:

"Voices are reproduced in all their softness, strength and naturalness. The artist sings into the receiving mechanism. The sound waves are recorded in the wax. Then the hard rubber disc is made, and on it for years, probably forever, is the message of the singer.

"You meet Jones and talk with him. While you talk Jones' brain is the receiving mechanism. You are the singing artist. Whatever you say to Jones (he being willing to receive it) is recorded in his brain. Memory is the reproducing needle that plays over the disc.

"For years, probably forever, your message is left there as a real thing—cut into Jones' brain.

"So we are all constantly making records which are being or will be reproduced in the great phonograph of human life.

"Are we not ourselves records as well as record-makers, reproducing constantly, as a sort of human concretion, the words and acts that have been spoken at or into us?

"Words and conversations are fraught with vital importance. They call for the exercise of the greatest care in their selection and use. We inscribe them as records to be reproduced in the life of those around us, and their effect must be to either inspire and encourage or to dishearten and discourage, to broaden and develop or to warp and destroy."

From Bonci:

I have just been listening to my records. They are GREAT! My warmest felicitations.



Alessandro Bonci

Columbia Graphophone Company
Tribune Building, New York

EXCITEMENT ATTENDS PHOTOGRAPHING OF ARTIST.

Pugnacious Bull Terrier Makes Things Interesting When Mme. de Cisneros' Voice Issues from Edison Disc Phonograph—Interesting Moments for Photographer and Edison Man—Despite Damage to Machine Grand Opera Star Is Pictured in Pleasing Pose.

It is no uncommon thing for a prominent artist who has sung for one of the big talking machine companies to be photographed in the attitude of listening to a favorite number as it is reproduced by the talking machine, but it is a question if the taking of the photograph of such an artist has been accompanied by such exciting experiences as attending the securing of the accompanying counterfeit presentment of Mme. Elenora de Cisneros listening to her own voice through the medium of one of the new Edison disc phonographs, for which she has made a number of excellent and interesting records.

Mme. de Cisneros has met with wonderful success in singing prominent contralto parts with the Chicago Grand Opera Company, and is to be listed among the comparatively few Americans whose voices have won fame for them in the higher musical circles both at home and abroad. She is the wife of a Spanish nobleman whose lineage dates back for centuries.

Arrangements for taking a series of photographs of Mme. de Cisneros were made some time ago, and in order to add color to the views it was decided to take the pictures in the singer's apartments in the Hotel Majestic, New York. The artist donned a stunning gown, assumed the proper attitude and announced to the photographer that all was ready, whereupon the machine was started playing.

Those engaged in the work, however, had not reckoned with the Madame's prize bull terrier pup, who remained an interested but quiet spectator until the voice of his mistress began to issue from the phonograph. At first the dog was puzzled and furnished considerable amusement for those present. In a moment, however, the bulldog instinct got the upper hand and the dog made a desperate rush for the opening in the phonograph through which the sound came. The grillwork covering the opening was soon wrecked, and the dog had begun to devote himself to the cabinet work at the work at the top before Mme. de Cisneros succeeded in calming his ruffled spirits.

When the fracas started the Edison representative and the photographer tried to head off the

canine cyclone and save the machine, but one good look at the onrushing pup convinced them that the top of a convenient piano had many more attractions for them at that time than the floor, and they at once worked on the mental suggestion, viewing the rest of the one-sided battle from



(Copyright by Underwood & Underwood.)

Mme. de Cisneros Listening to Her Own Record.

afar. The Edison representative declares that in future, when he is assigned to superintend the photographing of artists, he will carry as part of his equipment a guaranteed dog muzzle and a league baseball bat.

Meanwhile, Walter T. Miller, manager of the recording department of Thomas A. Edison, Inc., is displaying a mutilated cabinet in his office for the purpose of convincing the skeptical.

and accessories. There is a very attractive and costly recital room, and a large number of sound-proof rooms which afford the buyers all the necessary conveniences for purchases.

The Columbia Graphophone Co., 87 Chambers street, New York, reports a gain in its wholesale business of 50 per cent. over last year's January and February. Many new accounts have been closed since the first of the year, and the outlook is very bright for a banner year. R. H. Macy & Co. who recently completed arrangements to handle the Columbia products, has enlarged its talking machine department and placed a substantial Columbia order for immediate delivery.

SUPPORT MUST BE EARNED.

The Community Does Not Owe the Merchant Anything That He Has Not Won for Himself—Service the Real Factor That Arouses.

"The Community does not exist for Business, but Business for the Community."—President-elect Woodrow Wilson.

The gentleman who will occupy the White House for the next four years—or more—has a neat and striking way of dressing an old truth in a new garb, a happy example of which is above given. For the truth in his aphorism is as old as the trade caravans of Abraham, and yet so new that it is worth the while of any merchant, old or young, to take an hour off for its consideration. If any man in trade gets the idea that his town or city owes him its support, the sooner he relieves himself of that pleasant but dangerous delusion the earlier will he discover his proper relation to the life by which he is surrounded.

The community owes a man only for what he does in its behalf. In many cases he may be thankful that he can collect this much, says the Hardware Dealers' Magazine. The investment of capital in a store; the laying in of a stock of goods; a fine display,—these are no claims whatever on the community in which a man may resolve to do business. No one is coming into a store because the proprietor is in need of customers; no one will purchase an article because the seller hopes to make a profit on the sale; not a person in the town will consider it his duty to buy. The only reason why a man buys goods is because he needs—or thinks he needs—them. The only reason why a man goes to this store or that is one of convenience, perhaps, in the beginning, but one of service in the long run.

The sort of service he gets in that store is the one thing that makes him a permanent customer, and that holds him or drives him away. Into that essential element much enters; in fact, in its best sense it is a combination of all the business virtues. No merchant needs to be told what they are.

But many a merchant does need to be told that in these days people must be lured into the store not because they can do good to the merchant, but because he can do good to them. It is their interests that must come first; not his. It is their desire that must be excited; their attention won; their requirements, even their foibles, cared for attentively.

The merchant is wise who will occasionally go out into the street and look at the store from the standpoint of the customer rather than his own.

It is better salesmanship to help a customer buy something than to sell him something. In the first instance you have his assistance; in the second you must go it alone.

A recent addition to Columbia representatives in the "Blue-grass" State is Carl R. Kiener, of Paducah, Ky. Mr. Kiener has been a very successful piano merchant for a number of years, and his initial order with the Columbia Co. called for a representative stock of machines and records.

VICTOR LINE WITH STERLING CO.

The Well-known Brooklyn Piano House Opens Attractive Talking Machine Warerooms.

The Sterling Piano Co., which conducts magnificent quarters at 518-520 Fulton street, Brooklyn, N. Y., has installed the full Victor and Victrola line in its establishment, having just finished building and furnishing spacious quarters in the basement floor to make a very attractive home for these well-known products.

The department was formally opened Feb. 25 with one of the largest and most comprehensive assortments of Victor talking machines and records



Now

is the time to jump into the fast-moving, business-increasing procession of

The Edison Phonograph

The instant Mr. Edison put his machine on the market and followed it swiftly with remarkable improvements, the alert dealers began to seize the opportunity for large profits.

They concentrated on the Edison line.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.



and then

came the business.

The Blue Amberol

a record practically unbreakable, perfect in tone, constant in pitch—

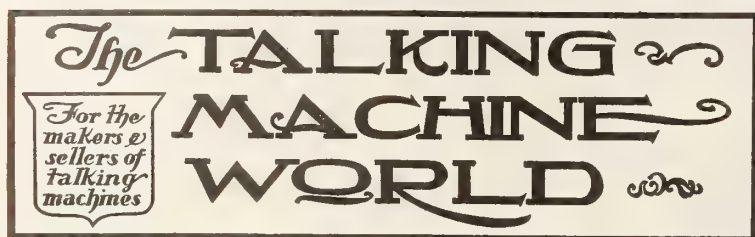
The Amberola

a wonderful instrument musically and mechanically—

This combination with other big Edison features has built up the sales to a point where you can't afford not to get into the game.

Ask an Edison dealer about it right away.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.



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PRICE stability is necessary to the maintenance of substantial business conditions, for with prices crumbling there will appear at once, as a natural sequence, a demoralization of conditions, which can have no other effect than to reduce the profits of the dealers in any line of trade.

Take an industry like talking machines, which creates a specialty and one which requires careful treatment. It will be seen at once that if we destroy price stability the trade structure which has been so carefully reared is liable to be seriously threatened. We have at once introduced certain elements which will have the tendency to shake the foundation.

There is no question about that, for one of the vital essentials to success in a special merchandising field is price stability; and because price stability has been maintained in the talking machine trade the business has remained in a splendid condition.

If dealers could, under financial pressure or under a desire to do business, slaughter prices on the standard machines what would the end be?

It is easy to predict. It would mean ruin, nothing else, and it would affect the entire trade and the earning capacity of every business establishment in the trade.

Suppose a man wishes to raise a certain amount of money quickly. He could place a talking machine stock on the market at slaughter prices. He could make sales and get his money, but at a frightful cost of not only future profits to himself but to the entire trade in his vicinage.

The dealers cannot appreciate too keenly what price stability means to them, not only in present-day profits but future profits.

A recent court opinion regarding the right of a manufacturer to control the prices at which patented articles may be sold has had a tendency to mislead many, particularly those not acquainted with the actual conditions surrounding the case.

The fact remains, however, that the leading judges of the country and the highest courts in the land have ruled time and time again in support of fixed prices based on patent rights.

In this connection, Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., points out elsewhere in *The World* that "The Victor contract has been carefully drawn, based on decisions of the United States Supreme Court. It has been sustained before the United States Court quite a number of times, and by the United States Courts of Appeals a number of times, which would seem to justify us in believing that it is pretty well seasoned legally." He also adds that "The Victor system can only be invalidated by an act of Congress changing the United States patent rights."

Elisha H. Camp, counsel of the Columbia Graphophone Co., in referring to the power of the owner of a patent to retain title in the article transferred sufficient to restrict the manner of its use, or the price at which it shall be sold, and so make the purchaser a mere licensee, says that this is recognized most emphatically in the following decisions, which have been widely quoted and ruled on: Columbia Graphophone Co. vs. Hill Piano Co.; Edison Phonograph Co. vs. Kaufman; Edison Phonograph Co. vs. Pike; Victor Talking Machine Co. vs. The Fair; National Phonograph Co. vs. Schlegel; Rubber Tire Wheel Co. vs. Milwaukee Rubber Works Co., and others.

The voluminous opinion handed down by Judge Ray in the suit of the Waltham Watch Co. vs. Chas. A. Keene, referred to, sets forth some conclusions that, according to eminent lights in the legal world, will not be maintained by the higher courts. He quotes copiously from copyright decisions, notably those which prevent publishers fixing prices on copyrighted books, as a basis of his discussion of patent rights, and, contrary to the general rulings of the higher courts, he would give the patentee no more privilege than the owner of a copyright.

But as this decision is to be reviewed by the higher courts it has no exact bearing on present-day decisions, for, as previously remarked, all relevant decisions handed down by the courts of last resort have been in favor of the power of manufacturers to fix prices on patented articles.

Every dealer and every jobber should realize the importance of the maintenance of prices, and every effort should be brought to bear to prevent the National Legislature from passing laws which, if passed, will have no other effect than to smash and disrupt stable conditions.

We are too prone nowadays to look with indifference upon measures which are up for consideration by State Legislature or National Congress. We defer action until obnoxious measures have become a part of the law of the country. Then it is too late for action. The time is past.

Take the Oldfield bill, which died a natural death with the last Congress. Its revival should be opposed by every business man in the country. We have given reasons in former issues, but the fundamental reason is this—it will destroy stable conditions. It will disrupt industry. It will reduce legitimate profits of labor and investment.

PRICE maintenance is something which interests men in all trades, and on this subject W. H. Ingersoll, of R. H. Ingersoll & Bro., contributed an interesting article to a recent issue of *Leslie's*, entitled "Let the Buyer Beware—Need of One-Price System." He believes that price-cutting and so-called "sales" work a hardship on merchants doing an average business, and also draw trade from smaller towns to larger ones.

The tendency is, he says, through the influences improperly exerted upon the people, for city business to become concentrated in a few big stores and in the chain store system; the country surrounding each city is likewise drawn upon.

A frequent practise of large concerns is to take standard goods known by name and trade-mark to the public and offer them at an actual loss. They select a few articles which everybody knows to be reliable and worth a certain amount and offer them at astounding reductions, and in the same advertisement include many so-called reductions on goods which the people do not know and on which a large profit is made—the public drawing the inference that because the well-known goods are slaughtered the others are too. Of course, on the day of sale, matters are so arranged that very few of the "leaders" actually get sold. It is almost impossible for customers to resist the importunities of salespeople who press something else upon them. One New York establishment makes it a standing rule to discharge a clerk who sells more than one advertised "leader" a day.

Suppose, continues Mr. Ingersoll, one sees his favorite brand of coffee, breakfast food, bacon, candy or toilet soap, or wearing apparel, or watch or silverware that to him represents the best, advertised at prices radically below what he has always paid, what happens? The value of the goods is instantly lowered in his mind. He will never willingly pay the standard price again. He thinks, "What an exorbitant profit there must ordinarily be in those goods when they can be had through this source at so

much less." How can a buyer be expected to know that the goods are advertised at prices often below actual cost with the idea, not of selling them, but of drawing people in to buy something else?

The remedy proposed is to let the maker regulate the retail price at which his goods are sold. Since the price which he himself receives is in no way involved, his whole concern is in adopting measures which will result in the widest use of his products; this is exactly what legitimate retailers also want, and it is to the interest of the public. The benefit to the public is not so clear until one reflects that uniform prices mean uniform consumption, which in turn enables mills to run regularly and economically and permits plans to be made for months in advance, which allow the maker to put the most money possible into his quality.

Experience has forced us for the general good to establish uniform freight rates to all, uniform passenger rates and uniform insurance rates. Why not enjoy the same advantages on articles of national consumption?

THE value of the show window as a trade stimulator has been discussed so often in *The World* as to be a rather hackneyed subject, and yet there is no one feature of store management that is so productive of results as the window.

It is a mirror, so to speak, of a man's way of doing business. The dirty, slovenly, carelessly kept window is the surest indication of the slovenly, unprogressive business man—one who does not invite public confidence and support.

This is not a matter of theory, but a condition that is irrefutable. In certain sections of New York and other cities there are talking machine stores that do not reflect enterprise or progressiveness in their management, judging from their windows and the layout of the machines and records in the stores.

The writer happened to venture into one of these establishments some time ago, and in the course of a chat brought up the matter of window display and arrangement, and pointed out what a valuable stimulator of trade this owner was neglecting by overlooking keeping his window properly lighted and his stock clean and well arranged.

He accounted for the situation by stating that he was so busy that he had really not given this matter the consideration it merited, or view it from the standpoint now presented. He was a man, fortunately, who received these suggestions in the spirit intended. He inaugurated a new policy at once. The show window, which was of good size, was cleaned up and made as bright as a dollar. Powerful Tungsten lights were installed, and the talking machine stock and records were displayed in a manner to attract not only attention during the day, but particu-

larly during the evening. He arranged his stock in the store so that he had room to accommodate fifty people at recitals. The entire establishment was transformed into an up-to-date sales-room that attracted buyers, and it got them, too.

When the writer visited this place about a week ago he congratulated the owner on the improved appearance of his window and store, and was informed that this change had brought about marvelous results in increased business. He said: "I had really given this matter little consideration until you emphasized that business men and their methods were judged by their store windows and store display. That anybody should have this opinion of me pained me exceedingly. I awoke to the situation at once, and you see the result. What pleased me most, and what must please you, is that this move has brought me new business, a better class of customers than I have ever had in the past, and my experience proves conclusively that it pays to have a well lighted, attractive store."

ONE would think that in New York City, where window display has received more consideration than perhaps any city in the world, talking machine men would be alive to every opportunity to attract the attention of the public to their windows, and yet there are, we regret to say, some dealers in the upper part of New York who apparently pay little attention to the value of window display. These people would willingly pay a salary to a salesman, and yet there is no salesman who can bring better results than the window. It works day and night without overtime charges—it is a perpetual reminder of the dealer's enterprise or indifference.

These remarks do not apply alone to New York. Go where you will, whatever the city may be, and you will find that the talking machine dealer who has a well-lighted window, attractively displayed, and whose store stock is shown in a manner to invite the consideration of the public is winning out as against those who are neglectful and indolent.

In some lines of trade there is an excuse for a dealer overlooking window value, but in the talking machine trade there is none, for the talking machine manufacturers provide window displays that are out of the ordinary and which never fail to attract crowds to a store.

Modern merchandising must be conducted along progressive lines, and this means utilization of any and every means that will attract public attention to the products handled, whether it be through the advertising columns of the local papers, recital work, cleverly written circular letters, or unusually attractive window or store displays. Everything counts, and, mark you, the people who are making the most money are those who are putting this progressive policy into force.

RECORDS OF THE INDIAN TRIBES.

Great Gathering of Indian Chiefs in New York Recently Aroused Fresh Interest in the Red Men, Their Customs and Their Music—Records of Indian Songs Much Praised and May Some Day Form the Basis of a Distinct School of American Music.

It was a remarkable assemblage of chiefs of the various tribes of Indians, which are now fast disappearing, that gathered in New York on Washington's Birthday to help President Taft lay the cornerstone of the monument to the Indians, to be erected, thanks to the enterprise of Rodman Wanamaker, at Fort Wadsworth, overlooking the Lower Bay of New York. It afforded a great opportunity to moving picture men and talking machine recorders to secure pictures and records of these famous warriors, so that posterity may know of the achievements and history of these early occupants of this land, which is now peopled by the tribes of the world.

Indian music is fast winning consideration from many of our noted composers, and their work in this connection has been helped most admirably by the various talking machine records that have been made by the old-time war, love and hunting songs of the various Indian tribes.

The time is not far distant when these songs may form a basis of an opera that will be characteristically American, not based upon Ethiopian

themes, but rather on the songs of those red men who have been identified with the early history of the settlement of America, and who are now being swallowed by our modern civilization.

A well-known writer who had listened to phonograph records of a number of Indian songs which had been recently secured, said:

"From the standpoint of the scientific student of folk song, all these Navajo songs which I have had the opportunity to study are extremely interesting. This interest, too, is of several different kinds. The Navajoes, like all other makers of folk music, use their songs as a medium of poetic and emotional expression, and it is very interesting to note the quantity of melody they employ for this purpose. One may note the range and kind of intervals, the kind of rhythm and meter and the quality of tone which these people find appropriate to the expression of certain ideas and feelings in song. A comparison of the Navajo songs in these particulars with the corresponding songs of other tribes and races would be a most interesting ethnological study, especially as the innermost life of all our aboriginal tribes is embodied in their music. So far as I know, all their prayers and expressions of religious feeling find outlet in song. So do all the deeper social emotions, and the historical records of the tribes, the traditions of noble deeds, the memories of good and bad fortunes received at the hands of the gods, all are recorded and handed down in the songs of the various societies."

SAILS FOR SOUTHERN CLIMES.

George P. Metzger, the energetic and popular advertising manager of the Columbia Graphophone Co., sailed Thursday, March 6, on the steamer *Esperanto* for Progreso and Merida, Yucatan, Mexico. Mr. Metzger will probably be away about two weeks, and, according to his own statement before sailing, will take with him a bundle of work which would take up about two months of his time in the office to accomplish, but which he confidently predicts will be all finished at the end of his fortnight's trip. Yucatan is far removed from the scene of the Mexican war disturbances, so no fear need be occasioned as to Mr. Metzger's safety.

SUPPORTING THE LOCAL NEWSPAPER.

An important kind of advertisement should always be a loyal support to your local newspaper. This will not only help build up the community in which you live, but is the quickest and most up-to-date route of telling them what you have for sale. Always keep in touch with your local newspaper man, who does more to build up his community and for less money than anybody else except the hardware merchant.

Devote your energies to the man who can pay for what he gets.

He who can sell is a success—others may be.

TRADE CONDITIONS IN BALTIMORE.

Lenten Season and Inauguration of President Wilson Have Had No Effect on Business Activity in Talking Machine Trade in Monumental City, and the Outlook as Expressed by the Leading Establishments Is Excellent.

(Special to The Talking Machine World.)

Baltimore, Md., March 6, 1913.

The Lenten season and the arrangements which most Baltimoreans made to attend the inauguration of President Wilson seem to have had a slightly deterrent effect upon the talking machine trade during February. While business was not at all bad, it was not quite up to the performance of the fall months and January. The dealers, however, are just as confident and optimistic as ever concerning the future of the trade, and they predict that March and the spring months will show a great improvement over the good results obtained during the same period of 1912.

Manager W. C. Roberts, of E. F. Droop & Sons Co., said that the Victors had a comparatively good run during February, and considering the short month and other events that transpired, the results were very satisfactory. Mr. Roberts made a trip to the Victor plant during February.

"February held its own very well, when you take into consideration the several features that prevailed as against the other preceding months," is the way Manager F. A. Denison, of the local branch of the Columbia Phonograph Co., puts it. "It was a short month, and we must all consider that a great majority of Baltimoreans, like those persons of other States, were concerned with the inauguration of President Wilson, and, consequently, this was bound to have some effect on business. But withal, our sales for February showed up very satisfactory, and we passed the business for the same month during 1912."

"You can say for me that I am well satisfied with the business done during February. It is true that it was not quite so brisk as the several

months previously, but we must take into consideration the many things that had a tendency to keep the minds of the people off the spending or money for talking machines, etc." Thus Manager M. Silverstein, of Cohen & Hughes, puts it. This firm handles a big line of the Victors, and Mr. Silverstein simply says, "Watch me during March and the spring months."

The Sanders & Stayman Co., through Manager Albert Bowden, announce a fair business as compared with the previous months, and hold out bright prospects for results during March, April and May. The firm has a nice display of Columbia and Victor machines and records.

CATERING TO THE WOMEN.

Some Pointers for Dealers Who Are Neglectful of the Woman as a Buyer or as an Influence in Selecting Permanent Investment for the Home—Usually Chose Better Class Records.

As the woman is the buyer of what goes into the average home or is, at least, consulted about the purchase of what may represent a permanent investment such as a talking machine, it would seem quite logical that the dealer should cater to the woman. Formerly the retailing of talking machines seemed to be surrounded by a sort of undefined atmosphere of the dealings thereto belonging exclusively to men.

This is the idea expressed by one dealer recently, who stated that in thinking over his own business in talking machines and the possibilities of enlarging that branch, it suddenly occurred to him that his store had not been visited by many of the women of the town. Most of his sales of better class types had been made in the homes, the consent to a trial at the home having been invariably received from the man of the house.

This dealer's soliloquy led to his adopting means of interesting the women of the neighborhood, of so arranging and furnishing the department as to appeal to feminine instincts. His advertising was

Thomas Gordon, proprietor of the Gordon Talking Machine Co., handling the Victor and Columbia lines, says that there was a slight falling off during February compared with the other winter months, but notwithstanding this a number of good sales of high-priced machines were recorded and a number of good prospects are on hand. Joseph Fink, of the sales force, had several good sales of talking machines and records to his credit.

Similar reports concerning business and prospects were made by Proprietor Charles Strand, of the Lyric Music Co., who handles the Victor and Columbia machines.

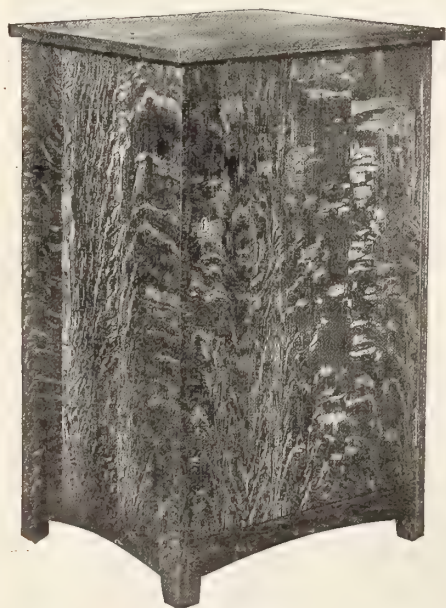
directed to the women, and in various ways this dealer stated that he elicited the interest of women to an extent that sales were visibly affected for the better. One or two recitals given at afternoon teas in private homes, he found an excellent advertising medium. By playing on one of the best machines a number of the higher grade records of music especially suited to a gathering of women, most of whom claimed some musical taste, an interest was awakened, and inquiries from the better homes of the community resulted.

In this case a young woman from the store had charge of the machine, conveying, better than words, that a woman could easily take care of and play the talking machine. In many ways, this dealer stated, studious effort was made to get women interested and at the same time the men did not cease to be interested.

Another feature his experience brought out, says the Canadian Music Trades' Journal, was that, though in most cases harder to persuade to buy the better type of machine, women usually choose the better class records. It is also true that in dealing with women, the salesman is less prone to bring out the less staple titles.

A change has been made in the management of the O'Neill-Adams Victrola department, W. M. Hotelling taking charge this week.

Here's the Point



No. 417.

Height, 31½ in. Width, 20½ in. Depth, 16¼ in. Quartered Oak front and sides. Any Victor finish. Mahogany front and sides. Holds 272 10- or 12-in. disc records. Average weight, crated, 80 pounds.

For Victrolas IV, VI, VIII and IX.



No. 418.

Height, 30 in. Width, 22 in. Depth, 18 in. Mahogany. Quartered Oak. Any Victor finish. Average weight, crated, 70 pounds. Will hold 8 record boxes and each box has a capacity of 10 disc records. Also furnished with rack holding 136 disc records. Always shipped without record boxes or rack unless otherwise ordered.

For Victrolas IV, VI, VIII and IX.

Profit and Satisfied, Repeat, "tell-their-friends-about-you" customers.

We know this is the crux of the whole matter, because our position is identical with yours.

So "The Udell Guaranteed Line of Cabinets for Talking Machine Records" is built to make you profits.

Udell designs are fine. They harmonize with the lines of the Talking Machine they are to be used with. The finish and workmanship are Guaranteed. The range of price takes care of every customer.

Surely you want our Catalog No. 41 and supplement just off the press.

Where do we mail yours, friend? Where?

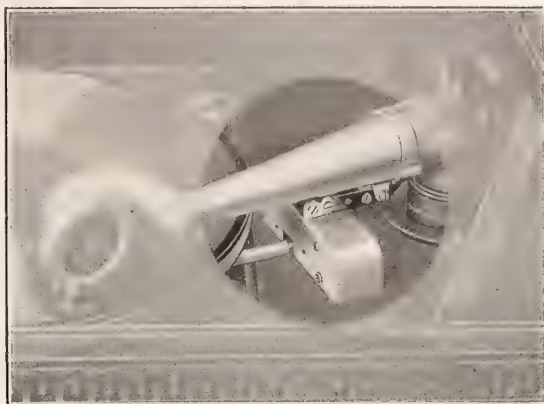
THE UDELL WORKS,

Sales Department

Indianapolis, Indiana.

The Best Selling Accessory In Talking Machine History

NOSET The Autostartstop



MEANS AN EASY SALE to *every* new-machine-buyer and to most present owners. It means an unusual profit on every sale. It helps to sell instruments and it keeps owners pleased.

YOU CAN PROVE *every one of these statements.*

NOSET is the *only automatic start-and-stop device*. It starts the turn-table automatically when the tone-arm is moved to the right and stops it automatically when the record ends. It does this without fail, on every record, long or short, and

NOSET needs absolutely *no setting, no adjusting, no regulation*. It attaches instantly with the turn of a thumbscrew, and once attached need never be touched again. It cannot get out of order or wear out—no springs, gears, screws, triggers or batteries. Fool-proof, wear-proof, time-proof.

ASK YOURSELF whether **Noset** won't help you sell instruments—by making the operation of the machine look supremely simple—by making the timidest prospect feel sure he can operate it.

ASK YOURSELF whether present owners won't welcome **Noset**—won't be glad to have their instruments made self-starting and self-stopping.

ASK YOURSELF whether you couldn't use the unusual profit you'd make on every sale.

YOU'LL SAY: "YES, if **Noset** really does all this."

LET Noset itself prove that. Just get it from your distributor (if he hasn't it, we'll have your order filled for you), try it out as long and as hard as you please, and if you don't find every one of these statements absolutely true, send it back and get full credit for it, without argument.

THAT'S OUR GUARANTEE. TEST IT.

Nickel, \$4.50; Gold-plated, \$5.00. Discounts on Request.

Condon-Autostop Company

Manufacturers of Talking Machine Accessories

26 Front Street, New York



Columbia product to-day not merely produces bigger profits, per sale, or per dollar, or per hour, than almost any other line of merchandise now being sold, but it adds to the appearance of the store and to the prestige of the business.



From "Music Money"—a free book you ought to have.

**Columbia Graphophone Company
Tribune Building, New York**

TO MOVE TO LARGEST OFFICE BUILDING IN THE WORLD.

Headquarters and General Offices of the Columbia Graphophone Co. Will Be Located on the Twentieth Floor of the Famous Woolworth Building, New York, After April 15—Has 10,000 Feet of Floor Space at Its Disposal—Will Be Handsomely Equipped.

The Woolworth building, Park place and Broadway, New York, the tallest office building in the world, will be the home of the general offices of the Columbia Graphophone Co. by the 15th of next month. The company has leased one-half of the entire twentieth floor of this mammoth structure, and, according to present plans, will start moving into its new headquarters the last week of this month. Incidentally, the Columbia Graphophone Co. will have the honor of being the first concern to be established in the world-famous Woolworth building, unless its plans are unavoidably delayed.

Owing to business expansion, the administration and executive headquarters of the Columbia Co. have been inadequate for some time past. By leasing one-half of the entire twentieth floor of the tallest office building in the world, the Columbia Graphophone Co. will have at its disposal the use of 10,000 square feet of space, which should permit it to have plenty of room to expand when circumstances necessitate it.

In the new quarters, the general offices will all be grouped together as one family and on one floor, making necessary office intercourse an easy and simple matter, and saving much time which is now lost by the members of the staff being obliged to walk around halls, as is the case in its present quarters. The executive officers of the company and the various department heads are now busily engaged in laying out plans for the new offices, and owing to the ideal location of its new home and the architectural arrangements of the Woolworth building, every office, large or small, will be provided with unexceptionable lighting facilities. The present plans include the installation of considerable new furniture, and when finally pronounced ready for occupancy, the new offices will be unsurpassed as regards adequate working facilities, tastefully decorated reception rooms and comfortable and refined furnishings. The executive officer and heads of departments will all be located in individual private offices, thereby enabling them to receive and enter-



Woolworth Building, New York.
New Home of the Columbia Graphophone Co.

tain all visitors with a maximum of convenience, and every department now housed in the Tribune building, including the Dictaphone, legal and educational departments, will become members of one large family in the Woolworth building, on one floor and in one group.

The business of the Columbia Graphophone Co. has made such rapid bounds in the past few years that the company has often felt severely handicapped by its lack of sufficient room to carry out the detailed ideas of the staff in the proper handling of the enormous amount of correspondence and routine matters necessary in the conduct of such an extensive business as the Columbia Graphophone Co. is now doing. The remarkable increase in the past year in the company's business demonstrated more clearly than ever the imperative need of its removal to larger and more adequate quarters.

In finally selecting the Woolworth building as the location of its new home, the Columbia Graphophone Co. has chosen a building whose fame is world-wide as the tallest office building in the world. Situated in the heart of the most desirable business district of New York, and easily accessible to all modes of travel, the Woolworth building offers an unsurpassed location for such a widely known concern as the Columbia Co. Its handsome appearance and ideal working facilities have been the subjects of countless articles in the newspapers and national magazines. The building has every known convenience for tenants, including a swimming pool, shower baths, safety deposit vaults, and 28 high-speed elevators equipped with every known safety device.

UDELL SPRING SUPPLEMENT.

Illustrates and Describes Many Interesting Styles of Cabinets for the Talking Machine Trade That Will Doubtless Attract.

The Udell Works, of Indianapolis, Ind., whose cabinets are widely known and appreciated for their intrinsic worth, have just issued a spring supplement showing an exceedingly fine line of cabinets for talking machine records that should interest the trade.

The Udell Works are carrying a line of cabinets that supply the needs of people in all circumstances, and fit both in woods and finish the various machines on the market.

Judging from the way orders are reaching the Udell headquarters, it would seem as if the talking machine trade was looking forward to a very busy and successful year.

TO OPEN NEW QUARTERS.

The Minneapolis Phonograph Co. intends to open a branch store on Nicollet avenue, having leased the corner store at Ninth street in the Pierce-Walton block.

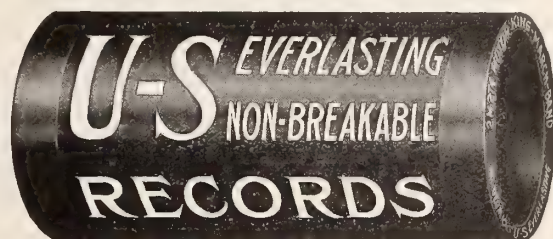
Work out your own formula for making good, but use this as a guide: "Just love the game with all your heart—and hustle."

Fishing for business is like fishing for fish. To be successful use good bait.

The Right Record

— WITH —

The Right Surface



Fit Any Phonograph

The demand today is for an indestructible record with a smooth playing surface. A record free from knocks and gratings. A record that will not break or wear.

U. S. Everlasting Records meet these conditions in every particular, and are the only records fulfilling this demand.

The construction of U. S. Everlasting records is indestructible throughout—not partially. Dropping them to the floor does no harm. They will not break in handling. They are true to name—everlasting.

We invite—yes challenge comparison—with any indestructible or semi-indestructible record on the market. Compare the surface of U. S. Everlasting Records with any other so-called indestructible records by playing them side by side. A trial will give you ample evidence—the results convincing as to the supremacy of U. S. Everlasting Records.

The April list of U. S. Everlasting Records will meet with the unqualified approval of the most critical. Your copy is ready for you—also our complete new record catalog. Ask for them today and make the comparison suggested above. It is to your advantage.

THE U. S. PHONOGRAPH COMPANY

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

CLEVELAND, OHIO

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

Boston, Mass., March 10, 1913.

Thomas A. Edison's talking motion pictures have been making the hit of vaudeville the past fortnight. They were advertised simultaneously for Keith's Theater, the finest vaudeville house in the East, and the National, which is at the south end of the city, and which also is one of B. F. Keith's enterprises. On the first day hundreds of people were unable to gain admittance and almost the same story has been told each day since. Morning and afternoon both playhouses are jammed with eager audiences, and there is well-nigh breathless wonderment as the pictures are watched and the actors heard. As often is the case, advance information scarcely was adequate to prepare people for what they saw and heard. Everyone wonders how so large a volume of sound can be produced, sufficient to fill a theater, but when it is explained that the discs are very much larger than what one is accustomed to in the ordinary talking machine, then one better understands.

Endorsement from School Authorities.

In the report of the Boston School Committee just issued there is a hearty endorsement of the graphophone, reference to this Columbia outfit being made under the head of "Music." Here is what the report says: "In many of the schools the instruction in singing is supplemented by the aid of the graphophone. Not only is this instrument a practical and effective means of training boys and girls to sing well, but it also has a very great influence in giving them a love for, and an appreciation of, good music as interpreted by the great artists of the world." This is an endorsement that Manager Erisman is justly proud of. In the meantime this manager's emissaries are

hard at work on the school proposition, and many installations are constantly being made.

Piano for Eastern Associates.

When the members of the Eastern Talking Machine Associates have their enjoyable "get together" they will have the advantages of a fine upright piano, as Charlie Atwood installed a Hobart M. Cable instrument in the Associates' assembly hall the other day. Now the members can warble—those who can sing, of course—and play and dance to their hearts' content.

Visits Talking Machine Factories.

W. J. Fitzgerald, of the Eastern Talking Machine Co., has been enjoying a trip to Philadelphia, where he visited the Camden plant of the Victor Co., New York, and was entertained by several of the prominent dealers; and Orange, N. J., where he inspected the Edison plant. Mr. Fitzgerald was accompanied to New York by F. W. Bond, the Boston baritone, who made some records for the Victor Co. at its laboratory in the metropolis.

Boosting Edison Line on Road.

Tom Murphy, who is making himself solid with the talking machine trade on the road, is back in town after a very successful trip through the West in the interests of the Edison line. "Tom" is soon to start off on a cross-country trip, during which he will everywhere give demonstrations of the Edison disc machines. He will get as far as the Coast, probably. There is some talk of "Tom" being sent to San Francisco during the Pan-American Exposition.

Weingartner Making Columbia Records.

Manager Erisman is quite delighted over the prospects of some unusual records, both instrumental and vocal, through the presence in this country of the great Weingartner, the orchestra

conductor, and his singing wife, Mme. Weingartner-Marcel, as she prefers to be called since her marriage to the conductor. Both of these talented artists have been appearing at the Boston Opera House, and while here went over to the New York laboratories of the Columbia to make records, Manager Erisman having been instrumental in making the arrangements. Mr. Weingartner conducted the Columbia Orchestra and his wife sang some of her best numbers. Together they made about a dozen records, and the best of these will be put on the market.

Active Business with Steinert.

Manager Herbert L. Royer, when your correspondent called on him at the Arch street headquarters of the M. Steinert & Sons Co.'s Victor department, was getting ready to depart to New York and Philadelphia, where, of course, he will visit the Camden factory. Mr. Royer was over to Philadelphia only a fortnight ago, and in the meantime he has done a little traveling among some of the nearby New England cities. He reports business as unusually good, with the same old cry of difficulty of getting the goods.

Phenomenal Record Business.

Manager Erisman reports the business of the Boston office of the Columbia as having been something phenomenal the first two months of the present year. During January, he says, more than 78,000 records were sold by his able staff of salesmen.

School Concerts Most Successful.

Under the direction of the Boston School Committee, the Columbia Phonograph Co. continues to give largely attended concerts in the various city schools. One was given a few nights ago at the Roxbury Evening Center (Roxbury High School),

Since the introduction of the New Edison DISC Phonographs and Records

at the Boston Electric Show,
the interest is world wide

A large demand already exists and enormous sales are assured.

A limited number of Edison Disc Merchants have been appointed and the volume of business is phenomenal.

A few more Edison Merchants are being appointed in uncovered territory.

THIS IS YOUR MARKET

In New England and in Eastern New York State live 4,000,000 families, approximately 14,000,000 people. Every locality has its quota of music-loving people; people who have already heard of the wonderful merits of the Edison Disc Phonographs and Records.

These valuable prospects are easily turned into sales, meaning a Phonograph and some records at first, and some records every month thereafter.

The opportunities for building a large and profitable business are without precedent.

THIS IS YOUR "MAN MEASURE"

To be eligible as an Edison dealer requires a nominal capital, aggressiveness and clean business principles. You can easily acquire the routine details, and we will train you on the executive end. Co-operation and advice are included in our service without charge.

Most wanted are brains—brains mould quickly to new conditions.

We want picked men only, and only a limited number will be appointed.

Grasp this hint now!

This brief story should interest you. Write us for details.

THE PARDEE-ELLENBERGER CO., Inc.,

BOSTON, MASS.
65 Battery March Street

NEW HAVEN, CONN.
96 State Street

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

and a Grafonola de Luxe was used with splendid effect.

Henry Winkelman Reports Ditson Progress.

Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., is the busiest man these days. Trade conditions during February were extremely good with this house, and the large staff of clerks have kept on the jump right along.

Edison Disc Phonograph Heard.

A number of invited guests seized the opportunity of witnessing a demonstration of the new Thomas A. Edison disc phonograph, which took place in Red Men's Hall, Central street, Winchendon, Mass., on an evening late in January. The audience included a number of the leading people of the town, and was eminently successful in every way.

Two Hustlers in Orange, Mass.

G. M. Pratt and E. B. Miller are having great success with the Edison disc phonograph in the town of Orange, Mass. Both men are hustlers, aggressive, and through close attention to business they have developed quite a business.

Many Victor Sales at Chickering & Sons.

Only constant activity is reported from Chickering & Sons, where Manager Ubert Urquhart's Victor department is the scene of great activity from morn till eve. Mr. Urquhart has made several notable sales of Victor outfits in the past fortnight.

Many Schools Install Talker Outfits.

The Eastern Talking Machine Co. reports good progress in its school installations of machines. Particularly active in this department of the company have been W. J. Fitzgerald and Edward A. Welch, who are hustlers in the trade. A number of out-of-town schools have lately had Victor outfits installed, and large consignments of records have been sent to these respective places.

Large Sales at Henry F. Miller Store.

Several large sales lately have been made of Victor outfits at the Henry F. Miller headquarters in Boylston street. The past few weeks have been unusually busy ones with Manager Francis T. White.

Rosen to Enlarge His Establishment.

Harry Rosen, whose establishment in School street always is a busy hive of industry, has lately been in New York, visiting the large dealers. Mr. Rosen called upon the leaders in the Victor, Columbia and Edison lines, and found business brisk everywhere. Mr. Rosen is planning to enlarge and rearrange his quarters, as the rapidly increasing business demands larger facilities.

Conditions in Lexington, Mass.

The town of Lexington, Mass., has developed quite a fever for the Edison blue amberol records, and A. M. Tucker has given palpable proofs of his ability to sell goods. Every day finds his place filled with prospective customers.

Gave Concert on Roof Garden of Hotel.

The roof garden of the Vermont Hotel, at Burlington, Vt., was used for a distinctively novel purpose recently, when a large crowd assembled there to listen to the new Edison disc phonograph. So large was the crowd that it was necessary to give two concerts. The Bailey Music Rooms, in Burlington, are handling this Edison line, and are most enthusiastic over what can be accomplished by these outfits. At the hotel the proprietor stated that he was contemplating installing a machine in his dining room, which certainly would prove popular with diners.

Large Crowds Enjoy Edison Disc Phonograph.

The demonstration of the Edison disc phonograph at Lockport, N. H., was the occasion of the assembling of one of the largest crowds that ever gathered for a concert. It was held at the Opera House, and every seat was filled long before the time for beginning. Though the hall was large, every one in the farthest recesses of the interior could hear every sound most distinctly.

About all the musical people of Montpelier, Vt., attended the concert of the Edison disc phonograph at the Kellogg-Hubbard library the latter part of January, and E. J. Seguin states that there is the keenest interest in the city over this latest style of phonograph.

Busy Reports from Worcester.

The Worcester Phonograph Co., at 11 Trumbull square, Worcester, is meeting with great success, and business in the past few weeks has gone along with a veritable boom. All the various outfits carried by this house are constantly being called for.

Movements of Columbia Men.

Manager Arthur Erisman, of the Columbia Phonograph Co., was over in New York a short time ago, visiting the Columbia laboratories. He expects to make another trip over in the course of the next fortnight.

H. A. Yerkes, the wholesale manager of the Columbia Co., was in town for a short time the past week, coming over here in regard to a big deal. Mr. Yerkes said that never in the history of the business has he seen such a shortage of products at the factory as at the present time. January and February were remarkably busy months, and the demand for disc records at times was heavier than the factory could supply especially on some of the most popular selections. Mr. Yerkes is looking for a remarkable year, far larger than the trade has ever known.

H. R. Skelton Exhibiting in Brooklyn.

H. R. Skelton, the traveling man for the Thomas A. Edison Co., Inc., is in Brooklyn, N. Y., for the fortnight, where he is in charge of the Edison disc machine exhibit at a local food fair. Mr. Skelton is giving informing and entertaining demonstrations of this wonderful machine the same way that he did when he superintended the exhibit that was given at the Mechanics Building last fall.

C. T. Shearer Co.'s Big Opening.

The C. T. Shearer Co. at Worcester, more widely known as The Star Store, had a big opening lately, and the public that inspected the establishment found one of the most conveniently arranged talking machine stores. There are three sound-proof rooms done in white and gold with leaded glass windows, and the Columbia goods that are

handled are exhibited in a very attractive manner. The Columbia department is in charge of Miss Gailbraith, who has been instrumental in building up a large business in Columbia outfits.

To Handle the Columbia Line.

The W. H. Berry Co., of Cambridge, has just closed a contract whereby it will handle Columbia machines and records. This company has an establishment conveniently located, and the prospects are good for a large business.

Mr. Schnitzer in Charge.

The O'Shea Furniture Co., of Laconia, N. H., one of the largest stores in central and northern New Hampshire, has just placed Mr. Schnitzer in charge of its Columbia department, and the latter went down to Boston a fortnight ago to spend a few days at the Boston office of the Columbia Co., where Manager Erisman gave him his personal attention in informing him as regards the fundamentals of the business.

Looks for Immense Business.

Manager Silliman, of the Pardee Ellenberger Co., reports a large call for the Edison products, and this is especially true about the new disc machines and records. All kinds of inquiries both in person and by letter and 'phone are daily being received at the Batterymarch street headquarters.

NEW DEALERS IN BANGOR.

Three Concerns Take on the Edison Disc Line — Establishments Well Fitted Up.

(Special to The Talking Machine World.)

Bangor, Me., March 10, 1913.

Three new parties have entered the talking machine business in this city lately, taking on the Edison disc line. These are: Chandler & Co., Otis Skinner Optical Co. and the Arthur Guth Piano Co. Each has bought an initial order of \$2,500, which show their faith in the Edison goods is most pronounced. These establishments have fitted up special rooms to demonstrate the Edison disc machines, the Otis Skinner Co. especially having most attractively arranged display quarters, which is still located in the central part of the city.

W. H. BAGSHAW

ESTABLISHED 1870

Lowell, Mass., U.S.A.

DESIGNER AND
MAKER OF
**DUPLEXTONE
NEEDLES**
THE NEEDLE WITH TWO TONES
LOUD AND SOFT
WRITE FOR ILLUSTRATED BOOKLET

**WORLD'S LARGEST
MANUFACTURER OF
TALKING MACHINE
NEEDLES**

OF ALL STYLES, SHAPES AND SIZES



Chauncey Olcott, the greatest of all Irish ballad singers, is just now making his first records—exclusively for the Columbia. “Standing Room Only!”



**Columbia Graphophone Company
Tribune Building, New York**

TRADE OUTLOOK IN WISCONSIN NEVER BETTER.

Business Has Been of Remarkable Proportions Since Opening of the Year—Orders Reaching Jobbers Indicate That Stocks Are Light Throughout State—Gensch-Smith Co. Incorporated—McGreal's Move—Miss Emma Krech Married—Kinetophone Scores.

(Special to The Talking Machine World.)

Milwaukee, Wis., March 10, 1913.

If the talking machine business continues to improve during the remainder of the year as it did during January and February, it is certain that 1913 will break all previous records. Business received thus far in March is way ahead of that experience during the corresponding period a year ago, while the prospects for the future are unusually bright. Business conditions in general were never better in Wisconsin than at the present time. All the big industrial plants in this city have been operating full blast for several weeks, everybody is busy and money is plentiful. Out in the State there is plenty of prosperity as a result of the bumper crops harvested last fall and the high prices received all winter for dairy products and live stock.

Dealers all over this section of the Northwest are placing exceptionally fine orders for machines and records with local jobbers, proof that stocks in retail shops are lighter than is usually the case at this time of the year, and that dealers have plenty of confidence regarding the coming year's business.

The shortage in some types of machines which was experienced for several weeks after the opening of the new year has been overcome in most instances. Jobbers have caught up with their back orders and are now in a position to fill their new orders promptly.

A really enormous record business is being done at the local stores. Demand for records is increasing rapidly, only a natural result of the steady gain in the sale of machines. Dealers are all pleased with the March records in the Victor, Edison and Columbia lines.

The Kinetophone, Thomas A. Edison's new talking picture outfit, has taken Milwaukee by storm. The talking pictures first made their appearance at the Majestic Theater on February 24, and are still being featured at the vaudeville houses.

The wedding of Miss Emma Krech, a popular young lady connected with the McGreal retail store for some time, and Harry R. Fitzpatrick, manager of the Wisconsin Talking Machine Co., jobber for the Victor line, took place at the bride's residence on February 27. The ceremony was witnessed only by the relatives and intimate friends, but Mr. and Mrs. Fitzpatrick were given a send-off at the railway station by all the leading lights in the Milwaukee talking machine field. After a short wedding trip, Mr. and Mrs. Fitzpatrick are at home to their friends at 870 Forty-first street.

One of the interesting social events which preceded the Fitzpatrick-Krech wedding was a stag dinner given in honor of Mr. Fitzpatrick at the Gargoyle on February 18 by Joseph Gannon, assistant manager of the Wisconsin Talking Machine

Co. and now connected with the office of Sheriff Lawrence McGreal.

Among those in attendance, most of whom are connected with the talking machine business, were the following: Ernest Schefft, of Charles H. Schefft & Sons; Paul A. Seeger, manager of the Victor department at the Edmund Gram Music House; Leo Lange, of Lange & Kunz; W. P. Gensch, of the Gensch-Smith Co.; J. H. Becker, Jr., manager of the Victor department at Espenhain's; Mr. Kraus, of Kraus & Grau, Port Washington, Wis.; Lawrence McGreal, Harry McGreal, James Foley, Joseph Gannon and Harry R. Fitzpatrick.

The Gensch-Smith Co., recently incorporated to carry on a general Victor business, has opened a decidedly attractive retail store at 730 Grand avenue. The sound-proof booths are all finished in white enamel, while the furnishings are in mahogany. Both W. P. Gensch and Mrs. A. J. Smith, the members of the new firm, are enthusiastic over the manner in which business has opened up. During the first two and a half weeks that the store was open exactly \$1,000 worth of machines alone were sold. Mr. Gensch is calling on the outside trade, while the store is in charge of Mrs. Smith.

Business has increased to such an extent in the Victor department at Gimbel Bros. that Manager L. C. Parker has plans under way for installing several more booths during the coming year. Mr. Parker found at the close of the store's fiscal year on February 1 that his department had exactly doubled its business over the previous twelve months.

J. H. Becker, Jr., manager of the Victor department at Espenhain's, has plans under way for pushing his usual summer campaign in the sale of small Victrolas to the owners of Victrola XVI machines who spend most of their summers at the lakes. Mr. Becker has found that the owner of a large machine is always glad to purchase a smaller equipment which can be taken without trouble to the summer home. Mr. Becker's Victrola concerts at the Espenhain store are attracting large crowds daily and are doing much to increase business.

Paul A. Seeger, manager of the Victor department at the Edmund Gram Music House, and his associate, Ernest F. Leicht, report that business during the month of February was double that received during January. Business in both Victrolas and records is so good during March that, as expected, all previous records will be broken.

A. G. Kunde, Columbia jobber and dealer, 516 Grand avenue, is still looking for the new Grafonola grand, the new \$500 Columbia, as the Milwaukee trade has been much interested in the announcement of the new machine, and it is expected that some fine sales will be made. Busi-

ness at the Kunde store in machines and records is so good that both Mr. and Mrs. Kunde and the entire sales force are working overtime.

It is reported on good authority that one of the leading and oldest piano houses in Milwaukee is preparing to open a new Victor department within the near future. The deal has not yet been closed.

Miss Elizabeth Hughes, manager of the Victor department at the Edward Schuster & Co.'s department store at Third and Garfield streets, has been demonstrating the Victrola at various public meetings of late, with the result that she has doubled her sales for the past month. Miss Hughes recently gave successful concerts in several of the local churches and before various Epworth League societies, demonstrating drill and sacred music.

Mr. O'Neil, representing the Victor Talking Machine Co., and U. P. Gibbs, well-known traveling representative of the Wurlitzer Co., of Chicago and Cincinnati, were recent visitors.

Lawrence McGreal, sheriff of Milwaukee county, who recently disposed of his interests as Edison jobber to the new Milwaukee Phonograph Co., will open twelve credit clothing stores this year in Wisconsin and Michigan. Associated with Mr. McGreal will be the other members of the Lawrence McGreal Clothing Co., recently incorporated for \$100,000, but which has conducted a clothing store in Milwaukee for several years.

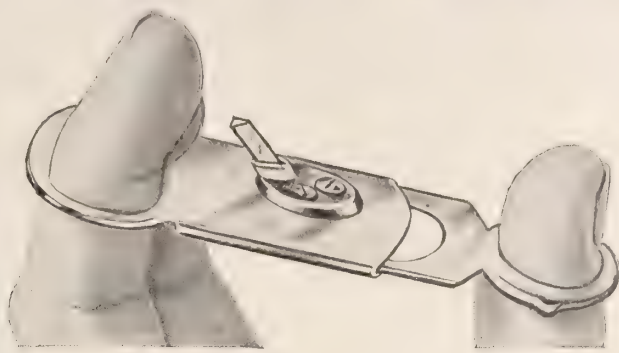
CONDITIONS IN SOUTH AND WEST

Remarkably Good, Says George W. Lyle, General Manager of the Columbia Co., Who Returns to the City This Week.

George W. Lyle, general manager of the Columbia Graphophone Co., returned to New York Monday after a four-weeks' trip through the important business sections of the South and middle West. Mr. Lyle speaks enthusiastically of conditions in the talking machine field, and states that the Columbia dealers are doing an excellent business. A feature of the current trade is the pronounced increase in the demand for the higher-priced machines over the high-grade business done any previous year.

Mr. Lyle noticed a steady demand in all sections for the high-priced "De Luxe" and "Regent" types of machines, which are rapidly growing in popularity. The Columbia "Grand" is admired and praised in all parts of the country, and many establishments in the South and middle West had disposed of their first instrument a few days after its arrival from the factory and were planning to quickly sell their next instrument as soon as it reached their stores. Mr. Lyle attributes the trade in the higher-priced styles in part to the elevating tendency of the Columbia Grand.

The keynote of modern business is service. You cannot put anything in your store that will yield the profit that good, first-class service will. A clean store, well arranged, everything plainly priced, everything to the front and on exhibition, means service. If an order comes over the 'phone, it does not make any difference if the man says "this afternoon will do"; send it at once.



“No. 14” The Dollar Needle Cutter

“No. 14” is guaranteed to make any fibre needle good for at least **FOURTEEN** records.

“No. 14” is guaranteed to give a **perfect** playing point—sharp, clean, even—**every** time.

“No. 14” is guaranteed not to get out of order or wear out—to **be** sharp and to **stay** sharp.

“No. 14” is supremely simple—just slip in the needle and snip—no directions needed.

“No. 14” is compact and good looking—leave it on the instrument, or carry it in a vest pocket.

“No. 14” sells for **ONE DOLLAR**, and leaves a very attractive profit for **you**. (Gold plated, \$1.25. Discounts on request.)

“No. 14” is the cutter **you** need, the cutter your customer needs, the cutter the needle needs.

Sold through distributors. If yours can't supply you, send us your order direct and we'll have it filled for you.

You've been waiting a long time for a perfect cutter at a reasonable price—don't wait any longer. Order **“No. 14”** to-day.

Condon - Autostop Company

Manufacturers of Talking Machine Accessories

26 Front Street, New York

(Ask for a sample of DOLCETONE, the Tone Filter. Purifies, softens and sweetens sounds. Installed instantly. Lasts forever. Simple, inexpensive, efficient.)

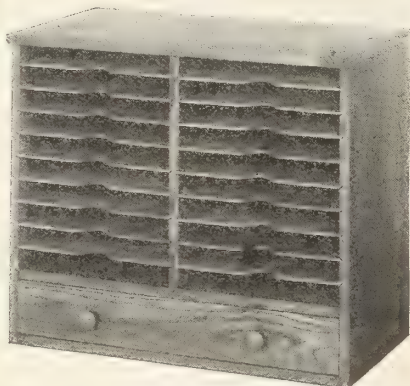
SOMETHING ENTIRELY NEW

In a Perfect Cabinet for Disc Records

Made to Match Your Store Fixtures

Every Dealer
Should Have a
Sectional Cabinet

Section A



SIZE—HEIGHT, 26 inches.
WIDTH, 27 3/4 inches.
DEPTH, 13 inches.

PRICE, \$6.50

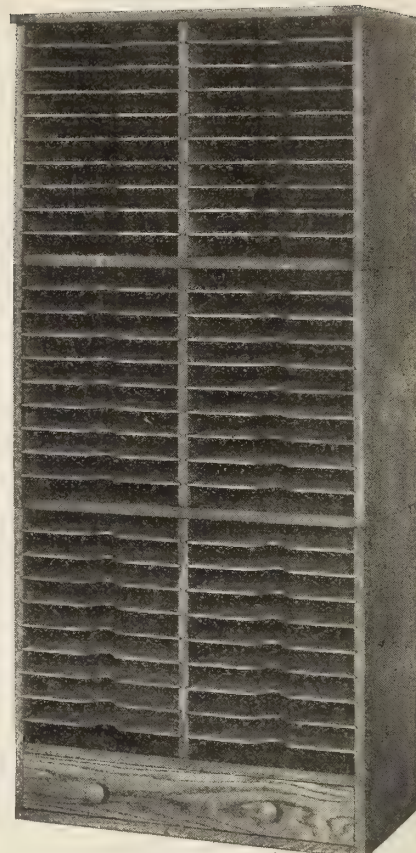
Section A and B



SIZE—HEIGHT, 47 inches.
WIDTH, 27 3/4 inches.
DEPTH, 13 inches.

PRICE, \$11.00

Section A and 2-B's

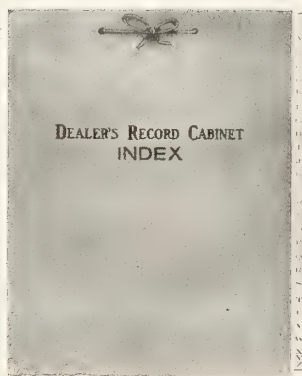


SIZE—HEIGHT, 68 inches.
WIDTH, 27 3/4 inches.
DEPTH, 13 inches.

PRICE, \$15.50

The Result of Long Experience

The many years that we have been wholesaling Disc Talking Machine Records have made us particularly well informed as to the best methods of handling them. After an extensive period of study we have evolved a Sectional Dealers' Cabinet for disc records, which we believe will do more to eliminate dealers' record troubles than anything ever before offered. Designed to help the dealer, all complications have been left out. It works on a principle as simple as the alphabet, and automatically keeps your stock complete and in perfect order.

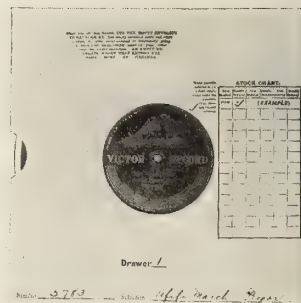


CONVENIENT

Our Sectional Dealers' Record Cabinet may be placed in any convenient location, back of or on top of a counter—in fact, wherever it can be reached to best advantage. It takes up so little room that it will not be in the way anywhere. When a customer calls for a certain record, and it is in stock, it is located quickly by referring to index showing drawer number. If record wanted is one not kept in stock, the index will show the fact immediately without looking in the case. If record had formerly been in stock and sold, the empty special envelope in drawer shows when new one was ordered, and your customer may be informed exactly when he may call for it.

ECONOMICAL

Every dealer in disc records loses money every year through warping, scratching and otherwise spoiling of records. With a Sectional Dealers' Disc Record Cabinet in your store, all such waste is eliminated. To find a record which you always have means of knowing if in stock or not, there are only a dozen records to go through, and those are kept in orderly fashion. You can readily see how much more carefully you or your help will handle them than you would were it necessary to go through a disorderly mass of undesired records, searching for one which may not be in stock at all. Rough handling ruins records and means a loss to you.



CAPACITY

Section A consists of one Unit, one Top, one Base, equipped with drawer.

Each unit contains twenty-four spaces, each space holding twelve, 10 or 12-inch records, or total capacity of unit 288 records.

Section A and B contains two units; one top and base equipped with drawer. This gives a capacity of forty-eight spaces, holding twelve 10 or 12-inch records, or capacity of 576 records.

Sections A and 2B's contains three units, one top and one base, including drawer, the capacity of the three units being seventy-two spaces, each space holding twelve 10 or 12-inch records, or a total capacity of 864 records.

AN INEXPENSIVE NECESSITY

Our Sectional Dealers' Disc Record Cabinet was planned to aid dealers, and we want every dealer who handles disc records to have one. We have brought them within reach of all, the cost being very insignificant. It is a decided aid to dealers who do not carry a large stock, they can purchase single units and build them up with their business.

We have made these cabinets of the best material obtainable and finish them as ordered by dealer and every cabinet carries our quality guaranty.

Lyon & Healy

LABOR SAVING

Our Sectional Dealers' Disc Record Cabinet does away with every unnecessary movement in locating any record desired. You can tell your customer in two seconds whether or not you have a certain record, and if you have, secure it for him in less than half a minute.

The Cabinet is easily cleaned, and your records are kept in perfect condition.

No warping, scratching, cracking or breaking.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

Chicago, Ill., March 8, 1913.

The talking movies are here, have been here for several weeks and the town is at their feet. The Chicago representative of The Talking Machine World has seen them and has pronounced them good. Great in present accomplishment and rich in still greater promise of still greater things in the future.

Here are extracts from a couple of the daily criticisms. All the papers devoted a great deal of space to the talking pictures; said, in effect, that they would still further enhance Mr. Edison's already great reputation.

Richard Henry Little, the humorously inclined critic of the Chicago Examiner, said:

"Vaudeville comes to the front this week with the real dramatic success of the season. It's extremely hazardous to make predictions about how long a new show will last, but I can cheerfully say, beloved hearers, without fear of contradiction, that here is a show that will run not only for weeks but months and also years. That's a pretty large order, but then you don't know what I'm talking about. I'm coming to that now.

"The new show, book and all, was written by Thomas A. Edison. While it is not the first success he has put before the public it is the one that is going to be most popular with theatrical audiences. The name of the piece is the 'Kinetophone.'

"We have had what were called 'talking pictures' before, but after seeing and hearing the 'Kinetophone' the old-time 'talking pictures' seem as archaic as an ox-cart, compared to an automobile. In the old 'talking pictures' two or three people stood behind the screen and spoke words more or less appropriate to the action that was being revealed on the screen in the moving pictures. One earnest athlete armed with guns, horns, sandpaper, a wave machine, an automobile horn and four hundred and seventy-five other different kinds of noise producers stood ready to give a realistic imitation of anything from the blowing up of the Maine to a bald-headed man slapping a New Jersey mosquito. But these 'talking pictures' lacked what we call in the drama 'convincingness.'

"For instance, over in one of the Halsted street 'talking picture' opera houses when a silk-hatted, elegantly attired gentleman on the motion picture screen spoke to the beautiful heiress and

said, 'Say, Gert, I'm clean dippy about you, and if you'll marry me I'll give you a swell flat and you won't have to do your own washin'; how about it?' we failed somehow to be deceived into the idea that the pictures were talking.

"But the 'Kinetophone' is all that Mr. Edison has promised. The illusion is as nearly perfect as an illusion can be. The pictures do seem to talk. Every motion shown in the pictures that our eyes tell us should be accompanied by a sound is accompanied by just the sound our senses have taught us to expect. A man plays on the piano and we hear the notes as his fingers strike the keys. A violin bow is drawn across the violin, a book drops on the floor, a dog leaps into view, barking furiously, and the sounds come to us as naturally as though we were rewarding real people and animals and objects instead of a picture on a screen.

"The audiences looked as bewildered when the 'Kinetophone' began its performance as I imagine Hottentots in Equatorial Africa must look when some explorer shows them a watch or a phonograph. It does seem like black magic for a while. The talking is as natural as any talking can be and there are all the gradations of tone and inflections usually employed in speech.

"The audience at the Majestic Monday afternoon sat for the first five minutes of the 'Kinetophone's' performance in the most stupendous silence I have ever known on the part of an assemblage of sixteen hundred people. Then suddenly, as if in response to a signal, the applause broke out in deafening volume and continued for two or three minutes. The telegraph, the telephone, the phonograph, the X-ray, color photography, the automobile, the aeroplane, all within a few years! And now the Kinetophone! Next!"

Percy Hammond, in the Tribune, says in part: "Thomas A. Edison is the 'headliner' at the Palace Music Hall this week, as he is also at the Majestic, and the temperamental stars of vaudeville are, it is presumed, not unperturbed thereby. Moving pictures in the honor place on the bill, with the erstwhile 'topnotchers' distributed humilatingly on either side of them, is somewhat of an innovation, boding, it may be, no good to pride and prestige. The audience comes in for 'the picture' now instead of going out on them as has been the custom hitherto.

"Mr. Edison's contribution is the 'Kinetophone,' and in the words of the gentlemanly and eloquent photograph which makes the introduction it is

a synchronization of reproduced sound and sight. That is, a phonograph of heroic proportions suits the word to the action of the moving picture. That is, again, it is phonograph and camera in perfect combination. By way of emphasizing what a wonderful thing the 'Kinetophone' is, the exchequer of the Edison interests will be improved \$50,000 weekly—the amount of the toll to be paid by the vaudeville theaters which employ this wonderful apparatus."

Fred Schmidt in Town.

Fred Schmidt, of the Schmidt Music Co., Muscatine, Iowa, has been a "visitor within our gates."

Wurlitzer Have Pow-wow.

E. H. Uhl, manager of the Chicago house of the Rudolph Wurlitzer Co., is now on a trip to Panama, Cuba and thereabouts. He is on business and pleasure combined, as Wurlitzer automatic instruments have a wide distribution down in that neck of the woods. Before he left there was a general gathering one evening of the employees, literally everybody being present from the elevator man up to the dizzy heights whereon F. A. Siemon reigns in his iridescent glory. Efficiency prizes were awarded and some mighty helpful talks indulged in.

Department H Travelers Gather.

The special representatives of the wholesale talking machine department of Lyon & Healy were in for three monthly conferences with Manager Leslie C. Wiswell the other day. There were F. L. Fritchie, Iowa; J. E. Meagher, Iowa, Wisconsin; A. D. Stone, Indiana and Michigan; and J. B. Ryde, Illinois. They are a fine lot of men, and are doing some mighty good work for the Victor department of the big house in their respective territories.

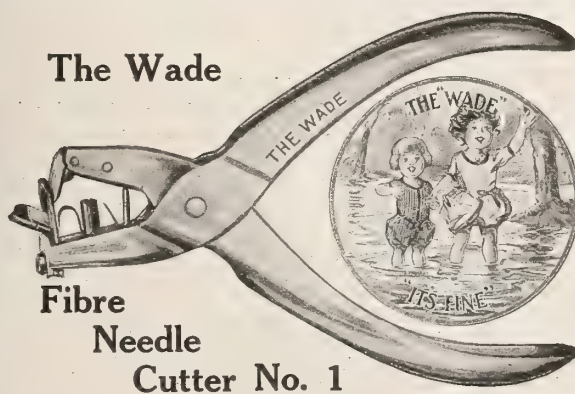
By the way, Mr. Dvorak on his recent Eastern trip took big orders from practically every jobber he called on for the Lyon & Healy fiber needle cutter.

The Reporters Were Interested.

During the celebrated Steger-Geppert case at Joliet which meant so much to the piano trade and to the cause of clean journalism, the boys on the Joliet dailies indulged in a lot of human interest stories. Here is one of them from the Joliet News, only the machines involved were Columbia Dictaphones.

"Every little movement has a meaning all its own," but nowhere do little movements have greater

(Continued on page 22.)



The WADE FIBRE NEEDLE CUTTERS, No. 1 and No. 2, trim the needle at the proper angle, and the needle can be repointed from 12 to 15 times, producing clean, perfect playing points. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point.

The WADE CUTTERS have an upper and lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel, and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening.

The construction of the WADE No. 2 affords the most powerful cut of any tool ever made, and the blades work parallel to each other, therefore it requires practically no exertion whatever to trim the needle.

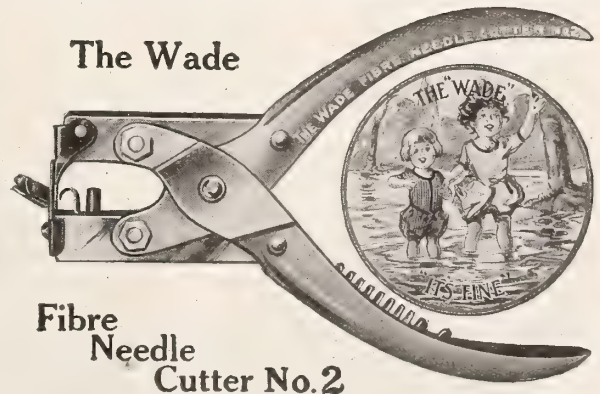
We fully guarantee this cutter in every respect, and if the blade of this cutter ever gets dull we will give you a new blade upon the return of the old one.

LIST PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

1227 East 46th Street
CHICAGO, ILL.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 21).

meanings than do those of the wax cylinders on the little phonograph machines that are working overtime daily in the office of Everett Shaw, official circuit court reporter.

"With the opening of the Steger case it was apparent that court reporters were in for a long siege of shorthand work and transcribing drudgery.

"Necessity is the mother of invention," they say, but in this case it might be worded to better advantage by using the word expediency, at least that is what it amounted to, for Mr. Shaw, distantly connected with the great Shaw publishing house, which is world-famed for its efficiency ideas, had one of his own, and in came the phonographs.

"After taking down the evidence of the first part of a court session, he 'beats it' to the office at recess while his assistant takes his place at the reporters' table in the court room.

"Back in the office, and in the quiet of its confines, he unfolds the story of the trial as recorded in the curves, dots and dashes of his shorthand notes. But the tale is not imparted in the usual way.

"Only into the ever-open 'ear' of one of the machines does he tell his story. From one cylinder to another the story goes, as the smooth surfaces are scratched by the fine needle attached to the sensitive diaphragm of the recorder.

"Then the process is reversed. The 'governor' is adjusted and the phonographic story retold at a slower rate, and as it's retold Miss Nellie Harrington and Miss B. Helene Grosman are there to record it 'forever' with their trusty typewriters.

"And thus the phonograph has come to stay in Joliet stenographic fields, for Mr. Shaw is greatly pleased with the system, while his assistants are even more enthusiastic in their praise of it."

Visitors to the City.

Samuel Goldsmith, that distinguished member of the Victor sales forces who sort of headquarters in Chicago, has bobbed up again smiling and busy as usual after a tussle with the "grip."

M. P. Baukin, of the Baukin Music Co., Beloit, Wis., was a visitor a few days ago.

F. A. Smith, of Marshalltown, Iowa, was a recent visitor. Four years ago Mr. Smith bought out the Edie-Ward piano business at Marshalltown and has since conducted it under the name of the Central Music Co., while his son not long ago bought out the talking machine and small goods business formerly conducted by Mr. Schwietert, now one of the leading talking machine salesmen at the local house of the Rudolph Wurlitzer Co., and has since run it under the name of the Smith Music Co.

A Wonderful System.

J. R. Cadell, of the inspection department of the Victor Talking Machine Co., spent several days among the jobbers and dealers in Chicago this week. His principal purpose was to examine the machines as they came in from the factory to see how they withstood the rigors of the journey, especially as to the condition the motors were in after the journey. Furthermore, this gives him a final chance to know to a certainty just how they get away from the factory. Just another instance of the wonderful organization of the Victor factory and system and the ceaseless series of check-ups. "The Victor Co. is never satisfied with product or system," said Mr. Cadell. "It wants to better both whenever and wherever possible. Probably few people realize how thorough the Victor methods are. Why," he continued, "give me the number of a machine and I can tell you when and where it was built, who inspected it, the girl who played it, how many times it was played, who packed it, etc. Something like the same process can be gone through on the motor and the sound box. In fact, we know just what was done and who it was done by at every stage of progress."

Some Columbia Changes.

A. W. White, who has had charge of the St. Paul office of the Columbia Co., has been transferred to one of the other branch offices, while Mr. Herdmann, formerly of the Indianapolis office, has taken charge of the St. Paul headquarters.

A. W. Roos, for the past year or so traveling

auditor for the company, and who prior to that was for many years connected in important capacities with the Chicago offices, is now manager of the Indianapolis branch, while Thomas DeVine, who has been manager of the Indianapolis branch for some time, will now devote his attention to the Dictaphone exclusively in the Indiana metropolis.

O. C. Junge, who has been manager of the branch at Providence, R. I., has now traveled over half-way across the continent to take charge of the Columbia interests in Omaha, Neb.

Mr. Laurie Here.

P. A. Laurie, assistant auditor-in-chief of the Columbia Co., and head of the traveling auditing forces, is a Chicago visitor. As the result of a grilling direct, redirect and cross-examination by the representative of The World, Mr. Laurie admitted that so far he had found nothing on the Chicago office except "good business."

Keith's Exploring Expedition.

Roy J. Keith, sales manager for the Talking Machine Co., returned last week from a trip to Milwaukee, Madison and the Twin Cities. At the Wisconsin metropolis he witnessed arrangements made by the J. B. Bradford Piano Co. for the installation of a new Victor talking machine department. There will be fine demonstration rooms upstairs, and display on the ground floor. At the State Capitol Keith found that W. W. Warner, the pioneer piano dealer and talking machine man, is going to retire from business this fall. His son, Paul Warner, has so many outside interests in the way of real estate and investments of various kinds that he simply cannot attend to it all, and is therefore also compelled to give up the music business. The talking machine department of the Wisconsin Music Co. is making rapid progress under the direction of the capable manager, Mr. Holtman. They are giving recitals which are proving big business pullers, and are following up the good work with well-written and widely and judiciously distributed circulars. At Minneapolis, Mr. Keith says that W. E. Guylee, who has been manager of the Twin Cities stores of the Cable Company for years, but who was recently elected vice-president and director of the great corporation and who has now come to Chicago to assume the responsible position of sales manager, arranged before his departure for the installation of Victor departments in both the Minneapolis and St. Paul stores. The equipment will be unusually classy, booths and all that sort of thing. Mr. Keith also visited the various stores of the Twin Cities. Mr. Mathias is consolidating both his stores under one roof. He visited the departments of Foster & Waldo, of the North East Furniture Co.; Raudenbusch & Sons, Howard Farwell & Co. and others. Parenthetically he says that he saw some mighty fine stores, and saw evidences of a mighty prosperous business all along the line.

Within Our Gates.

Mr. Olds, manager of the Victor department of the M. M. Claypool Co., Crawfordsville, Ind., with branch music stores at Kokomo, La Fayette and other Hoosier cities, spent a couple of days in Chicago recently, visiting the various stores and departments, posting himself on selling plans, window displays, etc.

Paul Seeger, manager of the talking machine department of Edmund Gram, Milwaukee, spent a day or so with the Talking Machine Co., posting himself on the motor question.

Messrs. White, of the Milliken & White Music Co., Bay City, Mich.; H. Schmidt, of H. Schmidt & Sons, Davenport, Iowa, and Mr. Burg, of the Burg Piano Co., La Crosse, Wis., were all visitors last week.

Mr. Flenteye, who visits city trade for the Talking Machine Co., resides at Wilmette, Ill. He works while he sleeps, so to speak, and couldn't possibly let a good prospect in his home town get by, although legally his activities are supposed to be confined to the city of Chicago. He has just established the enterprising firm of A. H. Denamar & Son, of Wilmette, as Victor dealers.

Lyon & Healy's Good Month.

Lyon & Healy report that February was the

biggest month, both in wholesale and retail, in the history of the talking machine department. This in spite of the shortage in the new types present now in a continually diminishing degree.

The Victrola Muse.

Ye heaven 'spired poets, ye. Choice souls whose customary habitation is 'mongst the heaven and sun-kissed clouds! List, oh! list, to your Brother Sweet, of Malta, Ill., who, while he is not strumming his spiritually bedecked harp, is running the Malta Concert Hall, which is the name of his talking machine business. List, oh! list, to a few of his inspired warblings which recently made melodious the pages of one of the Malta papers. After reading, let the alleged inspired and shining ones go hide their heads and mourn in sackcloth and ashes. They will all get the sack if they have not a care or twain.

VICTROLA.

Among Malta's fair daughters, is the Queen
Of my heart's purest test.
With grace, love and beauty supreme,
In motives chased in judgment best,
Guileless as sunshine, pure, lovable, clean
Is VICTROLA, my treasure, my love, my rest.

No soft southern zephyrs, more abundant in bliss
To the careworn, weary, lonely man,
Than the sweet confidence betrayed by a kiss,
That inspires peace, like a joyful wan,
In the thoughts, and ambitions of this
Creature, beset by an unholy ban.

No lake more tranquil, or brook more free,
Than would be life's long journey,
Sweetheart, in a cot or mansion with thee,
No planet more brilliant, no heaven so bright,
If together the journey we run,
No shadow, no sorrow, all beautiful sun.

Put, VICTROLA, remember, if fortune or fate,
In its cold heartless torture and hate,
Should frustrate our dear cherished plan,
Cold winter blizzards, that ravish the land,
Would be as a May morning to compare,
With my disappointment, horror, despair.

New Talking Machine Company Organized.

The United Talking Machine Co. is a newly chartered corporation for the manufacture of talking machines to be located in Chicago. The incorporators are Robert Johns, A. F. Johns and E. E. Johns.

Opens Columbia Department.

The F. G. Smith Piano Co., on Wabash avenue, has just opened a Columbia Graphophone department, handling the complete line of both machines and records. There is a fine window and floor display made on the ground floor, and the main department is on the third floor, where handsome booths are now being fitted up. A. D. Herriman, long in the Columbia service and a salesman and manager of high degree, is in charge.

Another Piano Store in Line.

W. W. Pushee, who conducts on his own hook a piano store handling the Côté pianos in connection with the Western headquarters of the Côté Piano Co. in the Republic building, has just added the Columbia line. This is the only upstairs exclusive Columbia department in the city so far as the writer knows, and it will, no doubt, prove a big success.

Columbia Grand Grafonola.

The first of the Columbia grand grafonolas to reach Chicago was received here by the local office, and is now on exhibition at their handsome ware-rooms at Wabash avenue and Washington boulevard. It is of symmetrical proportions. When the grand lid is up a peep inside reveals a fairyland of beauty and, best of all, everybody goes into raptures over the tone. The general opinion is that the beautiful \$500 instrument more than justifies all anticipations entertained for it.

These Are Leading Sellers.

M. M. Blackman, who has charge of the retail talking machine record department of Lyon & Healy, says that two of the very best sellers of the month in the artistic class are the intermezzo from "The Jewels of the Madonna" and "Where the River Shannon Flows," sung by John McCormack.

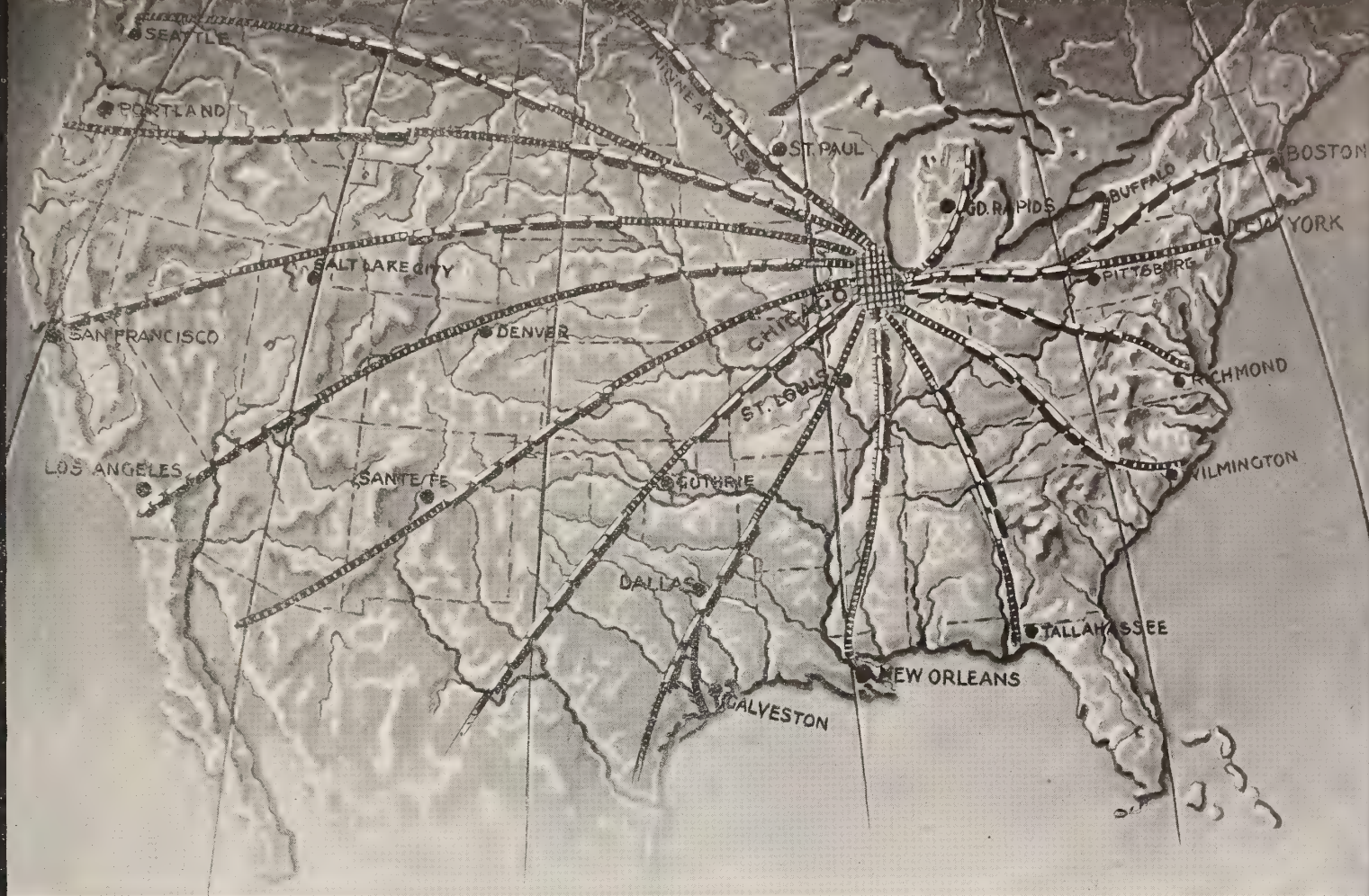
Patrick with Phonograph Co.

W. C. Patrick will travel for The Phonograph Co., the new Edison jobber in Chicago. Mr. Patrick is exceedingly well known, especially in the Eastern talking machine trade. For a number of years he was city salesman for Edison phonographs, was later head of the Chicago branch of

(Continued on page 24.)

The Talking Machine Company "CHICAGO"

The CENTRAL "ECONOMY" MARKET



Profits—That's What We're All After—Don't Lose Them

Don't lose 40% or 40-10% profit on a Machine or a Red Seal Record sale, by not having, or not being able to get the goods.

Pay a little more freight or express than usual if necessary, *but get the goods.*

Let distance and freight be no object when retail profits, prestige and service are at stake. *Get the goods.*

The business arms of The Talking Machine Company stretch over the country from Maine to California and from Minnesota to Texas. They are the largest Talking Machine Jobbers in the world, and remember *they wholesale exclusively.*

The Talking Machine Company
137 N. Wabash Avenue, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 22).

the Edison battery department, and later was with the U-S Phonograph Co. His many friends in the trade will be glad to see him again in the field under such favorable conditions.

Wurlitzer to Open Victrola Recital Hall.

The Rudolph Wurlitzer Co. is completing and will throw open to the public about March 15 one of the most attractive little recital rooms in the city. The room is tastefully decorated, well ventilated and seats about sixty-five people very comfortably. In it there will be given, every day, Victrola recitals. In the back of the hall, facing on Wabash avenue, there is a large show window in which is displayed a full line of Victor talking machines and accessories. The retail department of the Wurlitzer Co. reports a continuation of the favorable business with which it has been favored for some months past. The record department notes that "Apple Blossom Time in Normandie" is at present the best seller. E. H. Uhl, manager of the Chicago branch, is on a trip, partly business and partly pleasure, through the West Indies and Central America. He will make stops at Belise, in British Honduras; Barrios, Guatemala; Limon, Costa Rica; Kingston and Colon.

Wade & Wade Enjoy Good Business.

O. S. Wade reports that the demand for the company's fiber needle cutter continues to wax strong, with orders from jobbers constantly increasing in size. The wide use of the fiber needle has given the company opportunity to expand.

Good Demand for Record Cabinets.

The Salter Manufacturing Co., of Chicago, is enjoying an unprecedented call from dealers for Salter felt-lined cabinets of the most expensive type, showing evidently that the owners of phonographs are enjoying their instruments to such an extent that they are becoming more willing to give both instruments and records the care that they are rightfully entitled to.

Daughter of John Kurzenkabe Dead.

John E. Kurzenkabe, one of the oldest and best known of the local Rudolph Wurlitzer staff, received a telegram March 7 which announced to him the death of his daughter, Miriam, at Phoenix, Ariz. Death was caused by tuberculosis. Miss Kurzenkabe had just reached womanhood, and her untimely taking away will be the cause of much sorrow to many in the music trade who have had the privilege to meet her.

Purchase Harger & Blish Victor Stock.

The following letters are self-explanatory:

CHICAGO, March 1, 1913.

Dear Sir:—Your old jobbers, Harger & Blish, have sold out their Victor stock to us. The writer was in Des Moines yesterday and Mr. Blish was much interested in just how the dealers to whom he used to sell, would be taken care of.

Harger & Blish themselves have agreed to buy their retail stock at both Des Moines and Dubuque from the Talking Machine Co., of Chicago; in fact they have been so enthusiastic about the *Exclusive Wholesale Service* which we have been able to render, that they intend to write every one of their dealers, suggesting that they give us their business.

This letter is an earnest plea for that portion of your business which used to go to Harger & Blish. We beg to support that plea by these three statements:

The Talking Machine Company is the only exclusive wholesaler of Victor goods in the country. They are the Largest Distributors in the country. They carry on an average 150,000 records in stock.

We will challenge comparison with the way we are able to fill orders with any other distributors. At present we are filling Record Orders 97% complete. Another important fact—every dollar's worth of goods we receive is subject to our dealers' orders—nothing held back for retail purposes.

Enclosed please find our contract. We want you to sign up with us so you may be listed among our regular dealers, and receive our bulletins and trade information from time to time. As a matter of showing our prompt service, we are enclosing April advance List of Records—An exceptionally good list, and which we can ship to you the 26th day of this month. We should appreciate greatly having your advance order on this list.

Yours very truly,

THE TALKING MACHINE COMPANY.

DES MOINES, Feb. 27, 1913.

Dear Sir:—We have sold our entire jobbing Victor stock to the Talking Machine Co., of Chicago. The service that you will receive on your future Victor orders has given us some thought as you have been a contracted Victor dealer of ours. We have decided to place our entire future Victor retail business with them, and would suggest that if you have not already signed contract with them, that you do so, and thereby share in the splendid service given.

This concern is the largest exclusive Victor distributor in the country and can we are sure give you the service which we in the past have endeavored to extend to you. We have taken the liberty of forwarding your address to them as a prospective dealer, and sincerely hope that you will extend to them the same courtesy that we have always appreciated so much from you.

Sincerely,
HARGER & BLISH, INC.,
H. H. BLISH, Secretary.

A. D. Geissler, general manager of the Talking Machine Co., spent a day in Des Moines recently

going over the matter with Mr. Blish. The latter called up something like thirty of their dealers and introduced them over the phone to Mr. Geissler, who then and there took orders for something like \$7,000 worth of business over the phone, and also got assurances of future patronage.

George W. Davidson Is Ill.

George W. Davidson, of the Talking Machine Shops, has been taken quite seriously ill with a bronchial trouble that developed from a case of grippe. The "Shops" continue to find business very good along all lines, with "The Robert E. Lee" and other records designed for the present craze for tangos in the lead.

U. S. Phonograph Co. Enjoys Good Business.

Mr. Lyons, of the United States Phonograph Co., reports that business with his company has been entirely satisfactory in every department during the past month and that the outlook for an even greater volume of business is decidedly good.

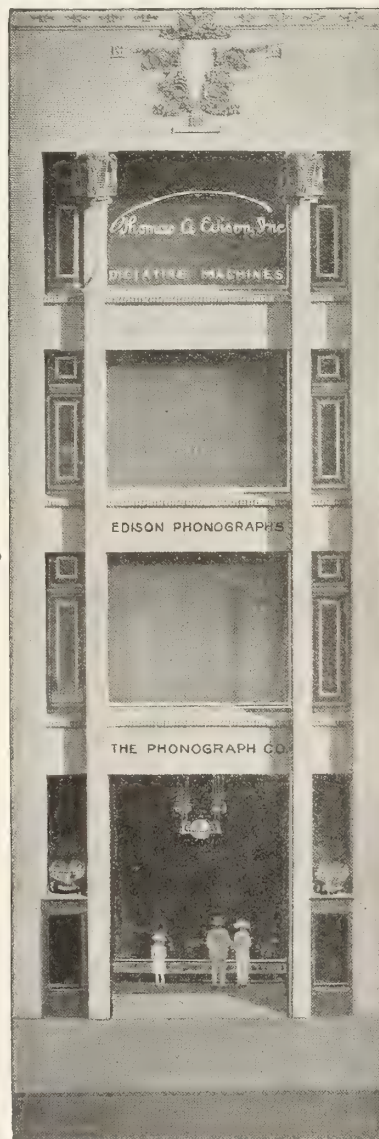
BUILDING OF THE PHONOGRAPH CO.

Headquarters of the Edison Interests in Chicago Admirably Equipped—Under the Management of C. E. Goodwin.

(Special to The Talking Machine World.)

Chicago, Ill., March 10, 1913.

The building of The Phonograph Co., Chicago's new Edison jobber, exhibits an entirely new setting for a commercial enterprise, and as such is worthy of comment in the pages of The World.



Edison Headquarters in Chicago.

It was the desire of the owners that the building should represent in a simple and dignified way the use to which the building was to be put, and to use in its construction and equipment the best materials that could be obtained.

The business of The Phonograph Co. is very special, yet the solution arrived at is a perfectly natural one, and although differing radically from anything in the city, it only represents the logic of the situation.

Every part of the design and plan was formed to

meet a special requirement and to represent special needs. The open loggia across the front, 9 feet wide by 26 feet long, is the chief attraction of the building from the street, giving it a sense of openness, of attractiveness and an unostentatious invitation to just come in and see what it is all about. The open loggia is unique in the city, and gets away from the endless glare and rigidity of the interminable line of glass that we are in the habit of seeing and expecting to see everywhere.

The Phonograph Co.'s building will be known, not because it is different but because it is rational, commercially wise and expedient in the best sense.

The outside is built of a delicate cream enameled brick with ornamental terra cotta in polychrome, not stuck on as useless decorations but a natural outgrowth of the structure. The floor of the loggia is a rich green tile and carries with it a kindly invitation.

The interior of the building is of a piece with the exterior, and represents the same process of thinking. It contains a recital hall, booths for private audition and display, a reception room and general offices for wholesale and retail purposes. The entire building is mechanically ventilated and heated, thus rendering it one of the most comfortable places in the city to visit.

The architects for the building are Purcell, Feick & Elmslie, of Chicago and Minneapolis. The interior was formulated by Walbridge & Nieddeck, of Milwaukee.

LYON & HEALY IMPROVED CABINET.

New Rack in Unit Form That Makes Provision for Enlarged Stock.

(Special to The Talking Machine World.)

Chicago, Ill., March 11, 1913.

Dealers in disc records have for some time felt the pressing need of a system of cabinets that would provide for the inevitable increase in the amount of stock carried and at the same time maintain the uniformity of the racks with respect both to the size and style.

With the idea of satisfying this demand Lyon & Healy have produced and are placing upon the market a cabinet system that is based upon the well-known unit system which has been popular for so long among booklovers.

A single unit consists of two divisions of twelve shelves apiece, each shelf capable of storing twelve 12-inch records. Thus each unit will accommodate 288 records.

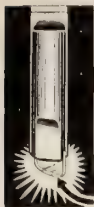
The makers have had the protection of the records in mind when designing the system, lining each of the compartments with felt. In addition to this each record will be encased in an envelope, further insuring it against scratches. Base units are fitted with two drawers designed to hold sound boxes, needle supplies and other small articles.

The drawers are numbered consecutively and correspond with the list of records maintained in the alphabetically arranged index book that is furnished with each cabinet. In this way, when a certain record is called for and it is in stock, it can be quickly located by referring to the index. If the record is not kept in stock the index will show this immediately. If the record had formerly been in stock and sold, the empty special envelope in the drawer shows when the new order was placed and when the customer may call for the record. This simple and systematic method obviates much unnecessary handling of records with consequent preservation.

These cabinets are finished in any style and can be furnished to match any interior.

NEW VICTOR LANTERN SLIDES.

In response to many requests, the Victor Talking Machine Co. has had prepared a series of lantern slides showing prominent opera artists in their principal roles and scenes from the grand operas, for the use of Victor dealers in their own stores or in the moving picture theaters in their respective cities. The slides are so arranged as to permit of the insertion of the name and address of the local dealer and are supplied at a nominal price.



"It's the Jewel that Does the Work and Oh, How Well."

"It's the Jewel that Does the Work and Oh, How Well."

10,000 Needles in 1

With 1 Phonograph Disc Needle you can play 10,000 operas, songs or pieces. The Permanent Disc Phonograph Needle does the work of 10,000 ordinary disc needles. Use it 10,000 times without changing. Made in three tones—Soft, Medium, Loud. Gives the tone you want to suit the occasion. Puts rich, tonal value in your records. Prolongs the life of your disc. Preserves the sweet and delicate tones. Every phonograph owner wants this Jewel Needle, because you don't have to change it.

Jewel Disc Needles

The demand for this marvelous improvement in disc phonographs is now here. Every owner of a disc phonograph wants this Jewel Needle as soon as he learns of its beautiful quality and its unrivaled merit. The demand is growing every day for the needle. Gives more genuine and artistic value to the phonograph. It saves records. It saves trouble. It saves money.

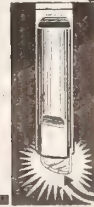
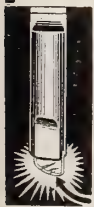
Special to Dealers Every dealer should have this Permanent Phonograph Disc Needle in stock. Every dealer should carry the three tones in this needle. The loud tone for public recitals, churches, etc., the medium tone for home gatherings and general use, the low tone needle for artistic requirements. Dealers should stock up on this needle and get the benefit of giving their phonograph customers a new delight and a greater value for the money than they have ever given before. Dealers! Help your own business by giving your customers of this marvelous Permanent Jewel Disc Phonograph Needle.

Write to-day for full description and all particulars of prices and terms, free to you. The demand is great and it is growing every day. Write to-day.

Permanent Phonograph Disc Needle Co., Inc. Dept. 6337
CHICAGO

"It's the Jewel that Does the Work and Oh, How Well."

"It's the Jewel that Does the Work and Oh, How Well."



SPECIAL WINDOW DISPLAY

Important Addition to the Artistic Show Card Displays Sent Out by the Victor Talking Machine Co. Generally Admired by Trade.

The Garden Scene in "Faust" is the subject of Victor Show Card De Luxe No. 21, to be used in conjunction with the feature record in the April list of Victor records, entitled "Gems from Faust," which is to be offered for sale to the public on the 28th of the month. There will undoubtedly be a strong demand for this popular opera's record, and Victor dealers were more than pleased to observe its presence on the April list of records.

Show-card No. 21 is one of the most artistic and attractive display cards yet introduced by the advertising department of the Victor Co., and this means a whole lot, as some "beauties" have been presented to the trade recently. The figures used in the display are those of Farrar and Journet, the world-famous artists, dressed in costume as they played in the two roles of Marguerite and Mephistopheles.

When completed the card will measure 31 by 48 inches, and the Victor Co. suggests that it be placed in front of a solid background in order to obtain the best results. Victor dealers who carefully noted the description of the new show-card in the advance list of April records lost no time in placing their order for the card when completed, and judging from the orders already on hand, Show-Card De Luxe No. 21 will prove to be one of the most popular displays ever introduced by the Victor Co.

VIEWS ON DISC RECORD ALBUMS.

"The constructive qualities of our albums are our talking points in the merchandising of our disc record albums," states G. Bates, of the New York Post Card Album Co., 25 Lispenard street, New York. We are continually impressing on our trade the merits of a disc record album that is so constructed that every detail of manufacture can be easily demonstrated to a prospective purchaser, and, moreover, after this demonstration is completed, the sale is certain to be closed. We have worked assiduously on the perfecting of our albums, and with the aid of many years of experience in the album field have succeeded in introducing a really perfect disc record album."

NEW RECORDS BY BONCI.

Considerable interest is being manifested in the announcement of the Columbia Graphophone Co. that records by Bonci, the famous operatic tenor, will be featured in the May list of Columbia records. Bonci's reputation is worldwide, and the Columbia Co. is naturally elated at presenting his records to the trade. Bonci has personally approved his records, and this approval was couched in emphatic and sincere terms. A reproduction of a two-page spread appearing in this week's Saturday Evening Post, and featuring Bonci's records, is shown on another page of The World.

TRY THIS.—"Was your daughter's musical education a profitable venture?"

"You bet! I bought the house on either side of us at half their value."

WILL BUY.

CASH PAID for all kinds of old and new disc or cylinder phonographs, records, horns, boxes, motors and cabinets. Myron Greenberg, 247 So. First St., Brooklyn, N. Y.

POSITION WANTED.

POSITION WANTED by educated young woman with six months' experience as a Victor department manager during year 1912. References given. Write or telegraph to Miss Ida G. Jones, Luverne, Minn., Box 204.

FOR SALE.—5,000 Edison 2-minute records, 10c. each; 5,000 Zonophone 10-inch records, 15c. each; all new, clean stock. DENINGER, 335 North St., Rochester, N. Y.

THOMAS A. EDISON LISTENING TO HIS NEW DISC RECORDS.

One of the most interesting and characteristic portraits of Thomas A. Edison is that taken recently and showing "The Wizard" in the quiet of his laboratory listening intently to one of the new Edison disc records, to obtain perfection in which he has worked so long and earnestly. The hand

were not detected by the experts with their unblemished and acute faculties.

Despite the impatience of the phonograph sales department to meet the insistent demands of the trade throughout the country for records to go with machines that have been sold in many cases,



placed over his ear to enable him to hear better brings to mind the partial deafness of the great inventor, but despite that fact his hearing has been acute enough to permit him to detect hidden and generally slight faults in the early records that

there is not one who is not thoroughly in sympathy with Mr Edison in his efforts to make the records perfect without question or doubt, and enthusiastic over the results of his work, which has occupied so much of his time.

HIGH SCHOOL COURSE IN MUSIC

With Aid of Victor Records Laid Out in Anne Shaw Faulkner's New Book, "What We Hear in Music," Distributed by the Victor Co.

A most interesting and valuable addition to talking machine literature is the new volume, "What We Hear in Music," written by Anne Shaw Faulkner, organizer and director of the Program Study Classes of the Theodore Thomas Orchestra Opera Classes of the Chicago Grand Opera Co., and lecturer on music. The volume, handsomely printed and bound, has been prepared and will be distributed under the auspices of the Victor Talking Machine Co., and is designed to promote a real appreciation and more definite understanding of music among the musical pupils and high school pupils of the country.

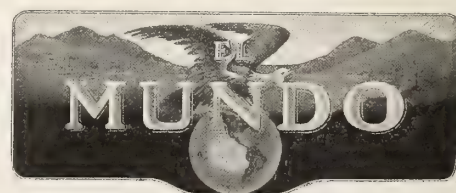
"What We Hear in Music" provides a four-year high school course in music history and appreciation, and the entire course calls for 250 Victor records, though there is no doubt that many more will be used wherever the course is established. The book is practically a companion volume to "The Victor Book of the Opera," and sells at retail at \$1.

RECORDS BY FELIX WEINGARTNER.

Music-lovers will be glad to learn that Felix Weingartner, the famous composer and orchestra director, has made two orchestral records for the Columbia Graphophone Co. with a special thirty-six-piece orchestra selected by Mr. Weingartner himself. These records were emphatic successes, and will be ready for the trade in the near future.

VISITS COLUMBIA FACTORIES.

George L. Funnell, works manager of the Columbia Graphophone Co., London, England, has been visiting this country the past three weeks, and remained at the Columbia factories at Bridgeport, Conn., for the greater part of the time. This is Mr. Funnell's annual trip to America, and he plans to sail for England next Tuesday on the *Kaiser Wilhelm II*. He states that conditions abroad in the talking machine field are excellent, with every prospect for a splendid business.



Manufacturers and others in the talking machine trade who desire to get into close relations with Latin America will find El Mundo to be an excellent medium.

It is published wholly in Spanish, and covers comprehensively the music trade and talking machine fields.

EDWARD LYMAN BILL,

Publisher. 373 Fourth Ave., New York.

COLUMBIA PRICE VIOLATORS PERMANENTLY ENJOINED

Judge Carpenter of United States Circuit Court Issues Permanent Injunction Against Two Chicago Cut Price Dealers—A Lesson for Those Who Think They Can Evade Contracts with Impunity—Trade Compliments Mr. Camp for Successful Results.

(Special to The Talking Machine World.)

Chicago, Ill., March 11, 1913.

Local members of the talking machine trade and officers of the Columbia Graphophone Co. were much elated to-day when Federal Judge Carpenter, of the United States District Court, issued permanent injunctions against Evan Lloyd & Co., proprietors of a Chicago department store, and Barney Olshansky, 1252 S. Jefferson street, prohibiting them from selling Columbia records at ruinously low rates to the retail trade.

Local dealers had been complaining to the Columbia Graphophone Co. for sometime that two or three firms had been offering Columbia records to the public for absurdly low prices and that their trade was being injured thereby.

Eli ha K. Camp, attorney for the Columbia Co., was accordingly sent on from New York and found

that Evan Lloyd & Co. were offering the records to the public from their State street department store and that Olshansky was doing a brisk business, both at 1252 S. Jefferson street and at 1141 Halstead street.

Mr. Camp carried the matter into court at once and pressed the suit with such vigor that Judge Carpenter issued immediate preliminary injunctions, and following an inquiry that consumed only a few days made the decision announced to-day which will effectually stop any future attempts to do business upon such a basis. Evan Lloyd & Co. was, in addition, forced to pay a sum of \$300 in damages and also the court costs.

The entire procedure lasted only a few days and the local trade is heartily congratulating Mr. Camp upon his energetic and successful defense of his company's policies.

"TALKER" A CHURCH ATTRACTION.

Pastor of Pilgrim Congregational Church in Milwaukee Says He Has Solved the Problem of Getting People to Church and Tells How.

(Special to The Talking Machine World.)

Milwaukee, Wis., March 11, 1913.

Rev. Robert J. Locke, pastor of the Pilgrim Congregational church, Grand avenue and Twenty-eighth street, believes that he has found in the Victrola the solution of the problem of getting people to attend church on Sunday evenings. Rev. Locke recently conducted a "Victrola service" in his church, and the result was that the innovation brought out a congregation five times the size of the usual Sunday night gathering.

The entertainment was furnished by a Victrola under the guidance of A. F. Bennest, a talking machine expert with Manager L. C. Parker's Victor department at Gimbel Bros.' store. Robert W. Tait traced the history of musical instruments in a talk on "From the Drum to the Victrola," which he made unusually interesting by illustrating his talk with exhibits of musical instrument of the Alaskan Indians and the Chinese.

The program was as follows:

Parsifal—Fantasia (Wagner).....Pryor's Band
St. Paul—Be Thou Faithful (Mendelssohn).....E. Williams
Old Cathedral Door.....Peerless Quartette
Humoresque (Dvorak).....Mischa Elman
St. Paul—But the Lord Is Mindful (Mendelssohn)
Schumann-Heink
Elijah—It Is Enough (Mendelssohn).....Herbert Witherspoon
Hark, Hark, the Lark (Schubert-Liszt).....Padewski
Beautiful Isle of Somewhere.....John Barnes Wells
Offertory.....
Tannhauser (Wagner), Parts 1 and 2.....Pryor's Band
God My Father, from Seven Last Words of Christ
(Dubois).....Gogorza
Remarks.....
Benediction by the Priests.....Sirota
Like a Shepherd.....Sirota
Inflammatus—Stabat Mater—Rossini (in Latin)
Lucy I. Marsh
Crossing the Bar (Willeby).....E. Williams
Lost Chord (Sullivan).....Witherspoon

The affair was such a success and the program

was appreciated to such an extent by the big audience that another talking machine service will be held in the church on the first Sunday in April.

Rev. Locke has plans in mind for various other innovations at his church. Among them will be the illustration of Sunday and midweek services with moving pictures. Films from all parts of the world will be shown by the pastor to acquaint his flock with the missionary work extension and to educate young and old in an entertaining manner.

"These services are not to amuse, but to instruct," said Rev. Locke. "The talking machine brings to us the greatest singers and musicians, and as a result a larger number come to the services. The children are as much interested in good music as their parents.

"I believe the introduction of the talking machine and the moving picture will arouse greater interest in the church work. We are leading the way for others to follow."

TO FEATURE TALKING MACHINES.

(Special to The Talking Machine World.)

Columbia, S. C., March 10, 1913.

The Barfield Piano Co., with headquarters in this city, has reorganized with W. A. Barfield as president; D. E. Milligan vice-president and general manager; D. R. Hand, secretary, and W. H. Barfield, treasurer, and J. K. Barfield, assistant treasurer. The company is operating stores, one in Columbia, S. C.; Charleston, S. C.; Jacksonville, Fla., and East Port, Ga. Special efforts are being placed on the player electric piano business in all the stores as well as on the Victor talking machine line. The prospects ahead are excellent.

Credit is the best thing in business—when it is extended to you.

FIRST LIST PRICE EDISON SALE

Made in December by the Pardee-Ellenberger Co. for Shipment to Santa Rosa—Letter from F. K. Dolbeer in This Connection.

The first list price Edison disc phonograph was sold by the Pardee-Ellenberger Co., Inc., Boston, Mass., in December, to an enthusiast who lives in Santa Rosa, Cal., the sale being made by F. H. Silliman, manager of the Boston headquarters. It was given by a noted Boston woman physician as a Christmas present to her father, Conrad Haub. The following letter to them from Thomas A. Edison, Inc., dated December 10, 1912, tells the story:

"The Pardee-Ellenberger Co.,

"55 Batterymarch Street, Boston, Mass.:

"Gentlemen—Your favor of the 9th inst. at hand, and would respectfully advise that immediately after our telephone conversation of yesterday I entered an order for one 'A' 250 Edison disc phonograph, mahogany finish, to be shipped to Conrad Haub, 638 Wright street, Santa Rosa, Cal., via Wells Fargo Express prepaid, and we now desire to acknowledge receipt of your confirming order.

"This is the first list price machine shipment of the new disc goods that we have made, and it is very interesting to know that this machine is going into the hands of an Edison enthusiast. Assuring you of my appreciation of this order, which in all probability will go forward to-day, we beg to remain, Yours very truly,

"Thos. A. Edison, Inc., Phonograph Sales Dept.

(Signed) "F. K. DOLBEER, Sales Manager."

Naturally the Pardee-Ellenberger Co., Inc., feel very much pleased at this signal honor, particularly so as the outline of the sale embraced both sides of the continent.

POSTCARD VIEWS OF ARTISTS.

Latest Addition to Advertising Aids Furnished to Victor Dealers—New Program Folder.

The latest aids to the Victor dealers prepared and supplied by the Victor Talking Machine Co. are the portrait series of the famous artists on post-cards, with attractive wording, and the specially designed program folder, bearing a trite phrase on the front cover, a Victrola XVI on the back and a portrait of the artist and his or her records on the inside. The folder is expected to be particularly useful in stirring up interest at times when prominent artists make their appearance in the various cities where Victor dealers are located. Both the postcards and the program folders should prove most effective in attracting attention to the Victor dealer's store. They are furnished free in limited quantities and upon request.

INCORPORATED.

The Talking Machine Accessories Co., Rochester, N. Y., has been incorporated by John A. Clark, Thos. E. Mykins and James Killeen.

ALBUM FACTS BY EXPERIENCED ALBUM MAKERS



The durability of a strong Record Album lies entirely in the way pockets are bound in, correct spacing of the envelopes and the quality of linen used in binding, together with the strength and quality of paper used in envelopes.

These cuts represent our standard Record Albums, covered in mahogany colored imitation leather, stamped gilt on face, with gold plated ring-pulls on backs. The paper used for pockets is a very strong dark green colored rope fibre material—tough in texture and not easily torn. The pockets are bound in evenly, making a perfect book. 16 or 17 pockets furnished as ordered.



Let us send you a sample Album to-day with our very moderate Price List.

New York Post Card Album Mfg. Co., 23-25 Lispenard St., New York

Here's what will make on your

ONE of the biggest and strongest double-page advertisements we ever published appears this week in the Saturday Evening Post.

Great records, those of Ysaye!

The greatest violin records ever made and made by the greatest violinist this world possesses. Any man who has ever heard or heard of Ysaye will want Ysaye records. That's how good they are.

Great records, those of Bonci!

The most artistic tenor records ever made, sung by the world's most artistic singer; no wonder they are wonderful.

A splendid pair of no-competition Grafonolas, the "Regent" and the "Colonial"—they will sell to every inquirer who is ready to spend their price, and they will *hold* every inquirer to a *Columbia* purchase even if he won't spend over \$20.

THE SATURDAY EVENING POST March 15, 1913

YSAYE

The World's Supreme Master of the Violin

has made his long-expected records.
Exclusively for the Columbia Graphophone Company—
Yes, but if you happen to own a "Victor" talking machine, these matchless records will play on it (like all other Columbia records).
Any dealer in talking machines can supply you with these Ysaye records.
Any dealer can send a Columbia Grafonola to your home for free trial.
Write to us if you are not promptly supplied.

CESTINY SLEZAK FREMSTAD HOFFMANN ZENATTELLO NORDICA GARDEN PARLOW HARROLD NIELSEN

Dealers

Prospective Dealers

One of the fifteen Columbia models. See our Catalog.

The Columbia Grafonola "Regent"—a combined library table and Grafonola. Price, \$20.00 (including record). Also in various oak finishes (models legal).

The Columbia

Columbia Graphophone

Tribune Building

Creators of the talking machine industry. Pioneers and leaders in the world.
Largest manufacturers of talking machines in the world.

ke March look good books

THE SATURDAY EVENING POST

BONCI

The World's Most Artistic Singer

is completed his first series of records.
For the Columbia Graphophone Company.
— But his golden voice is at your com-
mand, whether the talking machine you own
is a Columbia or a "Victor."
Because all Columbia records can be
played on "Victor" talking machines.
Just as all Columbia instruments
will play "Victor" records.
Any dealer in talking machines can sup-
ply you with Bonci records, and give you a free
trial of the Columbia Grafonola in your home.
Write to us if you are not promptly supplied.



One of the 15 Columbia models
"The Columbia Grafonola" Colonial.
Combined table and Grafonola.
Price \$130 (including)
Send for Catalog

Columbia Graphophone Company, Box 378, Tribune Bldg., New York

TO OUR FRIENDS who are not yet making money out of such trade winners, we don't need to ask if you are feeling the Columbia demand, for we know quite well you are.

Even if you were not, though, as a business house dealing in musical merchandise you are sacrificing something when you find yourself unable to sell a faultless record by the one violinist who is admittedly the master of any other in the world, or a wonderfully recorded selection by the world's most artistic singer, which Bonci certainly is.

Or a Grafonola so entirely outside of competition as the "Regent" or the "Colonial."

The Saturday Evening Post double-page reproduction for March 15th, shown here, is the first big featuring of those records coupled with those instruments.

But not the last.

Trade Mark

phone Company,

g, New York

the talking machine art. Owners of the fundamental patents.
rite for "Music Money," a free book you ought to have.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Business Conditions of Satisfactory Nature, All Things Considered—British Record Making Defended—Important Removals and Changes in the Talking Machine Trade—Copyright Decision of Wide Interest—Record Lists of the Leading Companies Contain All the Latest Compositions—Santley Makes Records for the Columbia—Increased Cost of Materials Considered—Other Items.

(Special to The Talking Machine World.)

London, England, March 6, 1913.

Notwithstanding the half-hearted efforts which some sections of the trade are putting forth, talking machine business conditions this side are generally of a satisfactory nature, all circumstances considered. Having regard, however, to the excellent status of industry everywhere, musical instrument sales would undoubtedly be more consistently commensurate with the degree of prosperity of the masses generally were it not that quite a considerable number of dealers—particularly those of the cycle-trading class—about this period develop an indifference to the business totally at variance to the activity of the leading manufacturers. It is very evident they are more or less regulated by the calendar. As the season progresses, sales gradually decline in volume, it is true, and of course the cycle season will shortly open up; all of which is to our friends sufficient justification for the neglect of their old talking machine customers, and practically to abandon all interest until the time when music again supersedes the wheel. A pleasing set-off is the continued and strong activity of record manufacturers, who are devoting considerable expenditures in stimulating the public demand through liberal newspaper space. "His Master's Voice" and Columbia companies are particularly active in this direction, and their attractive publicity is recognized as exerting a beneficial effect on talking machine sales generally.

Ragtime Furore Still Obtains.

The ragtime furore still obtains on this side, despite pessimistic prognostications to the contrary. America certainly holds the field in this class of music, and your amazing productivity is becoming principally apparent in the seemingly never-ending stream of importations under which we suffer. We are ragtime satiated.

Now the Columbia Graphophone Co.

Coincident with the announcement on your side, I have received advice that the future Columbia title is to be Columbia Graphophone Co. The exclusion of the word phonograph in favor of graphophone is generally welcomed and approved in Columbia trade circles.

Defends British Record Making.

That a respectable journal should give publicity to ex parte statements evidently without taking the simple precaution of seeking verification, is to be greatly deplored. In this connection the Evening News recently imparted to its readers the information that graphophone records were actually being made in London, but to the manager of the Dacapo Co. was attributed the amazing statements that "no Englishman knows how to make master records," and that "the Germans alone hold the secret." This was crowned by the statement that the master records had to be sent to Germany to be manufactured.

Louis Sterling, British manager of the Columbia Graphophone Co., immediately repudiated these inaccuracies. In the course of his remarks to the journal in question, he says: "The Columbia Co. possesses two of the finest recording experts in the world, both Englishmen. English recorders are years ahead of the Germans, just as the manufactured records are. Our recorders make master records in various parts of the British Isles, in Milan, Vienna and even in Berlin, and so far from 'masters' having to be sent to Germany to

be transformed into commercial records, we have our own factory at Wandsworth, where millions of records for all parts of the world are produced each year by British labor." A timely rejoinder, that!

Staff Changes with National Gramophone Co.

An important staff change is to be noted at the National Gramophone Co. (1913), Ltd. A. N. Gray, who for some time occupied the somewhat onerous position of sales manager, has received due acknowledgment of his successful sales policy in the shape of promotion to the assistant general managership. The directors have secured the services of A. H. Anderson as sales manager. For over ten years with "His Master's Voice" company, Mr. Anderson possesses a unique and valuable experience of the trade, and he therefore enters upon his new sphere of activity under the best auspices.

Several Removals Announced.

What may reasonably be regarded as an index of prosperous conditions in the talking machine trade is the recent decision of several firms to enlarge their borders. Just at this period would appear to be the most propitious time for removing, after the season's rush. And during the few quietish months ahead the firms in question will have ample opportunity to complete alterations and make provision in their new quarters for increased dispatch and other facilities in good time for next season's trade. Messrs. Lockwoods, the great City road factors, have taken a huge building with a floorage space of some 10,000 feet, at 76 City road. In addition to their present premises at 77 City road, O. Ruhl, Ltd. (Beka records), have secured a large warehouse at 85 City road; Messrs. Craier & Staveidi are located in new premises further along in Bunhill Row; and, as reported last month, the Columbia Graphophone Co. is well established in a large block of buildings at 102-108 Clerkenwell road, E. C.

Important Copyright Action.

Two very important copyright actions were recently before the courts. Being the first of their kind under the Copyright Act, 1911, the result will be read with extreme interest by all engaged in the talking machine industry. The actions were heard together, and from their nature will doubtless be considered more or less in the light of test cases. Paul Rubens and Lionel Monckton, as plaintiffs, sought an injunction to restrain Pathé Frères from selling records of certain of the plaintiffs' musical compositions, to wit: Four songs from "The Sunshine Girl" and the "Mousme Waltz." The plaintiffs alleged that defendants were selling records of these compositions without the adhesive stamps prescribed by the Board of Trade to be affixed to all records of copyright pieces as the method of collecting the royalties. It was not denied that defendant had purchased a sufficient quantity of stamps to cover the number of records sold, but it appears they had not affixed them to the records sold. Counsel maintained that plaintiffs could not insist on the defendant purchasing the stamps or affixing them to the records, on the ground that the Board of Trade regulations in this respect were ultra vires.

In giving judgment, Justice Phillimore held that the Board of Trade regulations were within the scope of its authority.

Another point in the case of Mr. Rubens had reference to the date of publication and the effect of an agreement made by his agent with defendant. Under the provisions of the act, the royalties on records of musical works published before July 1, 1912, are calculated at 2½ per cent., but on records of works published after that date the royalties are raised to 5 per cent. after the expiration of two years; that is to say, from July 1, 1914. Mr. Rubens was advised as to the value of his rights, and did not wish to publish the songs until after July 1, 1912. It was found to be convenient, how-

ever, to have gramophone records made before that date, and in order that this might be done, the defendant gave an undertaking that if the music was published before July 1, 1912, they would not sell the records before that date, and that the composer should get the royalties. This agreement was made in March, 1912, before the Board of Trade regulations had been issued. He, the judge, considered that the contract between the parties was that the royalties should be paid and that the defendants so far had fulfilled the agreement, but that in future they must comply with the regulations of the Board of Trade.

In Mr. Monckton's case, the records made before July 1, 1910, were exempt from the payment of royalties until July 1, 1913, but if defendants sold any records made since July 1, 1912, they would have to pay the royalties by the purchase and affixing of stamps in accordance with the regulations.

Defendants contended that the action was not well founded in respect of the songs composed by Mr. Rubens, because the author of the words was not joined as plaintiff. The owner of the copyright in the music, His Lordship held, was entitled to sue for an infringement of the copyright in the music, notwithstanding that the owner of the copyright in the words might also sue in respect of an infringement. Judgment for defendants, without cost.

"His Master's Voice" Records for March.

Among "His Master's Voice" issues for March, special mention should be made of the New Symphony Orchestra's contributions, which, as usual, are a temptation to all music lovers. The records themselves represent the very highest form of musical art ever offered through the medium of a mechanical instrument, and under the baton of Landon Ronald, the New Symphony's presentation of Wagner's "Die Meistersinger," Part I and II, on a pair of 12-inch records, is a real treat from beginning to end. Another splendid record of Hubert Eisdell, "Come, Sing to Me," is to be noted, and his performance is such as to move one to "ask for more." Wilkie Bard's second contribution to "His Master's Voice" list is worthy of high praise, his "You've Got to Sing in Ragtime" being very contagious. 'Twere invidious, however, to discriminate. The March list teems throughout with attractive fare, and is as follows: "Unless" (Caracciolo), Peter Dawson; "A Dinder Courtship" (Eric Coates), Harry Dearth; "Will-o'-the-Wisp" (Cherry), Charles Tree; "Until" (Sanderson), Stewart Gardner; "So We'll Go No More a-Roving" (M. V. White), Gervase Elwes; "The Songs My Mother Sang" (Grimshaw), Miss Marion Beeley; "Homeland—Czardos," "Die Fledermaus" (Strauss), Miss Lucy March; "God's Garden" (Lambert), Mme. Edna Thornton; "The Nightingale of Lincoln's Inn," "Songs of Old London" (Oliver), Miss Perceval Allen; "Gems from Gypsy Love" (Lehar), Light Opera company; "Menuett" (Porpora-Kreisler), (violin), Miss Marie Hall; "Larghetto" (Handel, arr. by Hubay), Jorka Szigeti; "Barcarolle—Tales of Hoffman" (Offenbach), Renard Trio; Fantasia brillante, "The Last Rose of Summer" (Flotow, arr. by Oberthur) (harp), John Cockerill; "Will You Promenade with Me" (David and Murphy), Miss Clarice Mayme (accompanied by "That"); "A Wee Hoose 'Mong the Heather" (Lauder and Elton), Harry Lauder; "You've Got to Sing in Ragtime" (David and Arthurs), Wilkie Bard; "The Way to Treat Your Parents" (Hanray), Tom Clare; "Fiddle-dee-dee" (Goetz-Berlin), Walter Van Brunt and Maurice Burkhardt. "His Master's Voice" Double-Sided Records: "Tannhauser"—"Pilgrims' Chorus," and "Lohengrin"—"Bridal Chorus" (Wagner); "Pizzicato" Gavotte—"Herz and Herz" (Latann), and Entr'acte—"Pizzicato" (Mathe), Band of H. M. Coldstream Guards; "The Turkey Trot," two-step (Daly, arr. by

FROM OUR LONDON HEADQUARTERS—(Continued from page 30).

Whiting), and "King Chanticleer," march and two-step (Brown and Ayer, arr. by Danmark), Ragtime Orchestra; "Ours, I Think Valse" (Ernest Shand), De Groot's Orchestra; "Oh! Oh! Delphine Valse" (Caryl), Mayfair Orchestra; "Valse Novembre" and "Valse Decembre" (Godin), De Groot's Orchestra; "Everybody's Doing It," Lancers, Fig. I and II and Fig III and IV (arr. by Karl Kaps), De Groot's Orchestra; "Everybody's Doing It," Fig. V (arr. by Karl Kaps), De Groot's Orchestra, and "My Sumurun Girl," two-step (Hirsch, arr. by Jurgensen), Mayfair Orchestra.

The Daily Mail's Record Review.

It is pleasant to observe the present-day attitude of the press to the talking machine as compared with a few years ago. One of the most important newspapers, the Daily Mail, now allocates space to record reviews occasionally, and "His Master's Voice" and Columbia-Rena Records have recently come in for some nice notices.

New Dictaphone Quarters Opened.

Sir Herbert Marshall, J. P., of Leicester and Regent House, pianoforte manufacturer, formally opened on February 26 the extensive new premises of the Dictaphone Co., in Kingsway, W. C. Invited by Thomas Dixon, the managing director, a number of prominent London business men attended the ceremony, an interesting feature of which was the receipt by "wireless" of a congratulatory message from Commendatore G. Marconi, who has at Marconi House, in the Strand, one of the largest Dictaphone installations in the country. The company's new offices are equipped with all the latest business devices, which furnish striking evidence of an excellent example of the methods they advocate. The Dictaphone in question is, of course, the Columbia instrument, for which the Dictaphone Co. has the sole selling rights this side.

Sir Charles Santley Makes Records.

The Columbia Graphophone Co. is evidently out to make history. Its latest achievement in secur-

ing the services of Sir Charles Santley, the veteran baritone, to make records, is deserving of great praise from the trade and public alike. Sir Charles has reached the ripe age of seventy-nine and, as may be imagined, it required a deal of persuasion to move him from his well-earned retirement for the purpose of handing down to posterity a series of adequate and faithful records of his beautiful voice. It is said that he was satisfied to enthusiasm over his first record of his two great concert successes, "The Rosary" and "To Anthea," and we can well believe it; they are truly great! To the Columbia-Rena officials is due our hearty congratulations upon this exquisite memento of a great artist.

Other good records in the Columbia-Rena March list are: "Take Me Back to the Garden of Love" (Nat Osborne), Charles Holland and Quartet; "My Heart Is with You To-night" (A. J. Mills and Bennett Scott), Charles Holland and Quartet; "Waiting for the Robert E. Lee" (Gilbert and Muir), and "Be My Little Bumble Bee" (Stanley, Murphy and H. I. Marshall), The Two Bobs; "Hada" (Charles Mott), and "E Lucevan le Stelle," from "Tosca" (Puccini), Morgan Kingston. Columbia-Rena Ten-inch Records: "Hello! Hello! London Town" (Stanley, Murphy and H. I. Marshall), and "Ragtime Cowboy Joe" (Muir and Abrahams), The Two Bobs; "The Ragtime Jockey Man" (Berlin), Maurice Burton and Quartet; "Ragtime Soldier Man" (Berlin), Collins and Harlan; "The Gaby Glide" (Louis Hirsch), and "My Word!" (Jones of the Lancers) (T. C. Stern-dale Bennett), Jack Manning; "The Ghost of the Violin" (Kalman and Snyder), and "The Zig-Zag Glide" (Tony Martin), Stanley Kirkby; "When That Yiddisher Band Played That Irish Tune" (Worton David and C. W. Murphy), and "My Rachel's Beautiful Eyes" (Weston, Barnes and Maurice Scott), Sam Stern.

Fourteen Minutes of Music on One Record!

A striking example of the "Marathon" fine-cut recording system is furnished this month in the issue of two 12-inch double-sided records, one

carrying Wagner's grand overture "Rienzi"; the other a complete selection of Bizet's "Carmen." The "Rienzi" overture is given absolutely in full, and represents close upon fourteen minutes of delightful music, as also does the "Carmen" record. Both issues are a triumph of interpretation, the recording being, too, of full volume, superb tone and of amazing detail generally. The National Gramophone Co. is putting out excellent records each month.

British Trade Prospects in South America.

The studied neglect of the South American field by British traders is notorious, but with the prospective completion of the Panama Canal, exporters are gradually awakening to the increased trade possibilities of the Latin-American markets. In musical instruments Germany and France have managed to secure quite a considerable proportion of the total exports from this side, but according to a contemporary the talking machine trade is largely in the hands of American manufacturers. Curiously enough, it is said that, while expensive machines do not sell so freely as the cheap variety, there is a surprisingly large number of operatic records sold. The demand, however, for records bearing popular selections is, of course, very great compared with any other class of music. The type of machine most favored is that of the concealed horn variety. Everything is more or less affected by the climate, and the packing and care of disc records calls for exceptional treatment.

Largely with a view of developing business in the countries which will be brought nearer by the canal, there is under consideration here a proposition for the establishment in London of a South American Bureau of Commerce, whose object will be to serve as an intermediary between Latin-American buyers and British traders, and generally to furnish information as to business openings. The issue of a monthly publication printed in Spanish, Portuguese and English is under contemplation. It is aimed to assist in the successful competition of British goods in a part of the world

(Continued on page 32.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality



To H. M. the SHAH OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV, Kossuth Lajos-utca 8, Budapest.
ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Irlis; 30, Novia Svit, Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros & McMahon, 443 West Street, Durban; Ivan H. Haarbarger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghata Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd. -

21 CITY ROAD
LONDON, E. C.



FROM OUR LONDON HEADQUARTERS—(Continued from page 31).

where trade is certain to increase with the opening of the Panama Canal, and where German exporters have already shown remarkable activity.

I learn that the Beka Record Co. has already established itself there, and one of its directors is visiting South America with a view of gauging the trade possibilities and obtaining particulars of local conditions, etc.

A splendid medium for effectively linking up trade connection with Latin-American buyers is "El Mundo," which extensively circulates throughout the South American markets. Advertising terms and particulars may be obtained from any of The Talking Machine World offices.

Blue Amberol Records for April.

The third or April Blue Amberol list contains an important announcement of the issue of Grand Opera records, an innovation which will undoubtedly meet with a hearty welcome from trade and public alike. The first issue comprises five records, all gems of their kind, by such eminent artists as Carlo Albani, Blanche Arral, Marie Delma, etc., each being responsible for about four minutes of the most exquisite operatic music ever recorded on cylinder records. Other selections will be announced in due course. Mr. Edison is full of surprises of late, and this latest masterpiece—the Blue Amberol Grand Opera Record—is an achievement worthy to rank foremost with his best efforts in the science of sound reproduction.

Five new Blue Amberol concert records are also listed. Space precludes a mention of these titles; suffice it to say the dealer will find them of the right sort—the kind that are always in demand.

The Blue Amberol regular list is an especially comprehensive one, the titles indicating the exercise of a discriminating choice by the recording officials. The list is good enough to speak for itself: "Praeludium" (Armas Jarnefelt), National Military Band; "Wait Till I'm as Old as Father" (Godfrey and Williams), Billy Williams; "Evening Breeze" (Otto Langey), National String Quartet; "The Miner's Dream of Home" (Godwin and Dryden), Peter Dawson; "A Dream of Paradise" (Gray and Lyttleton), Hardy Williamson; "The Yacht I've Not Got" (Merson), Billy Merson; "Mister Cupid" (Weston), Stanley Kirkby; "In the Shadows" (Finck), Alhambra Orchestra; "Come Into the Garden, Maud" (Balfe), Charles Compton; "Hark! Hark! My Soul" (Smart and Faber), Williamson and Kinniburgh; "Keep Straight Down the Road" (Maynard and Wright), Miss Florrie Forde; "The Old Rustic Bridge" (Skelley), Pike and Dawson; "Mikado Waltz" (Sullivan), National Military Band; "The Ragtime Yokel" (Leigh), Jack Charman; "Nazareth" (Gounod), Alexander Prince; "Alice, Where Art Thou?" (Ascher), Ernest Pike; "The Deathless Army" (Trotire and Weatherley), T. F. Kinniburgh; "We're All Waiting for a Girl" (Murray and Godfrey), Billy Williams; "The Kilty Lads" (Milligan and Lauder), Harry Lauder; "Here, There and Everywhere," march (Bosc), National Military Band; "Roses Bloom for Lovers"—"The Rose Maid" (Granishstaeden), Miss Grace Kerns; "The Mocking Bird," fantasia (Winner Stobbe), Charles Daab (xylophone solo); "Just Before the Battle, Mother" (George F. Root), Will Oakland and Chorus; "Silver Bell" (Percy Wenrich), Miss Ada Jones and Billy Murray; "Dixie Medley" (banjo solo), Fred Van Epps; "Tell Mother I'll Be There" (Chas. Filmore), James F. Harrison and Edison Mixed Quartet; "Medley of War Songs" (New York Military Band); "Wedding Glide" (Louis A. Hirsch), Miss Ada Jones, Billy Murray and Chorus; "My Little Lovin' Sugar Babe" (Henry I. Marshall), Premier Quartet; "Where the Edelweiss Is Blooming"—"Hanky Panky" (A. B. Sloane), Miss Spencer and Irving Gillette.

Leipzig Fair Visitors.

British trade buyers going to the fair total quite a considerable number, even more than in the palmy phonograph days of long ago, when, comparatively speaking, the exhibits were much more interesting. So far as I am able to ascertain, the visitors from this side will include: John B. Cromelin, Louis Sterling (Columbia Graphophone

Co.); George Murdoch, R. J. Fulton (John G. Murdoch & Co., Ltd.); W. Manson (British Zonophone Co.); J. E. Hough (Edison Bell); O. Ruhl, A. Balcombe (Beka Co.); H. J. Cullum, E. Tyler, J. Favel (Lockwood); L. H. Kempe, A. N. Gray (National Gramophone Co., Ltd.); K. Harth (Favorite Co.); A. Ficker, Mr. Hertzog (New Polyphone Supply); Francis Nottingham (Lyric Co.); Morris and Sydney Woolf, H. L. Bosman (M. & A. Woolf, Ltd.); Christian Dewe (Manchester); W. Cooper (Cooper Bros.); George and Bernard Andres (Homophone); J. G. Graves and brother (Sheffield); J. Richardson and his Liverpool, Manchester and Blackburn managers; W. A. Johnson, (Liverpool); R. Appleton, P. Waldman and a representative from Craies & Stavridi (London).

Recent Visitors.

Mr. Strauss (Lindstrom Co.) and R. Bodansky (Beka Record Co.) recently made an extended business visit to O. Ruhl, Ltd., their London agent.

Record Pressing Plant Moved.

The Stockport record pressing factory of J.

Watson Hawd has been transferred to Harrow, London.

Increased Cost of Material.

During the last few weeks shellac has risen in price over 50 per cent., and record manufacturers are very naturally alarmed at the prospect of such inroads into their gross profits without being able to bring the retail price of their goods into alignment. And this is not the only direction where raw material is costing more. Motors, the best kinds of woods and other necessities in the manufacture of machines show a yeast-like tendency in cost, and some firms have under consideration the question of charging more for the complete machine. This will doubtless materialize with the issue of new catalogs, and one firm has already given advice of trade price increases owing to increased cost of material, labor and freightage.

Heavy Loss Through Fire.

A valuable stock of pianos, talking machines and other musical instruments was destroyed in a fire which broke out February 24 on the premises of John Strong & Sons, Ltd., Euston road, N. W. The damage is placed at several thousand pounds.

BIG DEAL IN CLEVELAND.

Lawrence H. Lucker Transfers Edison Phonograph Business in That City to H. D. Brenner—Consideration Said to Be \$100,000—To Concentrate on Minneapolis Business.

(Special to The Review.)

Cleveland, O., March 10, 1913.

Laurence H. Lucker, through a deal consummated on March 7, has arranged to transfer his Edison phonograph business to H. D. Brenner at 36 Taylor Arcade, the consideration being in the neighborhood of \$100,000. The formal transfer of the business will take place on April 1. Mr. Brenner is most enthusiastic regarding the Edison line, especially the disc phonographs and records and is said to have ample capital at his disposal for developing the business. Mr. Lucker will concentrate his energies on his phonograph business in Minneapolis.

NEW EDISON DISC DEALERS.

Several Dealers Including the Tower Mfg. and Novelty Co. Take on Line in New York—St. Louis Piano House Places Big Order—Increasing Supply of Disc Records.

Within the past month several dealers in New York have qualified as retail distributors of the new Edison disc phonographs, the most important new connection being the Tower Manufacturing and Novelty Co., which has installed a large and well equipped department in its store at 326 Broadway.

F. K. Dolbeer, manager of sales for the phonograph department of Thomas A. Edison, Inc., stated to the World that the supply of disc records was increasing rapidly and would soon be sufficient to meet all the demands of the trade while the disc machines were being shipped from the factory as fast as they could be turned out. New dealers are being signed up constantly, among the more recent being the Thiebes Piano Co., St. Louis, Mo., who secured a Class A dealers' rating by placing an initial order for over \$5,000 worth of machines and records.

Mr. Dolbeer will leave in a few days for St. Louis to oversee an elaborate two weeks' demonstration of the new disc machines and records to be made at the Coliseum, that city, in connection with the Woman's Industrial Exhibition.

VICTOR AUTOMATIC BRAKE.

Announced as Latest Addition to Regular Equipment of Victrolas XI, XIV and XVI.

In a recent letter to the trade the Victor Talking Machine Co. announces the introduction of the "Victor Automatic Brake," which will be a

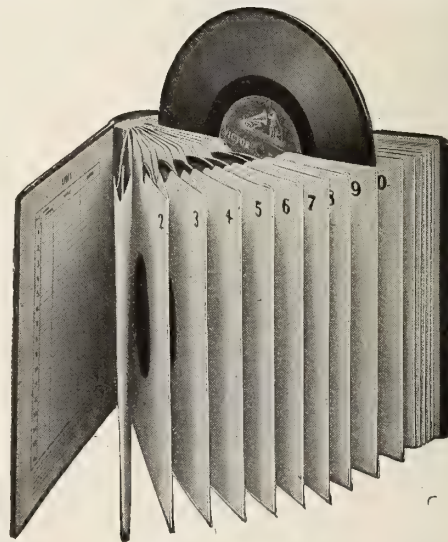
part of the regular equipment of Victrolas XI, XIV and XVI, beginning at once. About August 1 the Victor Co. will market the automatic brakes as a separate part, to retail at \$2 and \$3.

ECHO ALBUM CO. REDUCES PRICES.

In another part of this month's World appears an advertisement of the Echo Album Co., of Philadelphia, announcing a marked reduction in price on their album, which has been on the market for over six years and handled by jobbers through the country. In this connection they say:

"The business has grown to such dimensions that albums are now sold by the thousands. This has enabled the Echo Album Co. to profit by manufacturing them in huge quantities and enabling them to reduce the selling cost by virtue of savings in cost of labor and through buying the raw material in quantities.

"The Echo Albums insure safety and preserve the disc records against dust, careless handling, scratching or breaking. The index in every album facilitates instant location of any record. Every album is finely bound and holds sixteen single or



The Echo Record Album.

double-face records in heavy paper pockets having openings through which the labels are visible and enabling titles of records to be read without removing the record.

"The Echo Record Album is manufactured of the best materials. The covers are made of strongest bookbinders' board and covered with the best quality of cloth. The pockets, numerically indexed for the records, are made of extra strong tag-manilla paper and each secured to the flexible back of the album by means of extra heavy fabric. The album is collapsible and can be mailed flat.

The Republic of Colombia, S. A., has lowered the tariff on talking machines.

ARTISTIC TALKING MACHINE DISPLAY ROOMS.

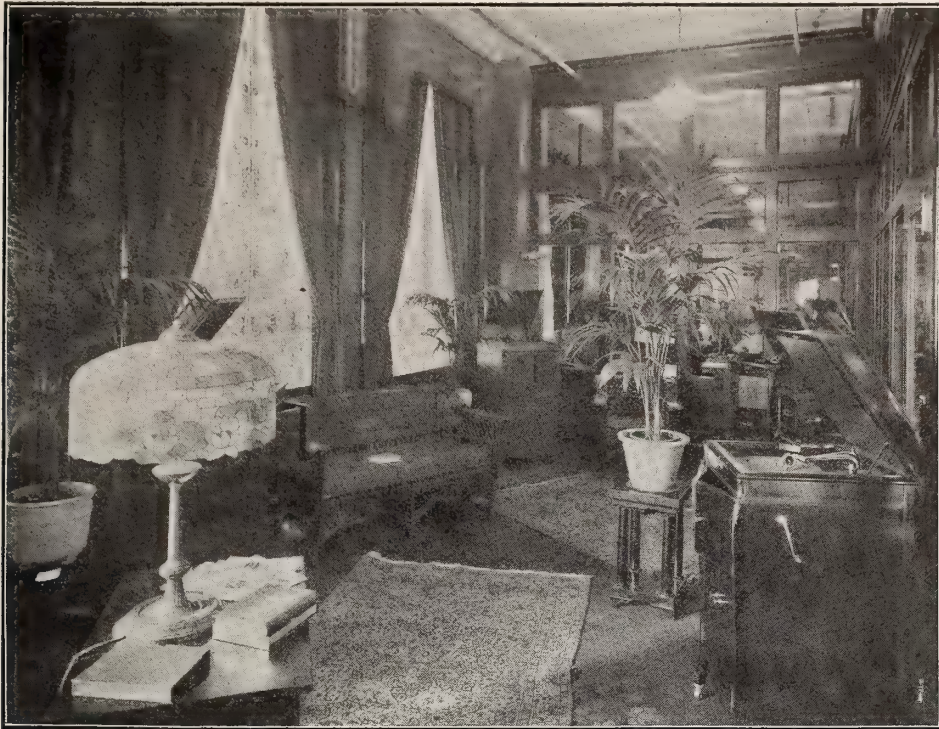
Talking Machine Men Throughout the Country Will Be Interested in the Manner in Which McCreery & Co. Have Been Featuring Talking Machines in Their Handsome New Store in Pittsburgh—Talking Machine Window Display Also Attractive.

(Special to The Review.)

Pittsburgh, Pa., March 8, 1913.

On the eighth floor of McCreery & Co.'s store, Sixth avenue and Wood street, recently opened as the home of the Victrola and Victor products, large crowds are in attendance each day at the

products, and passers-by in the fashionable shopping district cannot fail to be impressed with the artistic appearance of the display. High-class publicity in the daily papers is extensively used by McCreery & Co., which is another store in the high-grade Claflin chain, and the results in the



Part of McCreery's Talking Machine Department

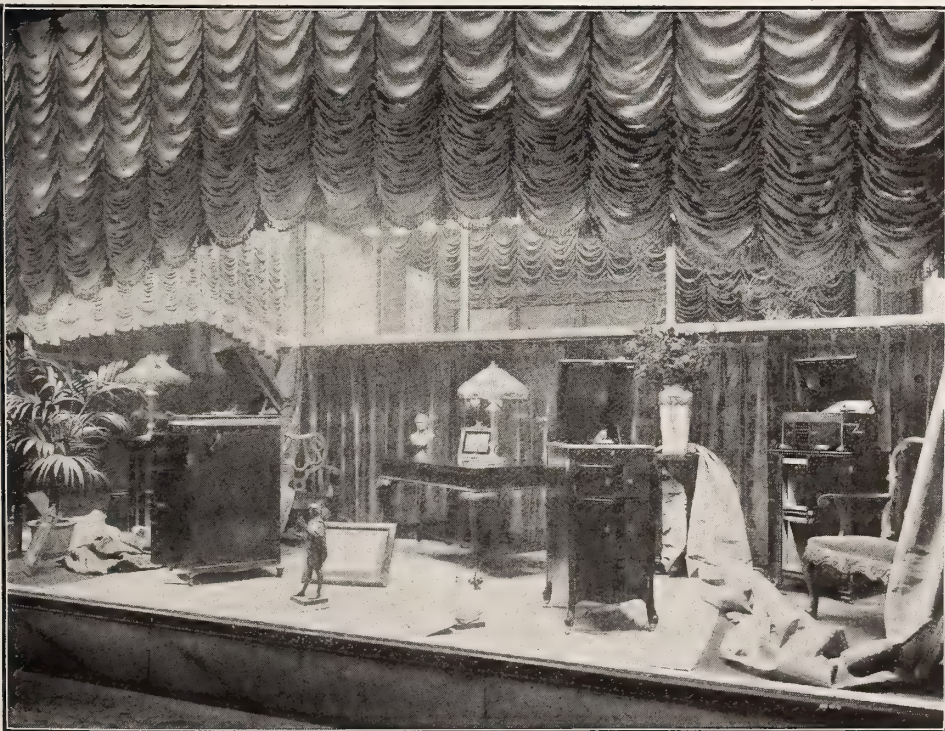
concerts being held in the beautiful salons. Arias and songs by celebrated artists in the musical world are heard and admired through the medium of the Victrola by enthusiastic audiences.

The talking machine department of the McCreery store is most beautifully furnished, and the attendance at these concerts has increased so rapidly during the past fortnight that larger quarters are imperative. A delightfully hospitable appearance is presented by the deep, luxurious chairs scattered about the showrooms, while the artistic

new department to date have exceeded all expectations. Expensive machines are featured in the company's publicity and the daily concerts are proving an irresistible magnet to Pittsburgh's music lovers.

CENSORSHIP OF FILM PLAYS.

Frank L. Dyer, president of the General Film Co., and well known in the talking machine trade through his connection with Thomas A. Edison,



McCreery's Window Display of Talking Machines.

atmosphere of the place is heightened by its beautiful pictures, tapestries and Oriental rugs.

The magnificent show window of the McCreery store contains a most attractive display of Victor

Inc., discussed the censorship question from the standpoint of moving picture men in last Saturday's Evening Sun, and protested against unfair statements by critics of film plays. He points out

that individual opinion is not a proper basis of censorship and says that lines should be drawn by law. He cites Mayor Gaynor in regard to decency of exhibitions and appeals for fair play and a proper consideration of this subject.

ACOUSTICS OF CONCERT HALLS.

Thomas A. Edison Makes Some Interesting Remarks in This Connection—Making Records to Relieve Imperfect Acoustics—How Singers Are Aided by Recognizing Imperfections.

The matter of acoustics in opera and concert halls has attracted the attention of Thos. A. Edison, who recently said that in the Metropolitan Opera House the force of sound is secured only in a few seats near the center aisles, back, close to the doors. "In front, on either side, and above, the music must of necessity be more or less unbalanced, and the cleverest acoustics cannot counteract this." Concert halls present the same disadvantages. "At concerts, now, the listener on one side of the hall hears too much bass. On the other side wood instruments or the strings are dominant. In playing for the phonographic records of the future, the orchestras will be so carefully distributed that each instrument will have its uttermost value in relation to the one spot where the phonograph is located and recording. Therefore, the person hearing music reproduced for them by this new instrument will have advantages which hitherto have been among the possibilities for but a small group at each concert."

Not only will our opera houses and concert halls be left in the lurch, but the singers and teachers will be startled by phonographic revelations of their shortcomings. Mr. Edison says in "Good Housekeeping" that he "was enabled to reproduce singers' notes exactly as they had been sung. This gave us all the beauties of the original rendition, but alas! it gave us all flaws as well. The latter were appalling, both in number and in magnitude."

But let us not despair. All this will help, not hinder, the best music:

"When the tiny dots which register the sound upon a phonographic cylinder can be subjected to a microscopical examination and exact measurement, the slightest falsity is at once scientifically and mathematically discernible.

"The influence of this advance will be to startlingly improve the singing of the world, because it will make possible the discovery of imperfections which in the past have been glossed by emotions. These faults, thus revealed, will undoubtedly be found subject to correction, and thus singing will improve. All this will enormously simplify the labors of anxious mothers and of teachers who strive to impart musical training to the young. I have been studying music with as much intensity of late as I ever gave to any task, and I find few instruments, and practically no human voices, without glaring imperfections. I have had a great number of teachers in my laboratory, and have found them all at sea. They have had no standards, no measurements. Music has been, like other things, unorganized. Its standardization, its measurement, its organization, were the first steps in our experimenting."

In addition to all this, Mr. Edison has during five months tried nearly a thousand tunes or songs in an earnest endeavor to learn why certain music dies, why other music lives. Well, if he can ascertain that phonographically and cylindrically, remarks Mr. Finck of the Evening Post, the musical critic—think of it!—will be proved superfluous.

LISTS ON BACK OF ENVELOPES.

A recent letter sent out by the advertising department of the Victor Talking Machine Co. called the attention of Victor dealers to the preparation of a new list of Victor records, which will hereafter be placed on the backs of record envelopes. The company observes that any lists of records which are specially listed by the Victor Co. invariably meet with a steady and profitable sale. The general list is divided into twelve smaller lists, and Victor dealers are asked to examine the records featured very carefully, and place their orders in time to reap the benefits of the envelope advertising.

UTILIZING HEART THROBS AS TRADE TICKLERS.

How Dealers in Talking Machine Field May Use to Advantage the Letters Received from Patrons in Their Advertising as Well as in Their Campaign of Publicity—Give a "Human" Touch to Ordinarily Dry Text Matter That Interests the Public.

The next time a customer goes off into ecstasies over a particularly beautiful selection, suggest to him that after his arrival home, and he has listened once more to the entrancing air (records always sound so much better by one's own fireside, you know; hence a stimulus to his already bubbling ardor) he give vent to his enthusiasm through the medium of a eulogistic letter to his dealer, the same to be used for publicity purposes.

Do you realize, Mr. Talker Man, that epistles with throbs in them—not materializing from your own futile brain, you understand, but emanating straight from the heart of a wonderstruck patron—make corking advertisements?

They must be the real thing, however, and you should always be in a position to place in brackets at the close of every throbbing ad. [Name on request.]

I will wager that the majority of persons who purchase a dozen records at your store, go into raptures over at least one. This being the case, if they can be induced to jot down for your special benefit just what effect the overture, song, recitation, or instrumental solo, has upon their nerves, you and the public will be the gainers.

Testimonials have been used with the greatest success since the day when advertising was an infant in swaddling clothes, and they always will be.

The talking machine is the eighth wonder of the world; even the skeptical admit this to be true. It is your duty, therefore, Mr. Talker Man, to emphasize the fact in every way possible. You see, it works out this way: The higher opinion the public holds of the talker, the better the prospects for good business.

Now, the gooseflesh letters I have told you about will answer this purpose admirably. They will supply the necessary force, and do it in a manner to demand undivided attention and vociferous applause.

To illustrate my point I will endeavor to give you an idea of the character of epistle that will do you the most good from an advertising standpoint; taking it for granted, of course, that it is authentic and can be verified.

Extract from an actual letter received by the writer:

"Last night I came home from the office unusually tired. After a lonely dinner, I threw myself down into my lounging chair and opened the pages of the evening paper, scanning the lurid headlines. They swam in a black blur before my aching eyes. I tossed the sheet from me in disgust.

"Sitting there with my eyes closed, listening to the patter of the rain against the library windows, I worked up a strenuous attack of blue devils.

"Nerves! I raved at myself. You cannot stand the pace as you did twenty years ago, old chap. You're a decrepit derelict and a menace to navigation—'" "The street door opened with a rush and there flew into the room, all wet and fragrant and gloomy from the rain, a dainty figure in a storm coat—my daughter Marjorie.

"The horrid old party at the Blakes is off, Daddy mine and we are going to spend a long evening together, just you and I—and the Amberola."

"I had never been very strong for the talking machine, but to please my little girl, I smiled resignedly and waited.

"She placed a record of 'I Will Love You When the Silver Threads Are Shining Among the Gold' upon the mandrel, and coming close behind my chair, ran her nimble fingers through my scanty locks.

"The orchestral introduction, it seemed to me, was particularly melodious, due to the new diamond point reproducer and blue amberol record, my daughter has since informed me. It soothed my frazzled nerves wonderfully, at any rate, and the

contact of these caressing fingers helped some, too, I guess.

"Then a lyric tenor, the one they speak of in vaudeville as 'the man with tears in his voice,' began to sing. All at once my mind rose upon enchanted wings and swung heavenward to the bosom of a rosy cloud.

"You have read tales about the effects of opium upon the nervous system—how it leads a fellow's senses into flower-strewn meadows where gay plumaged birds make love the day long, and the perfume of blossoms is overpowering?

"Well, Mr. Romain's song must have had a similar effect upon me.

"At the organ, dear, last evening,
You sang me that old time song,
Silver Threads Among the Gold."
* * * * *

"Time retraces itself for fifty years and I am young again.

"The evening shadows are gathering within the quaint New England parlor. At the square piano,



Soothing and Exhilarating.

with her snowy hands upon the keys, and her sweetness intoxicating me, sits my sweetheart of long ago. The reflected glory of a wonderful sunset illuminates her dear face as she sings 'Silver Threads Among the Gold.'

"That old time song enthralled me
With its plaintive melody,
And you seemed to ask me
Will I constant be;
Then with all my heart I answered,
Yes, through all eternity."
* * * * *

"She closes the piano, and we stroll hand in hand out into the fragrant night. The moon is climbing up the sky above the pines on Lone Mountain, and a great horned owl is screaming from the dead oak across the river.

"In a sylvan vista where the moonbeams gleam, we plight our troth.

"I will love you when the silver threads are shining among the gold

Just the same as when love's story first was told. I will always want you near me in my arms, dear, to enfold,

When the silver threads are shining among the gold."

"The golden orb of the night has winged its aerial way through space to the zenith where it swings like a mammoth lamp glorifying the celestial dome with its mellow radiance, and the great horned owl is 'whooping' his mate.

"If life's summer days were over,
And upon your locks I'd see
"Silver threads among the gold."
I would be as true and faithful,
As I promised you to be
Long ago in days of old.
In my heart it's always summer
When love's flowers bloom anew,
And I'll always keep them

Blooming, dear, for you;
Tho' we both grow old and feeble
I will be steadfast and true
• Just the same, dear, as of old."

"I come back to realities with a start. The record is still playing, the silvery tones of the wonderful voice swinging gloriously through the second chorus.

"Been dreaming, daddy mine? Why your eyes are wet! Don't you like the song?"

"I gazed at my daughter through a mist of tears. When I could get a grip on myself I answered, 'I have been thinking of your mother, Marjorie.' Then remembering her anxious question, I added, and my voice broke a little I fear, 'The song is superb; let's have some more like it.'

"I fired up my old jimmie pipe and we passed a never-to-be-forgotten evening. Marjorie says the Amberola is a great institution, and, as in everything, her old daddy agrees with her." [Name on request.]

There are many records upon your shelves, Mr. Talker Man, which will bring out to even a greater degree the throbs and thrills than the one dealt with in this story, but if a simple ballad such as "I Will Love You When the Silver Threads Are Shining Among the Gold" will furnish material for a letter like the foregoing, you can readily see what a more dramatic selection would do.

Imagine a veteran writing you after listening to "Just Before the Battle, Mother," as sung on a blue Amerol record by Will Oakland, or others of that type. It would make good advertising, all right; would it not?

In conclusion, permit me to advise you to try out this proposition of gooseflesh letters and get some mighty cheap and effective advertising.

HOWARD TAYLOR MIDDLETON.

A BOON TO THE "SHUT-INS."

The following touching extract from a letter recently received by the Victor Talking Machine Co., reprinted from The Voice of the Victor, tells its own story:

"Will you allow a suggestion? My wife is a 'shut-in' and has been so for years. We purchased a machine (Victrola) for her enjoyment and to bring home to her hearing things she could not hear at all owing to her physical disability. I have often thought if you would, in your advertisements, call attention of the buying public to the fact that the Victrola is a comfort to the 'shut-ins' it would direct their attention to the matter. We did not realize in our home how much brighter we could make the days until the Victrola came into it. This is not for publication at all—just simply a quiet suggestion from one who is grateful for the comfort he has been able, through your instrument, to give another."

PHONOGRAPHISCHE ZEITSCHRIFT

BERLIN W. 30, GERMANY

The oldest and most up-to-date trade paper covering the talking machine line published in the German Language.

PUBLISHED WEEKLY. FOUNDED 1900

Circulates all over the world.

SPECIAL EXPORT NUMBERS appear in four different languages at regular intervals.

Subscriptions for this talking machine publication 10 Marks yearly. Sample copies sent free.

SELLING VICTORS IN RICHMOND.

Great Business in Talking Machines Done by the Corley Co. in Virginia Capital Indicated by Size of Single Shipment, Pictured Below.

(Special to The Talking Machine World.)

Richmond, Va., March 10, 1913.

An idea of the tremendous volume of business in Victor talking machines transacted by the Corley Co., of this city, can be gleaned from a glance at the accompanying photograph, which shows only one of several shipments of Victor products received by this enterprising company within a recent date.

The Corley Co., which is capitalized at \$200,000, succeeding the Cable Piano Co., has long occupied a position of distinction in this city as representatives of pianos of national reputation, and since their incursion into the talking machine busi-



Big Shipment for Corley Co.

ness they have been equally as successful as Victor jobbers as with their line of pianos which is headed by the Mason & Hamlin, Conover and Cable.

The first months of the year have shown a greatly increased volume of business in Victor talking machines as compared with the same months of last year, and it would now seem as if there would be no let up in activity this year, judging from the way orders are coming in, provided, of course, sufficient machines can be had from the factories to meet the demand.

WHOLE BLOCK OF BUILDINGS

To Be Added to Victor Plant During Year—
Work of Razing Many Structures to Make
Room for New Factory Buildings Commences.

It is related that a Scotchman, on a visit to New York some time ago, viewed the work on the new subway, the many streets torn up and blocked as a result of building operations of various sorts, and remarked that it would be a fine city when it was finished. The same conditions exist in regard to the plant of the Victor Talking Machine Co. in Camden, N. J., with this difference, that though the plant is never completed, it seems, it nevertheless affords a handsome and impressive view, which grows more impressive as new buildings are added.

Although it seems only a matter of weeks since the last new buildings added to the Victor Co. plant were ready for occupancy, there now comes the announcement that work has begun on the demolition of an entire block of buildings, some of them four and five stories in height, to make room for several more additions to the Victor factory. The first of the new buildings, all of which will be six stories high and of concrete construction, is to be completed by August 1.

When you hit the ceiling, come down gracefully and carefully.

HOW HEAT AUGMENTS SOUND.

Member of Talking Machine Trade Suggests That Use of Hot Air Might Improve Reproductive Qualities of Machines.

A member of the trade calls the attention of the Talking Machine World to a recent item showing how the sound of a telephone may be augmented materially through the use of heat, and wants to know whether this idea cannot be applied to the talking machine for public purposes. The clipping referred to is as follows:

"In experimenting with telephones surprising results were obtained by a Danish engineer named Petersen by simply heating the transmitter. It was found that this increased the volume of sound very considerably. In fact, a transmitter thus heated so increased the volume of sound that the receiver, laid on the table on the other end of the line, delivered the speech so plainly that all at a far corner of the big room away from it heard every word distinctly. Before the transmitter was heated this was impossible.

"A Paris telegraph engineer named Germain made practically the same discovery some time before, but it was not put to use. Now Professor Hannover, of the Danish State Experimental establishment, has taken up the matter and finds that a simple apparatus may be made for heating the microphone transmitter of a telephone, and thereby enable messages to be

transmitted by telephone a much greater distance than is possible under ordinary conditions.

"The reason for this is simple enough. The heating of the microphone transmitter results in making the air about it rarified, and this naturally carries the sound better. For telephones extending over high and weather exposed mountain peaks and in such places where there is difficulty in making the sound carry well, this heating can be resorted to and the line made clear as a bell."

This is a matter entirely too complex and technical for even the editor to pass judgment on, and we prefer to pass it along to the acoustical experts and great inventive minds connected with the talking machine companies.

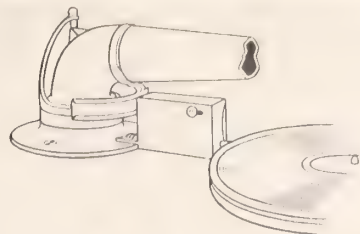
One thing is sure, that the amount of hot air that passes over the telephone at times, particularly when little attention is paid by telephone operators to the demands of customers, ought to augment, and does undoubtedly enlarge the sound, if not of the 'phone, of those who speak into it.

MAKING KNOWLEDGE PAY.

Salesman's Personal Stock in Trade Consists of
Ideas Which Can Be Turned Into Money.

A salesman turns his knowledge into money. He sells his ideas just as the lawyer sells his knowledge of the law, the physician his scientific knowledge of the human body, the merchant his wares or the railroad president his ability to secure new traffic and to handle men, etc. All salesmen to a greater or less degree command the consideration that knowledge compels, and they all profit by this knowledge to the degree that they know what they have to sell.

Knowledge wins confidence, also customers, and the salesman who does not have a firm grasp on his line has double the task to perform that the other fellow has. He not only must sell his goods, but he must first give the customer confidence, and this, to a man without real knowledge, is a difficult proposition. Once stumble or falter—*bon soir!*



M. S.

Automatic Start and Stop

ONLY PERFECT AUTOMATIC STOP THAT HAS BEEN PRODUCED for the following reasons:

1. Simple to operate.
2. Always Stops.
3. Neat in appearance.
4. Price, Nickel-Plated, \$3; Gold-Plated, \$4 (Canada and Foreign Countries add duty).
5. Uses screw on tone-arm collar to fasten it (thereby not injuring cabinet of machine).
6. NOTHING to bump arm (thereby jarring wax loose on diaphragm).
7. NOTHING to weigh heavily on tone-arm (thereby wearing tone-arm out of alignment in tone-arm collar).

You owe your customers any knowledge that you may gain through trade papers of the latest improvements, therefore as a progressive dealer send your jobber an order for M. S. Stops, and your customers will commend you for selling so great a convenience as the M. S. Automatic Start and Stop.

Mr. Thomas Mykins, the inventor of the M. S. Automatic Start and Stop, has sold and repaired talking machines for nearly fifteen years. For the past three years he has devoted all his spare time to invent an automatic stop. Previous to the M. S. he discarded three designs which worked effectively, but were too large to be neat in appearance.

Mr. Mykins has resigned his position as manager of the Victrola Department at E. W. Edwards Department Store (Rochester, N. Y.) to personally supervise the manufacture of the M. S. Stops.

Mr. John A. Clark, Manager of Sales, has been associated with the talking machine business for a number of years, having conducted a retail talking machine business at Katonah, N. Y., and later was traveling salesman for the Columbia Graphophone Co., and recently for E. J. Chapman (Victor Distributor), Rochester, N. Y.

Mr. Clark has designed highly attractive literature regarding the M. S. Start and Stop, and will gladly ship whatever amount any dealer can use for his mailing list—TELL US HOW MANY? We do the rest.

Talking Machine Accessories Manufacturing Co.

306 Livingston Building,
31 Exchange St.,
ROCHESTER, N. Y.

OPPORTUNITIES IN FOREIGN RECORD TRADE.

Talking Machine Men Not Fully Alive to the Great Opportunities That Exist in Appealing to People of the Various Nationalities Residing in the United States to Whom the Songs of Their Native Lands Are Always Popular—Opportunity for Specialists.

"Does the average dealer appreciate the opportunities of the foreign record trade, is a question that often appeals to me as a very serious problem," states A. Heindl, manager of the foreign record department of the Columbia Graphophone Co., in discussing the possibilities of the dealer developing a profitable trade in foreign records. "There is no doubt but that the foreign record industry is in its infancy, and the active and 'live-wire' dealer is taking advantage of every oppor-

average dealer to promote the sale of the foreign record is the fact he does not specialize enough in presenting his stock to possible purchasers. For example, let us suppose there is a dealer situated in a small city where there is located a colony or a large number of people of the Hebrew race. Here is an opportunity to carefully solicit this trade in a thorough and essentially personal manner. It is not enough for the dealer to merely send his prospects for Hebrew records a general form letter telling of the arrival of some new Hebrew records. He should write individual letters to his clients, calling their attention to the fact that the best known Cantor in Europe has recently made records that are artistically perfect and unusually typical of a Cantor's art. Invite the prospect to hear the new records at his convenience, bring some friends with him who are also interested in Hebrew records, and gen-



Neapolitan Trio in Stage Costumes.

tunity to push the sales of these records and bring them to the attention of his clients at every opportune time.

"The field in this special branch of the talking machine trade should particularly appeal to the small dealer with a comparatively small store in an energetic and thriving city, where the populace is what is colloquially termed 'the plain ordinary people,' and as a rule making comfortable salaries the year round. The dealer who takes the time to investigate the status of the foreign record trade will find in the great majority of such towns as I mention that a substantial percentage of the people is foreign born, and very seldom, if ever, forget their home love for their native land. In the mill sections of this country, in the mining centers and in all cosmopolitan cities or towns the possibilities for the



Russian Accordion Player in Native Dress.

erally impress the prospect with the fact that he will secure Hebrew records that are as perfect as can be produced, and musically and characteristically symbolic of his religious faith. Appeal to his home love and make your argument individual. You will be surprised at the excellent results that will materialize from the pursuance of these methods.

intensely musical Hungarian people, whose love of native land is traditional. Their favorite musical instrument is the cimbalon, and the sale of records featuring this instrument is invariably heavy, for the Hungarian parent takes delight in teaching his children the precepts of his native land and the music and customs that are favorites there. The foreign record plays a double rôle in a case like this, for it not only amuses the older folks, but educates the children in a broad and valuable manner.

"The dealer would be surprised in many ways if he would take the time to become fairly well



Celebrated Lithuanian Choir, Newark, N. J.

acquainted with his possible clients for foreign records. Among other things he would soon learn that many of the foreign people in his territory speak a dialect or uncommon language that is derived from some of the older tongues but differs in many ways. An instance of this may be found in the Lithuanian records that are now on the market. There are a surprisingly large number of Lithuanians in various parts of the country that speak this language, and it is natural to suppose that any records sung or played in the native tongue will find a ready market with these people. The dealer should become familiar with every language on the foreign record list, for he will discover many foreign tongues listed that he has overlooked when soliciting trade for his foreign record list.

"The talent for the production of foreign records is oft-times found in many peculiar places and under odd circumstances. Many of the best Neapolitan singers have been found in dark, ill-smelling basements where the light rarely enters and empty bottles bar the entrance. Cabaret shows, restaurants and music halls have all given their quotas to the foreign artist list, and no incident nor report, no matter how trivial, is overlooked in the search for talent. Alpine yodlers, Russian accordion players and Scandinavian



Group of Famous Alpine Yodlers.

profitable sale of foreign records are immense, and I am sure that the dealer who gets after this trade in earnest will reap profitable results.

"The main drawback in the campaign of the

"It is often advisable that the dealer should impress upon the prospective purchaser how valuable the foreign talking machine record is from an educational standpoint. Take, for instance, the



Swedish Glee Club.

choirs are but a few examples of the extensive research necessary in the successful compilation of a foreign record library that will offer splendid opportunities for the dealer."

HENRY C. BROWN AS A NIMROD.

The Victor Publicity Manager Writes an Interesting Account of His Experiences After Big Game in the Canadian Wilds.

The many members of the talking machine trade who are personally acquainted with Henry C. Brown, advertising manager of the Victor Talking Machine Co., but who are not familiar with the manner in which he spends his leisure, would not imagine that the heart of a mighty hunter beats behind his mild and at times retiring exterior, but the fact remains that Mr. Brown counts among his hobbies that of going after big game in the Canadian wilds, and, what is more, getting it.

In the March number of Forest and Stream, the magazine for sportsmen, Mr. Brown recounts in a thoroughly interesting manner one of his experiences while on the trail of the moose in New Brunswick last fall. His story, which is entitled "The Bull Moose that Charged," tells of the tracking of the moose, the cleverness of the guides in bringing them to the call and of a fight between two bull moose for the possession of a charming lady of the moose family. The hunting party had trailed the moose and gotten within easy shooting distance when Mr. Brown balanced himself on a tree trunk and let fly at the larger of the bull moose. The recoil knocked Mr. Brown off the tree, and when he recovered his footing the moose was charging at a speed that made the Twentieth Century Limited appear like a slow freight in comparison. Only quick work with the rifle stopped the animal's rush and saved the hunters from injury.



H. C. Brown in Hunting Togs.

In his article Mr. Brown proves himself to be an excellent descriptive writer as well as an originator of telling advertising. The article is illustrated with a number of interesting pictures, one

showing the author in hunting togs and with a belt full of cartridges around him, reproduced herewith by courtesy of the publishers of Forest and Stream, that indicates his intention to add to his laurels as a Nimrod.

GRAND OPERA IN DALLAS.

Has Helped the Sales of Grand Opera Records—Many Noted Artists Heard—Columbia Managers Well Pleased with Conditions.

(Special to The Talking Machine World.)

Dallas, Tex., March 8, 1913.

The visit of the Chicago-Philadelphia Grand Opera Co. to this city the past week has aroused unusual interest in the sale of talking machines and records, as the majority of the members of the company have produced records which have been most popular with owners of talking machines. The various stores handling the Columbia and Victor machines and records capitalized the visit of the Grand Opera artists by featuring the various records which they have made, and to good purpose.

It is interesting to note that six members of the visiting opera company are on the Columbia roster of artists—Mary Garden, Margaret Keyes and Messrs. Sammarco, Daddi, Dufranne and Henri Scott. The Watkin house report the greatest activity with the Columbia goods. Recent visitors to the city were George W. Lyle, general manager of the Columbia Co., accompanied by Manager Fuhri, manager of the Chicago Columbia store. Both express themselves well pleased with conditions in this part of Texas.

FOR

EDISON
PHONOGRAPHS

List Price
15c
each

Patented Sept. 26 and Oct. 2, 1906;
Sept. 10, 1907.

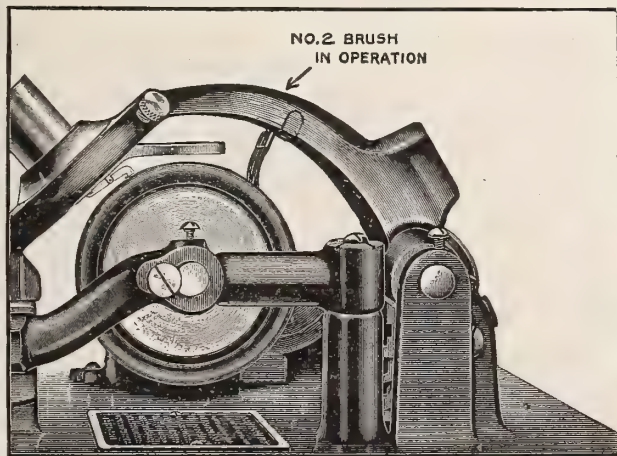


Formerly called the "PLACE" Record Brush

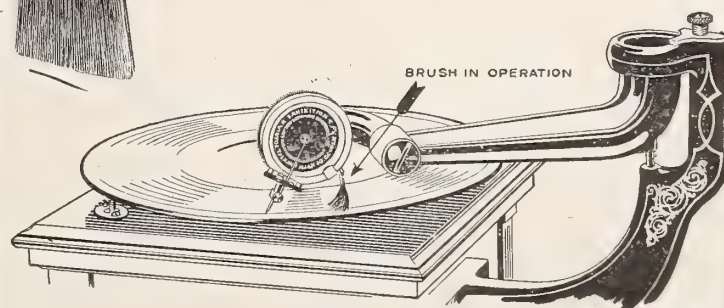
FOR

VICTOR and
COLUMBIA
Talking Machines

List Price
25c
each

**IT SAVES THE TONE**

You can't afford to lose
this protection.



No. 20—Brush for Columbia Concert Grand Sound Box
Clamps on Sound Box and operates the same as Victor style

AUTOMATICALLY CLEANS

record grooves, insuring a smooth track for sapphire or needle. Reduces friction to minimum. Enables needle to wear better and play good all through the record. Keeps sapphires from wearing flat.

**FREE SAMPLES**

who don't handle them.

will be sent upon request
to any Jobber or Dealer

Write Now

**DEALERS**

are requested to get their supply from
their regular Jobber. If he will not sup-
ply you, write us for the name of one who will.

MANUFACTURED
BY

BLACKMAN TALKING MACHINE CO.
97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"



In the new Columbia reproducer Number 6, we have produced a tone that is not only pre-eminent, but perfect. And judging by the thousands of reproducers ordered by Columbia dealers, the men who come directly in contact with the user agree with that statement.



**Columbia Graphophone Company
Tribune Building, New York**

CONVINCING ARGUMENTS FOR PRICE MAINTENANCE

Made by Senator Robbins Before the Judiciary Committee of the Senate of New Jersey
Previous to the Passage of the "Seven Sisters" Bill—Quotes Interesting Letter of
H. P. Ripley, of Leavenworth, Sent to D. D. Anthony, Member of Congress.

Prior to the passage of the "Seven Sisters" bill in the State of New Jersey the manufacturers of patented articles selling at a fixed price, and especially the Victor Talking Machine Co., made a strong fight against the particular bill prohibiting any agreements between two parties for the maintenance of stated prices. Though the objections did not accomplish the desired result, some interesting arguments were made before the Judiciary Committee of the Senate of New Jersey, as was the case in the hearing before the House of Representatives of Washington in the instance of the Oldfield Bill, when the many virtues of the fixed price were dwelt upon at length.

One of the most interesting and at the same time thoroughly convincing arguments offered before the New Jersey body by Senator Samuel K. Robbins was a letter written by H. P. Ripley, a dealer in talking machines and sporting goods of Leavenworth, Kans., to D. D. Anthony, a member of the House of Representatives. Mr. Ripley's letter, which made a strong impression upon those to whom it was read, was as follows:

I am in receipt of yours of the 20th, in which you express your opposition to monopoly, whether entrenched behind a patent, or unfair business methods. This may be all right, but does the right of a manufacturer to fix a retail price on an article of his own manufacture, so in-trench him?

I handle several lines in which the retail price is most carefully restricted, notably Victor and Columbia Talking Machines, and Eastman Kodaks. My contract with each of these parties is ironclad, no inducements of any kind being allowed, either by the distributor to me, or by me to the consumer. You cannot name a manufacturer in the country that goes to greater length to enforce these clauses in their contract with dealers. But do any of them enjoy a monopoly? Most decidedly not.

Though the Victor and Columbia factories, I suppose,

turn out 95% of the machines and records used in the country, I have opportunities to buy talking machines and records from others, at less price than I pay for these goods. So long as other factories can turn out goods at less than these people, in what manner is their business unfair, or wherein does their restricted price clause help them? The minute their goods come down in quality to the level of the machines offered at less money, that moment is a goodly number of their customers going to leave them.

The same applies to the Eastman Kodak Co. They have plenty of competition, by some very large concerns, but this company has done more to develop the industry, spends more money in experiments and investigations, and does more to educate the people in the art of photography than all others combined. Their goods are in demand everywhere, not because there are not others to be had, but because Eastman stuff is absolutely, as fine as can be made, and they have spent I suppose millions of dollars in teaching the public, through the press, that this is the case.

As to the fairness of their business methods, I am willing to stake everything I have that the largest dealer in New York City cannot buy goods from these people any cheaper than I can, and when your children come in here to buy an Eastman film, or a phonograph record, you and they know that the smartest photographer, or the most expert judge of phonograph goods can go no where in the world and buy either article one cent cheaper, or not one bit better than they are getting it.

So much for patents, and unfair business methods, now for the good of our country, state and city.

Which is the ideal condition for these United States—that of having the merchandise distributed by mail order houses and the department stores, located in a few of the large cities, who exist by selling goods of doubtful merit at cut prices, or of having a multitude of such cities as your own, built up by the small merchant, like myself, who is handling the best, not the cheapest, merchandise that he can buy, and who is selling this merchandise to you, and to your children, at a fair profit, a profit mind you, that is not excessive, but one that enables him to live respectably, help build up the city, and incidentally the country, pay his bills and be a general credit and help to the community.

And this profit is assured him by the very fairness of the manufacturers of these patented articles, who are game enough to say to Marshall Field, Montgomery Ward and

others of that ilk, "You cannot sell goods of ours one cent cheaper than our smallest customer."

It strikes me that these very patent laws allow them to be absolutely fair in their business methods. Allow these large houses to sell these articles at cut prices, and as an advertising proposition to them it would be equal to their selling postage stamps at 75 cents on the dollar, the only difference being that the first would be at our loss, and the second at their own.

Give these people the right to cut prices on these articles of known value, and what is left for me to do? I can either buy goods of unequal quality, and at a lower price, and so compete with them, or I can, like the Arab, fold my tent and steal away, leaving a nice little store room at 406 Delaware Street vacant; one place less where you and your family can buy reliable merchandise, from a personal friend, at short notice; one less advertiser for the Leavenworth Times, one less member of the Commercial Club, one less taxpayer in the county, and one less customer for the butcher, the baker, and the candlestick maker. To offset that, there would, of course, be three more applicants to Montgomery Ward who, encouraged by the parcel post bill, are even now adding \$39,000,000 to their capital stock and putting up branch houses in San Francisco and New York, they can get help a little cheaper, and they will have a few extra thousands in dividends to spend, little of which, I imagine, will be spent in Leavenworth.

Vote for the Oldfield Bill and you will get your monopoly all right; it is simply a question of whether you want your monopoly to consist of the Mail Order Barons, and Department store owners, to whom the very thought of a "Live and let live" policy is obnoxious, or whether it is to consist of manufacturers, who are making such good goods, advertising them so thoroughly and treating all, customers and consumers, with such fairness that it is the dealer's greatest pleasure to handle their goods, and a consumers greatest pride that his camera is an Eastman, or his talking machine a Grafonola or Victrola, or, to get a little closer home, that his gun is an Ithaca, and his shells "Winchester." I cannot sell you a Field shell, you want that old reliable "Restricted Price" Winchester. Think it over, from the standpoint of "The greatest good to the greatest number."

Sincerely,
(Signed) H. P. RIPLEY.

J. H. Dodin, secretary of the Eastern Talking Machine Dealers' Association, spent a couple of days in Philadelphia last week for the purpose of conferring with the officers of the Talking Machine Retail Dealers' Association of Philadelphia regarding a combined campaign by various dealers' organizations with a view to securing a special list price for talking machines sold on instalments.

Schafford Record Albums

Furnished in Brown Silk Cloth or Viennese Imitation Leather;
Gold-Plated Rings.

Made of quality materials by skilled workmen. Because of the volume of our Album business our prices are cut to 52½c. each for the 10-inch Album (17 envelopes) and to 75c. for the 12-inch album; also made with 17 envelopes.

SEND FOR ILLUSTRATED LITERATURE
AND BECOME ACQUAINTED WITH THE
FASTEST SELLING RECORD ALBUM.

The Schafford Album Co.

26-28 Lispenard Street

New York

JOBBER TO HOLD CONVENTION AT NIAGARA FALLS.

Atlantic City Close Second in Favor of Members—Exact Date of Meeting Not Announced
—President Blackman Tells of Efforts to Defeat "Seven Sisters" Bills Recently Passed
in New Jersey—Secretary Buehn's Letter to Governor Opposing This Legislation.

The vote recently taken by Secretary Buehn, of the National Association of Talking Machine Jobbers, as to the place of holding the 1913 convention was decided by the members in favor of Niagara Falls. The detailed vote was as follows: Niagara Falls, 44; Atlantic City, 34, and Norfolk, Va., 4. Members of the association were notified of the result, and a banner crowd in point of numbers is expected at Niagara Falls this summer when the convention is called to order.

President Blackman calls the attention of the members of the association to the fact that they were represented at the recent hearings on the "Seven Sisters" anti-trust bills that were passed in New Jersey this month over the protests of the allied business interests of the State, who sent delegates down to Trenton to argue against them.

Mr. Blackman went down to Trenton, not only as a jobber interested in New Jersey trade, but as president of the National Association of Talking

Machine Jobbers. He made an excellent address in the Senate chambers, protesting against the passage of the bills, particularly No. 43, which has as its object the cessation of fixed prices, and makes it a criminal offense to fix the prices of goods. This bill was described in detail in last month's World.

The association went on record as protesting in conjunction with other business interests against the passage of the bills, and the following telegram was sent to the then Governor Wilson by Secretary Buehn of the association: "The National Association of Talking Machine Jobbers protests against the passage of Senate bills 43 and 44, which, I understand, come up before the House for consideration within the next day or two. We believe that these bills are highly injurious to the best interests of the business men of our country, as well as the consumers of the lines of goods affected. (Signed) LOUIS BUEHN, Secretary."

ward are showing substantial gains in sales over any previous years, and the commendation of our trade for these higher priced machines has demonstrated to us that they are giving universal satisfaction to their users."

NEW COLUMBIA REPRESENTATIVES.

During the past month the following additions to the list of Columbia Graphophone Co.'s representatives were noted: Atherton Furniture Co., Brockton, Mass.; Wm. J. Conbery & Sons, Trenton, N. J.; Economy Furniture Co., Scranton, Pa.; F. F. Krause, Cleveland, O.; Cleveland-Manning Piano Co., Atlanta, Ga.; George Lake, 1497 Madison avenue, New York; Globe Graphophone & Supply Co., 1462 Second avenue, New York; Walsh & Perry Co., Carthage, N. Y.; Dominick D'Antonio, 141 Fifth avenue, Brooklyn, N. Y.; Henry Taubman, St. Johnsville, N. Y.; Snellenburg & Co., Philadelphia, Pa.; Wise, Smith & Co., New Haven, Conn.; O. W. Wertz Co., New York, N. Y.; Ernest Youngjohn, Norristown, Pa.; Walter C. Kantner, Reading, Pa.; Alex Gordon, Chicago, Ill.; Thomson-Felder Co., Barnesville, Minn.; Atherton Furniture Co., Lewiston, Me.; J. H. Styles, Oakland, Cal.; J. Raymond Smith, San Francisco, Cal.; Tiedemann & Woodburn, Everett, Wash.; Denver Dry Goods Co., Denver, Col.; Boggs & Buhl, Pittsburgh, Pa.; Rochester Furniture & Auction Co., Rochester, Pa., and Carl R. Kierner, Paducah, Ky.

WILL EXHIBIT IN NEWARK.

The products of the Columbia Graphophone Co. will be exhibited at the convention of the American Physical Education Association, to be held in Newark, N. J., the 26th of the month.

Prof. Goodwin, of the company's educational department, who will be in attendance at this meeting of the physical education teachers of the country, will deliver an address during the course of the convention. He states the Columbia machines will be used by the various lecturers at the convention to illustrate their talks.

SEEK TO HAVE SUIT SQUASHED.

American Graphophone Co. Files Motion to That Effect on the Statement That No Proper Service Was Obtained in Suit of National Talking Clock Co. Brought Against Them.

(Special to The Talking Machine World.)

St. Louis, Mo., March 10, 1913.

The American Graphophone Co. filed a motion in the Federal District Court here a few days ago to quash a suit for \$199,599.97, brought by the National Talking Clock Co., of this city. The motion was based on the statement that no proper service was obtained in the suit, as the service read to George W. Lyle, vice-president and general manager of the Columbia Co., at the office here was not sufficient. The papers in the case recite a good deal of history of the talking clock, which at one time was considerable of a sensation among promoters and advertising men here. The idea was that at every few minutes, as met the needs of advertising demands, the clock would by spoken words call attention to some business. The Graphophone company was engaged to manufacture the clocks at \$110 each, and it seems, did manufacture some 250, which were used in Brooklyn. More than 50,000 of the clocks were to be built, but those accepted by the Talking Clock Co. proved unsatisfactory in Brooklyn, where they were exhibited, and this suit is the result. The defendant claims that the clocks were faulty because of defective records and improper mechanical work. A supplemental contract figures in the complaint, but the damages asked appear to be the profits the promoters saw in the deal.

CREATES NEW VICTOR DEALERS.

Schmelzer Arms Co. Signs Up Two Prominent Kansas City Piano Houses as Victor Dealers —Place Large Initial Orders for Products.

(Special to The Talking Machine World.)

Kansas City, Mo., March 10, 1913.

The F. G. Smith Piano Co., in this city, which has been featuring the Columbia line of Gramophones, has also added the complete Victor line of talking machines and Victrolas, through the efforts of the Schmelzer Arms Co. Four additional demonstration booths are being erected in the Smith store for the accommodation of the Victor goods.

Another recent deal that was particularly pleasing to A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., was the signing up of the Means & Pearson Piano Co., of this city, as Victor dealers.

Both concerns placed large initial orders for both machines and records, and plan to give the Victor line active representation.



A MUSICAL BOOKSHELF

"Echo" Albums
Containing 80 Records

Rock Bottom Prices on Record Albums

TRADE NET { 50 CENTS each for 10 inch sizes
on
Reasonable Quantity { 55 CENTS each for 12 inch sizes
(Made to retail at \$1.00 and \$1.25)

Not Glued

Not Glued

Not Glued

Every Record Pocket is doubly stitched to back, making the Echo Album the strongest book on the market.

Every Echo Album is strongly bound in heavy cloth covers and flexible expanding backs. All contain Sixteen heavy green manilla record pockets, numbered and with special index on inside covers.

Sample sent by Parcel Post for 12 cents additional

Echo Album Company

926 Cherry Street
PHILADELPHIA

RECENT COURT DECISION AND ITS BEARING

On Price Contracts Based on Patent Rights—Courts Have Always Upheld Talking Machine Manufacturers Against Contract Violations—The Views of Louis F. Geissler and Elisha K. Camp Are Interesting and Timely—Latter Quotes Many Supporting Cases.

The recent decision by Judge Ray in the United States District Court, New York, in the suit of the Waltham Watch Co. vs. Chas. A. Keene, a retail jeweler of New York, sustaining the latter's position, has caused quite some comment and resulted in some misunderstanding of the exact situation in the talking machine trade.

While the litigation was based on an allegation of an infringement of patents owned by the complainant in that certain watch movements had been sold in violation of the price contracts at which they were placed on the market to be sold by the retail trade, Louis F. Geissler, general manager of the Victor Talking Machine Co., when asked for an expression of opinion as to what bearing this decision would have on the talking machine trade, said:

"The conditions under which this suit was brought and decided differ in many respects from the grounds upon which this company would bring suits in cases of contractual violations. We believe the Victor contract system can only be invalidated by an act of Congress changing the United States Patent Rights. The Victor contract has been carefully drawn, based on decisions of the United States Supreme Court. It has been sustained before the United States Courts quite a number of times, and by the United States Court of Appeals a number of times, which would seem to justify us in believing that it is pretty well seasoned legally."

The legal advisers of the leading talking machine companies are of the opinion that the higher courts will reverse the Ray decision, it being absolutely opposed to all previous rulings on this question of fixed prices, particularly those recently given by Judges Lurton and Van Deventer of the United States Supreme Court, covering the right of fixing prices for resale. In fact, there have been a great number of decisions affirming the right of the owner of a patent to retain title in the article transferred sufficient to restrict the manner of its use or the price at which it shall be sold, and so make the purchaser a mere licensee. These have been enumerated by Elisha K. Camp, counsel of the Columbia Graphophone Co., as follows: Columbia Graphophone Co. vs. Hill Piano Co.; Edison Phonograph Co. vs. Kaufman; Edison Phonograph Co. vs. Pike; Victor Talking Machine Co. vs. The Fair; National Phonograph Co. vs. Schlegel; Rubber Tire Wheel Co. vs. Milwaukee Rubber Works Co.

Summarizing some of these decisions, Mr. Camp referred to the case of the Kaufman department store in Pittsburgh, which is most pertinent. This concern purchased Edison phonographs, but refused to sign an agreement. Later they found a small dealer who dealt with Thos. A. Edison, Inc., and from him they purchased phonographs. When they attempted to sell them at a cut price, however, an injunction prevented them.

In the case of the Victor Talking Machine Co. vs. The Fair, Judge Baker, of the Circuit Court of Appeals decided: "Within his domain the pat-

entee is czar. The people must take the invention on the terms he dictates or let it alone for seventeen years. This is a necessity from the nature of the grant. Cries of restraint of trade and impairment of the freedom of sales are unavailing, because in the promotion of the useful arts the Constitution and statutes authorize this very monopoly. The owner of a patent who manufactures and sells the patented article may reserve to himself as an ungranted part of his monopoly the right to fix and control the prices at which jobbers or dealers buying from him may sell to the public, and a dealer who buys from a jobber with knowledge of such reservation, and resells in violation of it, is an infringer of the patent."

In the case of Bement vs. the National Harrow Co. the court decided: "The object of the patent laws is monopoly, and the rule, with few exceptions, is that any conditions which are not in their very nature illegal with regard to this kind of property, imposed by the patentee, and agreed to by the licensee for the right to manufacture or use or sell the article, will be upheld by the courts; and the fact that the conditions in the contracts keep up the monopoly does not render them illegal."

In Thos. A. Edison, Inc., vs. R. M. Smith Mercantile Co., the stock of an authorized dealer in talking machine records was damaged by fire. Later it was abandoned to an insurance company, which sold this stock to a salvage company. This salvage company, in turn, sold it to the defendant. It was held that defendant, having offered such records for sale at cut prices with knowledge of the restrictions under which they were originally sold, was subject to an injunction restraining a resale at less than the contract prices.

The decision of Judge Van Deventer, of the United States Circuit Court, in the case of the National Phonograph Co. vs. Schlegel, delivered when the judge was on the Circuit Court of Appeals bench, and which was quoted by Justice Lurton, of the United States Supreme Court, with approval, in part follows:

"An unconditional or unrestricted sale by the patentee, or by a licensee authorized to make such sale, of an article embodying a patented invention or discovery, passes the article without the limits of the monopoly, and authorizes the buyer to use or sell it without restriction.

"But to the extent that the sale is subject to any restriction upon the use or future sale the article has not been released from the monopoly, but is within its limits, and as against all who have notices of restriction is subject to the control of whoever retains the monopoly. This results from the fact that the monopoly is a substantial property right, conferred by law as an inducement or stimulus of useful invention and discovery, and that it rests with the owner to say what part of this property he will reserve to himself and what part he will transfer to others and upon what terms he will make the transfer."

In fact, all decisions of the higher courts so far



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

have been in favor of the maintenance of fixed prices, and those talking machine concerns that have endeavored to disobey these rulings have been restrained by injunction. At the present time there are two or three concerns out West against whom action has been brought preventing them from selling below the fixed price.

"SIMPLEX" EXPLOITATION

Shown at Food Show in Brooklyn and Wins
Much Attention—Clever Publicity.

The Standard Gramophone Appliance Co., 173 Lafayette street, New York, manufacturer of the "Simplex Start and Stop" device, is one of the exhibitors at the Food Show being held this week at the Thirteenth Regiment Armory, Brooklyn, N. Y. The company occupies space in the booth of the Pease Piano Co., and has on exhibition a number of Victrolas equipped with the Simplex device.

The company is distributing a large amount of literature at the show, and many inquiries have been received as a result of this publicity. A feature of the circulars and descriptive matter that is distributed from the booth is a two-page pamphlet illustrating a cartoon made by Maurice Ketten, the prominent cartoonist, especially for the Standard Gramophone Appliance Co. This cartoon illustrates a humorous article on the Simplex, and has created considerable interest. In order to attract people to the Pease and Simplex booth, a mirror attachment reflecting the workings of the Simplex on a Victrola was constructed, and as a result the booth is always filled with curious and interested visitors.

Dan W. Moore, road man for the company, returned to New York Monday after a very successful trip through the Middle and Northwest. Mr. Moore was away about six weeks, and during that time lined up a very large number of jobbers and dealers to handle the "Simplex Start and Stop."

BROADENS FIELD OF OPERATION.

Louis J. Gerson, buyer of the talking machine departments of the John Wanamaker stores at New York and Philadelphia, is also in charge of a new automobile department to be established in both stores. The line of cars to be handled will be the Buffalo Electrics, and Mr. Gerson is taking hold of the new department with the same energy that he devotes to the "talker" end of the business.

Ysaye, the violinist, who plays exclusively for the Columbia Co., is announced as a soloist with the Symphony Orchestra, of St. Louis, Mo., during March, and the Columbia Co. is arranging for a sharp advertising campaign for record business on the occasion of his visit.



"Dustoff" de Luxe
Made of wilton fabric mounted on oxidized metal holder. Each in a box and 12 in display carton. Retail for 50c. each (in Canada for 75c.). Liberal trade discount.

"DUSTOFF" RECORD CLEANERS ARE A POSITIVE NECESSITY

to all owners of talking machine records, for their use before playing ensures a wonderfully clear and distinct tonal reproduction, free from blurs and scrapings, and, besides through removing the cause of friction in the needle track lengthens the life of the record.

"DUSTOFFS" are proven fast sellers wherever displayed and there is a good profit in them for you. Circulars free with every shipment—and cuts too if requested—YOUR JOBBER CAN SUPPLY YOU, or write us direct.

Write for details of our special advertising imprint proposition.



"Dustoff" (Regular Model)
Made of wilton fabric mounted on finely finished wood holder. Each in a two-color carton. Retail for 15c. each (in Canada for 25c.). Liberal trade discount.

MINUTE SHINE COMPANY, Sole Mfrs., 280 S. E. CANAL STREET, PROVIDENCE, R. I., U. S. A.

DEMONSTRATION OF PATHE FRERES PHONOGRAPHS

Which Occurred in New York Last Week, Attracted Attention of Talking Machine Men
—Several Interesting Styles Displayed—Machines and Records Will Be Presented to
the American Trade by the Pathe Freres Phonograph Co.—Detailed Plans Soon.

Invitations were recently sent out to many members of the local talking machine trade to hear private demonstrations of the products to be marketed by the Pathé Freres Phonograph Co. at temporary showrooms in the Delmonico Building, New York. The products displayed represent the entire line manufactured by Pathé Freres in Paris, France, and which have been introduced in all parts of the Old World.

The products shown include the "Pathéphone," "Pathégraph," "Duplex Pathéphone," "Pathé Reflex" machines and a representative stock of Pathé disc records in all sizes. These machines and records will be presented to the American trade by the Pathé Freres Phonograph Co., a company organized under the laws of Delaware with a capital stock of \$3,000,000, and the following officers: Emil Pathé, consulting engineer; J. A. Berst, president; T. E. Lamontagne, vice-president, and S. J. Shlenker, secretary and treasurer. Mr. Pathé's headquarters are in Paris, and Mr. Berst is vice-president and general manager of the Pathé Freres Moving Picture Co. in New York.

In response to the invitations issued by the company, a large number of visitors crowded the demonstration rooms and expressed pleasure and satisfaction with the performance of the various machines. The "Pathégraph," a special phonograph used in teaching languages, music and singing, reproduces not only the sound, but shows simultaneously each word in large letters in different languages as it is produced. It can be used in schools for teaching purposes and in illustrating lectures. The "Duplex Pathéphone," a double phonograph used for reproducing operas, plays

and lectures of several hours' duration, has been in constant use since the demonstrations commenced in New York.

In Europe this machine is used in connection with actors and actresses who do the acting while this machine produces the music and singing. This company controls a large repertoire of operas produced by the leading opera companies, and it is planned to develop this end of the business in America. The large sized records containing complete operas were listened to most attentively by enthusiastic audiences during the past week. The operation of the machine is continuous; all it requires is a feeding of the discs. There is no change or use of a needle, as in all the Pathé machines a sapphire ball is used, which need never be changed; where electricity is used no winding is required.

J. A. Berst, the president of the company, sailed for Europe the early part of the month, to be away about three weeks, and the actual presentation of the Pathé products to the American trade will probably be taken up in detail very shortly after his return from the other side.

In the course of an interesting chat with The World, an officer of the company was most enthusiastic over the outlook for the future, and stated that they have already enough orders on hand from American jobbers and dealers to keep them busy for a year. Detailed plans as to manufacturing arrangements, prices, etc., will be shortly ready for publication. "Our company is going ahead rapidly, and it is only a matter of a very short time before we start an energetic campaign," stated this official.

ASSOCIATION'S STRONG FIGHT

Against the Oldfield Bill Has Been Successful for a While Anyway—Both Jobbers and Dealers Carried on Active Campaign Against Bill Which Died with the Recent Congress.

While the change in the administration in Washington, D. C., has officially resulted in the death of the Oldfield bill, the many arguments over the bill and its passage, both in favor of the measure and against it, were of a nature that should insure careful study, in order that those interested in price maintenance may be in a position to assert their position in an intelligent manner should other legislation of similar character appear.

Following the suggestions of the prominent manufacturers, the various talking machine dealers and jobbers protested strongly against the passage of the bill, both by personal letters and through their organizations, to their representatives in the national legislature. In this connection the Eastern Talking Machine Dealers' Association rendered notable service. A strong resolution against the Oldfield bill was drafted by the dealers at a meeting in January and forwarded to every Congressman and Senator in the United States. Encouraging replies were received from Champ Clark, Speaker of the House of Representatives, and other members of the national legislature. One Congressman, whose name does not matter, however, took somewhat of a peculiar view of the resolution and wrote in part as follows: "Do you think it is the business of Congress to maintain the individuality of merchants or force them to or not to become the servants of somebody, whether

gigantic or otherwise? * * * Is it not the desire these days for many people to inaugurate a system of competition, either guerilla, cut throat or otherwise? As in the dark ages the people feel abundantly able to take care of this feature regardless of whether or not they are." The foregoing sentiments, together with others embodied in the Congressman's letter, brought forth a long reply from Secretary J. H. Dodin, in which the desirability of fixed prices as a protection to the manufacturer, his workmen, the dealer and the public were well and intelligently set forth.

With the menace of the Oldfield bill removed temporarily the Eastern Talking Machine Dealers' Association has again turned to the question of a fixed instalment price in addition to a fixed price for talking machines, and an active campaign in this direction has been started. It is the belief of the majority of the dealers that the instalment price should be fixed and advertised generally, with a fixed discount from that price allowed for cash. In other words, instead of running a chance of antagonizing a customer by adding 10 per cent. or \$20 to the cost of a \$200 machine on the instalment plan, the price of the machine should be \$200 on instalments and \$180 or so for cash. Just how the manufacturing companies view the proposal at the present time has not been stated.

TALKING MACHINE EXPORTS.

The Figures for November Presented—Reports Show Increase for the Month.

In the summary of exports and imports of the commerce of the United States for the month of January (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for January, 1913, amounted to \$210,770, as compared with \$226,660 for the same month of the previous year. The seven months' exportation of talking machines, records and supplies amounted to \$1,685,956.

Simplex Automatic Start and Stop Device

The Victor tone arm is balanced and swung without friction about a steel pivot. The Simplex is not attached in any manner to the tone arm, and does not add weight or friction to destroy this balance.

Easily and accurately operated in the dark, without scratching the record, an actual condition which only the Simplex meets.

The price is right! The confidence of the customer who buys on the dealer's recommendation is not lost by a sale of the Simplex.

The first and original automatic start and stop device—defies imitation.

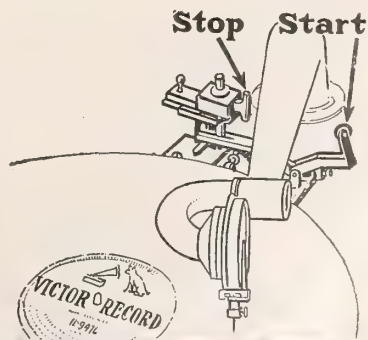
To prove absolutely to every dealer the universally recognized superiority and merit of the Simplex, here is

OUR OFFER

We shall send on memorandum to any dealer one SIMPLEX AUTOMATIC STARTING AND STOPPING DEVICE returnable in 30 days. Only one SIMPLEX will be sent to a dealer under this offer.

WRITE NOW

STANDARD GRAMAPHONE APPLIANCE CO.
173 Lafayette Street, New York, N. Y.



The PURENOTE Pad.

(Patent applied for.)

This pad is made of the finest felt and is impregnated with a compound which lubricates and preserves records. It contains no oils, grease or deleterious substances of any kind. It improves reproduction, diminishes scratching and prevents adhesion of dust.—A duster, polisher and lubricator all in one.

PRICE 25 CENTS

VOX HUMANA TALKING MACHINE CO.
Nantucket, Mass.

Send for circular illustrating and describing the Record-saver, a little attachment which coats disc records with pure Graphite, improves their tone, reduces scratch and trebles their life. Simple and Scientific.

From Ysaye:

Your method of perpetuating the characteristic tone of the violin unquestionably excels all others. I recognize in every note my individual manner of expression. The records occupy a unique place in my esteem as artistic and scientific achievements.



Columbia Graphophone Company

Tribune Building, New York

ST. LOUIS TRADE COMPLAINS OF STOCK SHORTAGE.

Certain Styles of Victors and New Edison Disc Machines Anxiously Awaited—Aeolian Co.'s Victor Activity—Columbia Men Making New Records—Silverstone Enthusiastic Over New Edison Disc Phonograph—Neglected Field of "Talker" Salesmanship.

(Special to The Talking Machine World.)

St. Louis, Mo., March 10, 1913.

The talking machine business in St. Louis is good, but it would be better if the jobbers had all of the machines they wanted or could get them. There is variation to this complaint this month, as all jobbers are complaining, not merely the Victor jobbers as is usually the case.

Victor jobbers are short of XIV. and XVI. models—very short, more so than at Christmas time if anything. Of course these models are the ones that are in demand.

The Edison line is short of disc machines, especially the \$250 model, and the shortage of records still is embarrassing, although the record feature is not as serious as was the case when no deliveries at all could be made.

Irby W. Reid, the Columbia manager, who took charge a month ago, has got step with the working of his force and says that he likes St. Louis, likes his new work and is more than pleased with the totals shown at the end of his first month.

Mr. Reid has moved his desk back among the accountants, where he is apart from the ordinary selling activities, leaving the front store to the supervision of Sales Manager Byars. He said:

"We have not yet carried out our plans for a grand opera record demonstration because the grand machine we want to use has not arrived. However, the concert plans are ready all but the date, and I soon expect to show St. Louis something about the Columbia and grand opera, or have St. Louis show me something. I think this field is one that we can afford to cultivate in this city."

General Manager Lyle was a caller at the Columbia store for several days, and expressed himself as well satisfied with the work being accomplished.

"This shortage of machines often gets on the nerves," said Harry Levy, of the Aeolian wholesale talking machine department. "Before Christmas we assured the trade all would be well after the holidays. The holidays are gone, but we are still explaining. The telephone is burdened with complaints, and the mail brings more. It seems during the last few days that we have convinced the trade that we are playing fair with everybody and that the factory is giving us a fair deal. I mean by that that jobbers everywhere are short of machines and that retailers everywhere are necessarily complaining. Several of our dealers have tried to buy elsewhere, and are convinced of this condition."

"The divorcing of the jobbing and retail departments of our local store had added to the troubles. Our retail department can kick just as hard about curtailed orders as anybody else, and so you see our house is divided against itself. As the Victor jobbing business for all the Aeolian stores is handled through this department, you see the kicks from our own system amount to considerable, and because of our being so close of kin they kick even

harder than the others who are outside the fold.

"One rift in the clouds, however, is the progress we are making with record sales through means of the parcel post. We preferred to try this new venture out quietly by tipping off small dealers before making a strong pull for that business. But we have organized for it now, and I am confident that it will mean a great deal to the small dealers. Our mail almost has doubled already, and we are just getting started. It is like this: Few small town dealers can carry a comprehensive record stock, and Mrs. Jones asks that six records be procured for her. Formerly the dealer would ask her for a few days' time in hopes that he could get other orders to lessen the percentage of express charges. Under the parcel post system he rushes that order along at slight expense and delivers the six records before the customer changes her mind, makes money on the sale and pleases Mrs. Jones. We are glad to aid the customer, and there is satisfaction all around."

Sales Manager Charles Byars, of the Columbia Co., was prompted to remark a few days ago on the greatly neglected field of talking machine salesmanship. "The line seems to require special adaptability," he said, "and only a few make good. A few days ago I put on a man who had successfully sold pianos and automobiles. He is allowed a fair salary and a percentage, but he has done nothing. In the several years I have been employing salesmen I have experienced a good many such disappointments. The trade always is seeking salesmen; possibilities equal to those on which a few men earn as high as \$175 a month always are few, yet men are very hard to find. I believe from talks with men employing salesmen in our line and others that a smaller percentage of applicants in the talking machine line really develop than in other lines, yet the prospect before them in this constantly growing industry is greater than in most other lines. Some of those who make the best success are those who give least promise, and it is hard to discover any common qualities in them. Hence I have concluded that there is some peculiar quality that makes for success that does not obtain in other lines."

E. C. Rauth, secretary of the Koerber-Brenner Music Co., Victor jobbers, who keeps closely in touch with local conditions, says that local and nearby trade is in a very healthy condition. Dealers generally are satisfied and optimistic. Improved record conditions have relieved embarrassments of a year ago and the satisfaction is general, orders are free, and customers are asking for quality goods.

Manager Robinson, of the Thiebes Piano Co. talking machine department, was off duty the first of the month because of illness.

The Bollman Bros. Piano Co. is making a combination of a \$50 Victor machine and a record cab-

inet the subject of a special advertising campaign.

President Mark Silverstone, of the Silverstone Music Co., is quite enthusiastic over his new Edison disc phonographs, his new store at 1124 Olive street and the new name of his company.

"Our greatest trouble," says Mr. Silverstone, "is in keeping in stock the styles of disc machines the trade is demanding. We telegraphed the other day for twenty of the \$250 machines, and that was in addition to mail orders. The records are coming in nicely, and we expect as soon as the machines now ordered get here, to catch up and keep even with the trade. I am congratulating myself daily on my removal to a larger wareroom. We could not have handled the business we now are doing in the old store."

Mr. Silverstone took advantage of the introduction of the Edison talking pictures in local theaters to advertise: "We have the same voice in our talking machines. It was the perfection of the disc machine that held Mr. Edison back so long in perfecting the talking pictures. Come to our store and be convinced that the voice is the same." In speaking of the advertisement, he said:

"The people accepted the invitation, and during the past week we have demonstrated the machine and records to more than 1,500 persons in our informal concert hall here on the first floor. A surprisingly large number of persons have stopped after the concerts and asked terms, and we are holding a number of sales for delivery as soon as the machines arrive."

In this same ad Mr. Silverstone announced that he had perfected an attachment for reproducing Columbia and Victor records on the machines. He sent a copy of this to the Edison head offices, and in immediate reply was asked to discontinue such advertising and also not to apply and such attachments on pain of losing the jobbing privileges. His attention was called to a notice on the machines that no attachments shall be put on them, also that only Edison records shall be played.

The Silverstone Co.'s new store is quite attractive. There are four demonstration booths on the main floor, and on the second floor are two more booths and a grand opera demonstration room. In keeping with his declaration that pianos were to be a side line, Mr. Silverstone is making them so in his store arrangements, and says that he is doing a satisfactory piano business. His arrangements for keeping the disc records are on the flat pigeon-hole order, each record in a box.

In connection with the opening of the disc phonograph trade, J. W. Scott, from the factory, has been here for several days and is demonstrating the machine at the Hotel Jefferson and interesting downtown merchants with a view of establishing retail agencies. E. D. Bostwick, also of the home office, is here in the interests of the dictating machines. Several good orders recently have been filled for these instruments, including the General Electric Co. local office, the Wabash railroad, the National Power & Light Co. J. K. Savage is manager of this department.

Robert Borland, recently of the Aeolian Co., is manager of the repair department, and Louis Horwitz has been engaged to travel in Missouri and Illinois in the interests of the jobbing trade.

HEALTHY CONDITIONS IN 'FRISCO'S RETAIL TRADE.

Business, Present and Prospective, in Excellent Shape—Central Phonograph Parlors Open in Oakland—W. S. Gray's Active Campaign—Agencies for New Edison Line Taken by Many New Concerns—Emporium Talking Machine Department's Activity.

(Special to The Talking Machine World.)

San Francisco, Cal., March 8, 1913.

January and February are usually rather quiet months in the sale of musical instruments, but this year business has kept up in good shape during both these months, with no great falling off after the rush of the holidays, and now with the regular spring activity near at hand prospects are very bright. The jobbers and distributors have been shipping out orders as rapidly as they could get the goods for delivery, which indicates a healthy condition in the retail trade.

Exclusive Columbia Shop in Oakland.

A new exclusive Columbia shop has been opened in Oakland by W. S. Styles under the name of the Central Phonograph Parlors. He is located at 388 Twelfth street, and has his place fitted up in first class shape. The quarters are commodious, having a large reception room and several sound-proof demonstration rooms. The walls are white enamel, with blue decorations artistically arranged, which produce a very pleasing effect. Mr. Styles is well known to the trade, having been manager of the Columbia Graphophone Co.'s Oakland retail store when it was in operation, and since its closing has been head of the talking machine department of the Madson Furniture Store in San Jose. Mr. Styles opened with a complete list of Columbia machines and records, and is very much encouraged by the interest that has been shown in his establishment the first few days it has been in existence. He feels that there is a good opening on that side of the bay, the only dealers in Oakland up to this time handling Columbia goods being Clancy & Le Clair at the Kohler & Chase store.

Finds Conditions Good Throughout State.

W. S. Gray, local manager for the Columbia Graphophone Co., is continuing his short visits to dealers in different sections of the State. He has made several trips the past month, and is now getting ready to go South. In all sections, he says, he has found that dealers are doing a nice business. When in Stockton recently he made arrangements with Treadway Bros. to take the agency for the Dictaphone in connection with their stationery and office supply business. Mr. Gray has been assured deliveries of the new Columbia Grand within the next few days, and in view of this fact several hundred announcements have

been sent out from the wholesale office in this city to prospective customers.

New Head for Davis Music Co. Department.

The talking machine department of the E. R. Davis Music Co., Stockton, Cal., is now under the management of Miss June Clark, who was with the California Music Co. prior to its removal to San Jose, and since that time has been with the Columbia Graphophone Co. here.

Lively Times with Edison Representatives.

The local Edison enthusiasts continue very active in the introduction of the disc machine. E. L. Sues, traveler for the Pacific Phonograph Co., is now calling on the trade in Nevada with very good results. J. E. McCracken is about ready to go on the road again after spending a few weeks at headquarters. A. V. Chandler, general representative of the Edison Co., is working the southern part of the State, being accompanied on some of his trips by O. A. Lovejoy, manager of the wholesale department of the Southern California Music Co., Los Angeles, Edison distributors for the Southwest.

New Agents for Edison Disc Line.

A. R. Pommer, manager of the Pacific Phonograph Co., says he has lined up several new dealers since the introduction of the Edison disc machine, who before did not handle talking machines at all. One of the largest of these is the John Breuner Co., of Sacramento, who has a large furniture house. Another is the Art Shop, 1600 Haight street, San Francisco. It is rumored that a large exclusive Edison talking machine store is to be opened in the retail district of this city, providing a suitable location can be obtained.

New Edison Machines Well Received.

The new Edison \$80 machine, which is being distributed to the jobbers, promises to fill a real demand on the Coast, also the new model school machine. Manager Baley, of Babson Bros., says the new Edison products have already stimulated trade to a great extent, the advantages of the diamond reproducing feature and the Blue Amberol records being a strong appeal.

The Santa Rosa Music Co., of Santa Rosa, Cal., conducted a special demonstration of Edison disc machines during the recent citrus fair held in Cloverdale.

Dealers from Interiors Placing Orders.

Among the country dealers in town recently placing orders for spring stocks were Robert Logan, of Logan's Music Co., Salinas; J. S. Riggs, from Santa Maria, and Ira Jones, manager of the talking machine department of the A. J. Pommer Co., Sacramento.

Burbank Gives Victrolas to Schools.

The Wiley B. Allen Co. received a pleasant surprise a few days ago, when Luther Burbank visited their talking machine department, listened to several selections on Victrolas, and left an order for five machines, to be supplemented by about \$500 worth of records. Later it was learned that the machines were gifts to the public schools of Santa Rosa.

Talker Man Prominent in New Association.

A. G. McCarthy, of Sherman, Clay & Co., is a member of the police and publicity committee of the newly organized Downtown Association, the nucleus of which was the former downtown committee of the San Francisco Chamber of Commerce. The association has for its object the development and improvement of the downtown district. Mr. McCarthy reports Victor business, both wholesale and retail, as showing decided gains over the month of February a year ago. The sale of Mischa Elman's records has been stimulated by his engagements here and in other cities along the Coast.

Eilers Music House in this city is offering to take talking machine outfits in part payment for pianos and players.

Attracting Bargain Hunters in Emporium.

Manager Morgan, of the Emporium talking machine department, has enjoyed a nice business the past month, especially the last days, when the formal spring opening was being held in the women's ready-to-wear departments. Among the people calling primarily to look at the fashions a good many responded to the invitation to visit the music department on the floor above.

H. S. Gutermute, who has a chain of stores in Sonoma County, has opened the New Music House in Sebastopol, and placed H. Freeman in charge.

HANDLE EDISON DISC PHONOGRAPH.

Thomas F. Morris Opens in Newton as Edison Distributer—Admirably Arranged Quarters.

(Special to The Talking Machine World.)

Newton, Mass., March 7, 1913.

Thos. F. Morris has opened an attractively arranged store at 297 Center (Nonantum square), this city, for the exclusive sale of the new Edison disc phonograph, for which he will act as a distributor. The fixtures throughout are in antique oak, and the majority of supplies in the store are furnished by the Globe-Wernicke Co. The furnishings of the private hearing rooms are of the Spanish leather craftsman style. The arrangement of the entire establishment reflects credit on Mr. Morris, who intends to go after business in a vigorous style.

MANY LETTERS OF COMMENDATION.

The National Publishing Co., of Philadelphia, Pa., is receiving many letters of commendation for its disc record albums. These albums are made in two sizes, to fit ten and twelve-inch records, and are admirably gotten up and finished. Among the commendatory letters recently received by the National Publishing Co. are those from the Wiley B. Allen Co., San Francisco, Cal.; the Aeolian Co., New York; the Oakland Phonograph Co., Oakland, Cal.; the R. S. Williams Co., Ltd., Toronto, Cal.; the Portland Phonograph Agency, Portland, Ore., and others.

If you don't feel enthusiastic, get up and rub against some fellow who does. Recharge your batteries and do the hard thing first; it will stimulate your nerve.

To gibe visitors, or to give fresh and flippant answers, even to stupid and impudent people, is a great mistake. Meet rudeness with unflinching politeness and see how much better you feel.

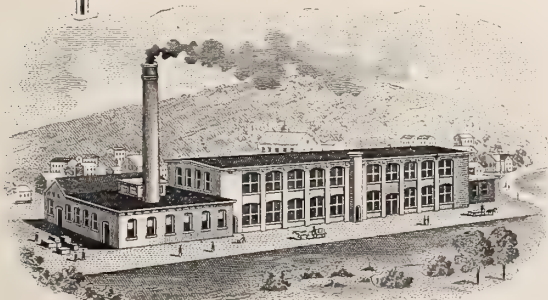
The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us: Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business.

Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.

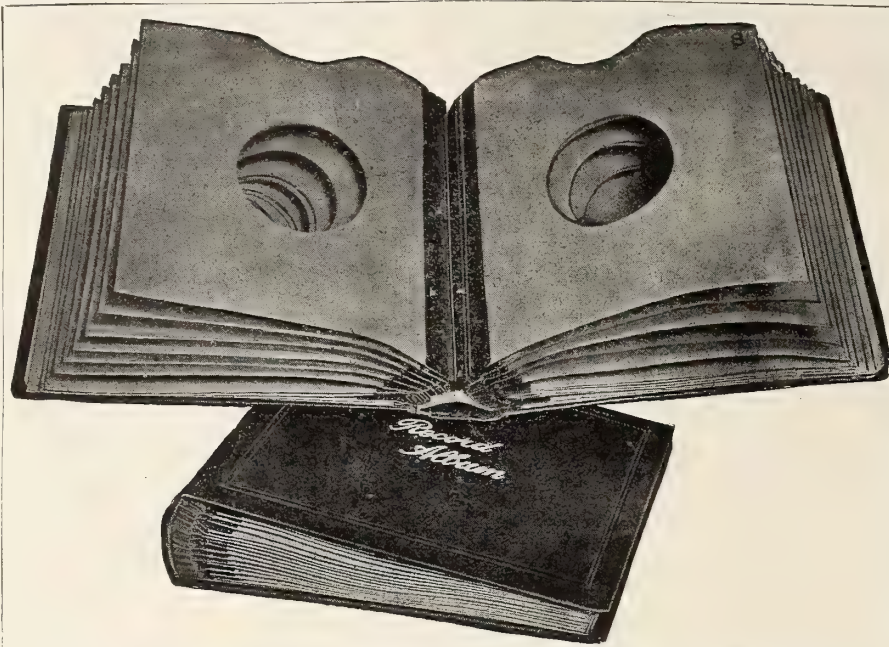


FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen.

Our Albums are first-class in every particular, and are sold at very low prices.



OUR SUPERB ALBUMS SHOWN OPEN AND CLOSED.

MADE IN TWO SIZES TO FIT ALL 10 AND 12-INCH DISC RECORDS.

These Albums contain 17 pockets made of strong fibre paper, each pocket having a hole in the center, as shown in the picture. These pockets are so made that they show very plainly both the single and double face titles on the Records. The Albums are bound in the finest quality of Brown Silk Finish Cloth, with gilt title on front cover. They are also bound in imitation leather. Write for sample and prices of our Albums, which are superior to all others.

Address NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa.

SOUTHERN CALIFORNIA NEWS.

Business Most Active—Sturgis-Bowring Change—Talking Machine Shop Closes Out—Movements of Talking Machine Men—G. J. Birkel in San Francisco—Other News.

(Special to The Talking Machine World.)

Los Angeles, Cal., March 5, 1913.

Business in the talking machine line has been very active during the past few weeks, and conditions show that there is nothing to hinder the continuing of this satisfactory condition, although a shortage on some types of Victor Victrolas still prevail. The Edison disc phonograph is still meeting with favor among many dealers, and large orders for this line are received daily by the jobbers.

Owing to the ill health of Jas. H. Sturgis, of the Sturgis-Bowring Music Co., 714 South Grand avenue, Geo. H. Bowring has purchased the interest of Mr. Sturgis and the firm is now the Bowring Music Co. A great success has been achieved recently in the talking machine department. Mr. Bowring states that the prospects for the Victor and Columbia lines look very gratifying.

Geo. J. Birkel, of the Geo. J. Birkel Co., of this city, is spending several days in San Francisco, where he and Mrs. Birkel are visiting relatives.

N. W. Schireson, of Schireson Bros., is the proud father of a baby girl. Now Mr. Schireson possibly has occasionally another kind of music furnished rather than a phonograph.

H. B. Henmann, manager of the talking machine department of the J. B. Brown Music Co., reports a wonderful increase in business as compared with 1912.

The Talking Machine Shop on West Fourth street has sold the entire stock of goods to the Southern California Music Co. Frank Moreno, proprietor, has rejoined the sales force of the talking machine department of the Southern California Music Co.

The T. J. Johnston Music Co., 415 South Main street, has enlarged its Victor stock.

Scott T. Allured, manager of the branch store of the Wiley B. Allen Co., of San Diego, Cal., was in Los Angeles a few days, and reported business in the talking machine field was on an upward bound. The special concerts given each month on the Victrola are causing much interest in that city. Mr. Allured makes this feature a dress affair, and engraved invitations are sent out.

Ralph H. Paulin, general manager of Brown's Music House, Santa Barbara, Cal., was a recent visitor to Los Angeles. The new branch store at Ventura, Cal., as well as the home store are enjoying an excellent trade.

NOW THE "TALKING" SIGN.

Latest Contribution to the Many Means of Attracting Public Attention—New Machine May Aid the Future Orator Lacking Lung Power or the Silver Tongue.

However one may feel regarding what Mrs. Gamp (if her lot had been cast in this electric age) would have called the "anæsthetics of the electric sign," there can be no question as to its practical effectiveness and mechanical ingenuity. It has been made to mimic pretty much everything in nature, from running horses to waterfalls and scurrying mice. It has, in fact, brought about a new era in street advertising, and its possibilities are far from exhausted. A new application, called the "talking" sign, has recently been devised. From the Electrical World the following details are taken:

The sign is operated by a perforated paper ribbon similar to the ones used by mechanical piano players. This ribbon is prepared by a keyboard perforating machine, working apparently on the same general principle as a typewriter. The work is rapid, and the ribbon is ready for use as soon as "run off," which admirably adapts the machine for night news bulletins. A fixed succession of sentences of any length can be displayed. It is called a talking sign, because, as ordinarily adjusted, the letters of light "form at the right, cross

the vision, and disappear to the left, enabling words and sentences of any length to be displayed."

It ought to be a relatively simple matter to apply this principle to a combination of bulletin board and typewriter, so that an operator at a machine indoors could announce the news as it came in over the wire, every letter and word flashing out on the bulletin board outside, as the corresponding keys were depressed. By some such direct electrical connection between a machine or a pen, and a large display board, the seventh rate orator with a puny voice, could talk to his thousands as easily as he of thunderous thorax. Silver-tongued orators would be at a discount, because everyone could be electric-tongued and write their messages in golden yellow letters for ten or twenty thousand at a time. Indeed, it calls for no very violent flight of imagination to picture a phonographic receiver connected with the luminous bulletin board, thus eliminating the pen or typewriter, the words being translated directly into light.

Such an invention would find many uses. For one thing, it might somewhat abate what that ancient victim of an overfed liver, Monsieur Guyot, called the "eternal bawling in church." Many an inherently good sermon thus freed from the oral hesitations, inaccuracies, and general vocal impediments of the author, would do its work—impress its lesson—more deeply and surely. And furthermore, it would unerringly expose those hibernating deacons who close their eyes during the sermon that "nothing may interfere with close attention to the minister's words"—or for some other generically similar reason. The illuminated sermon would leave the deacons no choice but to keep their eyes open.

The engagement is announced of Miss Gertrude G. Lyle, daughter of George W. Lyle, general manager of the Columbia Graphophone Co., to Richard H. Arnault, of Scarsdale, Westchester county, N. Y. The announcement was made at a Valentine party given to Theta Phi Sorority at the home of Miss Lyle in Hackensack, N. J.

No recent announcement has a greater significance than this:



Felix Weingartner, famous musician and composer, guest conductor of the Boston Opera Company, and at different times conductor of most of the famous opera houses of Europe, has just conducted two famous orchestra selections for the Columbia.



**Columbia Graphophone Company
Tribune Building, New York**

CLEVELAND TRADE IN FLOURISHING CONDITION.

Activity in All Departments of Factory of United States Phonograph Co.—McNulty Exhibits Model of New Talking Machine—Activity with Columbia Co.—New Edison Kinetophone Interests—Increased Victrola Demand—News of Month Worth Noting.

(Special to The Talking Machine World.)

Cleveland, O., March 10, 1913.

There is great activity in all lines of trade and industry in Cleveland. Large appropriations by the city, the railroads and the steel interests are being made, amounting to millions of dollars. These large expenditures are permeating all classes of industry, and is quite as perceptibly manifest in the talking machine trade as in any other. The dealers are all busy, and would be still busier if they could obtain all the goods they could sell. The business is certainly in a most flourishing, healthy condition.

Local demonstrations of the new Edison kinetophone are daily attractions at the Hippodrome. This added feature of the vaudeville bill is proving the premier feature at that resort. It would seem that it is destined to revolutionize the moving-picture business.

The talking machine dealers generally are installing the Simplex automatic start and stop device on many of their demonstration machines. They recommend the device unreservedly, and it is meeting with the approval of the public.

G. R. Harris, formerly of Boston, the new Dictaphone manager, has taken hold of the business and is pushing it with vim and vigor. He is pleased with the outlook.

F. K. Dolbeer, general manager of sales of Thomas A. Edison, Inc., and G. H. Bolan, demonstrator of the company, were visitors here during the last week in February. They were daily visitors at the Woman's Exposition and were active co-workers with Laurence A. Lucker in demonstrating the Edison phonographs.

George D. Ornstein, of the Victor Co., Camden; Perry B. Whitsit, of the Whitsit Co., Columbus; J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, and J. C. Flynn, of the Ohio Music Co., New Castle, Pa., were visitors with the talking machine trade during the past week.

At the annual banquet of the Technology Club of Northern Ohio—in commemoration of their loyalty to the old Massachusetts Institute of Technology—at the Hotel Statler on the evening of March 1, in the unavoidable absence of the president of the institute, he sent a record of welcome and congratulations, which was reproduced on a talking machine. The applause of the attendants attested their appreciation of his utterances and the manner of their delivery.

In his office at 352, the Arcade, H. B. McNulty is exhibiting a model talking machine of his invention. It is a combination disc machine, which plays all makes of disc records. The writer heard a number of records played, including the Columbia, Victor and Edison, one after the other in quick succession, the manipulation of the machine being very simple and effective. The model is of cabinet construction and operated by a spring motor.

R. M. Wertheimer has taken the agency for the United States, and is exploiting the German post-card phonograph record.

Activity in all departments prevails at the factory of the United States Phonograph Co. G. M. Nisbett, sales manager, stated that business was continuing remarkably good, and that sales were better than they had been, showing a continuous increase from month to month. The factory is, in steady, continuous operation, with a full complement of operatives.

A call at the office of the American Multinola Co. elicited the information that the machine had now been perfected in every detail and would soon be placed on the market.

Conditions at the Columbia store are entirely satisfactory. A large force is kept busy receiving and shipping goods. All the various types of machines are displayed in the large reception room, and the several demonstration booths are in constant use, while sales are daily increasing in both the retail and wholesale departments. Representatives of the Witt Music Co., Lorain; the Norwalk Piano Co., Norwalk, and Henry Martin, of Sandusky, O., were visitors at the store, and ordered the new Columbia grand to be included in a substantial list of other types and records.

H. D. Berner, Columbia dealer in the Taylor arcade, is having an excellent trade.

Very prosperous conditions exist at the store of the W. F. Frederick Piano Co. Norman H. Cook, manager of the talking machine department, said: "Business continues very satisfactory except for a shortage of the popular types of Victrolas, especially Nos. XI and XIV, which seem to daily become more popular. We find, however, that our increasing record business is, to a great extent, taking care of our lost trade. We are opening a new and complete Victrola department in Youngstown, from which we expect as great things as we are getting from our Canton store. The business coming from the Canton branch is far in excess of our expectations when opened nine months ago."

W. H. Buescher & Sons Co. report business fine, covering the entire line of Victor machines and records. The demand was said to be for the highest-priced instruments, which is constantly increasing, as well also for the higher type of records. Miss M. A. Brown, well and favorably known in talking machine circles, formerly with the Columbia Co., has accepted a position in the sales department of the Buescher Co.

The B. Dreher's Sons Co. report business in the talking machine line is keeping up well. The company is giving considerable attention to this department and is attracting a desirable class of customers.

At the Edison distributing store of Laurence A. Lucker business is reported extremely good by E. O. Peterson, manager. He said it was only a question of obtaining a sufficient supply of records, and

that sales of the new disc phonographs, the Amberola III, and the Blue Amberol records were constantly increasing. A number of sales of the disc machines were made at the exposition. Mr. Lucker said he was highly pleased with conditions at the local store.

The Eclipse Musical Co. is doing a very extensive business, especially in the wholesale department. P. J. Towell said that if all the goods could be obtained to meet the requirements of the demand the volume of business at the present time would be equal to that during the busy holiday season in both departments.

Since the company has been able to partially replenish the stock of machines and records, the Collier & Sayle Co. report trade quite active for Victors and Victrolas in both the retail and wholesale departments.

CONDON SPECIALTIES POPULAR.

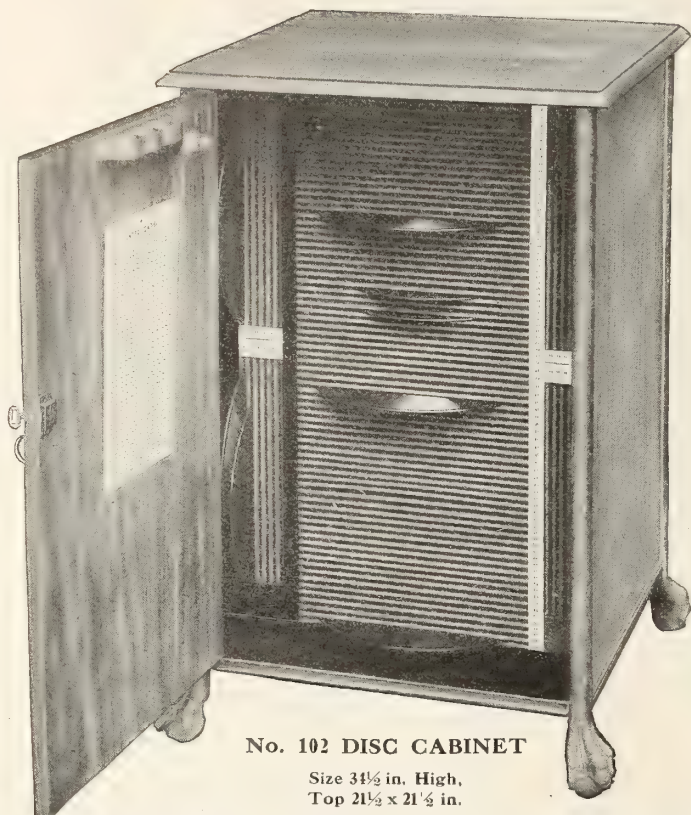
New Talking Machine Accessories Introduced by the Condon Autostop Co. Meet with Excellent Demand—Special Price Rebate on Condon Autostop.

The Condon Autostop Co., 109 Broad street, New York, which recently introduced a number of new improvements in the nature of talking machine accessories, is more than pleased with the cordial reception accorded these products. These new accessories consist of "Noset," the Autostart stop, an improved fiber needle cutter, and "Dolcetone," an article to be placed inside the sound box in order to produce a sweeter and more mellow tone. The "Noset" in particular has created a most pleasing demand, and the company is taxed to full capacity to fill the orders being received each day.

In a recent chat with The World, an official of the company remarked as follows on the condition of the company's business and its future policy: "The entire talking machine trade, dealer and jobber has been rebated on account of the reduction in price of the Condon Autostop. This article formerly retailed at \$3 in nickel plate and \$4 in gold plate, and the prices have been reduced to \$1.50 and \$2, respectively. An inventory was requested from each member of the trade throughout the country and a rebate allowed when the stock was reported to us. This rebate may be taken up by the dealer or jobber for any article we manufacture, including 'Noset,' the Autostart stop. Co-operation with dealers and jobbers has always been a pride with us and we have tried to facilitate the merchandising of our products with our many accounts by making it possible for the trade to enjoy a continual profit on the Condon Autostop whether they purchase their goods at the new or the old prices.

"There has been a surprisingly large trade with our 'Noset,' and although we had anticipated a good demand for this article, the call for the device has really exceeded our highest expectations. We are rapidly arranging the many details incidental to the allowance of our rebate, and judging from the expression of approval from our many clients, we will undoubtedly close a banner year with all our products."

SALTER'S FELT-LINED SHELF CABINETS



No. 102 DISC CABINET

Size 34½ in. High,
Top 21½ x 21½ in.

THIS CABINET FINISHED IN MAHOGANY OR ANY FINISH OF OAK.

Are the only ones that afford
PERFECT PROTECTION
to records.

THIS means satisfied purchasers and YOU know what THAT means—Mr. Dealer.

We call your attention to the increasing cost of goods of this description and advise that you send for our catalogue now.

SALTER MFG. CO.
337-43 Oakley Ave. - Chicago

THE ONLY MAKERS OF FELT-LINED SHELF CABINETS and "SALTER ADJUSTABLE CORNERS"

STOCKS MELTING IN CINCINNATI.

February Business Heavy Enough to Clean Out Surplus Goods Accumulated During January
Columbia Advertising Develops Big Business.

(Special to The Talking Machine World.)

Cincinnati, O., March 8, 1913.

Manager Dittrich, of the Rudolph Wurlitzer Co.'s talking machine department, appears to sum up the entire situation in the talking machine trade in this section when he said the sales were as heavy as the factory shipments would permit. He further stated: "February was all that could be expected in the way of machine sales. The month, however, exceeded its past reputation as a banner period for the sales of records. These were simply tremendous, and an immense stock, accumulated in January, melted away in a short time. Heavy reorders and prompt shipments on the part of the factory enabled us to meet the requirements of our customers almost in full. The machine situation remains about the same, however, in spite of increased shipments. Each increase in output is apparently counteracted by an increase in demand."

"From present indications, the usual spring slackening in business will not occur this year. There is every reason to believe that business will continue unabated through the summer. There is more business in sight now than there was before the holidays, and machines are now more plentiful. The dealers should not overlook this seemingly rare opportunity of doing business at a time when the talking machine line is ordinarily hard to move."

"The splendid March list of Victor records had an immense sale, and additional interest was stimulated by the list of turkey trots and the Masonic records, which aroused wide attention."

Joseph Krolage is not quite prepared to separate his talking machine business from the sheet music department. He has entertained this plan for several months, but is unable to get the accommodations which he wants. He has a plan for this in-

novation which he will carry out or continue as he is now doing.

Manager Whelen, of the Columbia Graphophone Co., says they have experienced the best February business in years, every department running far ahead of any previous February in the history of the Cincinnati store.

In talking over the situation, he stated: "The shortage of goods to supply this demand reminded us of the holiday trade. There is no way to account for this continuance of good business except that the talking machine business has to grow whether it wants to or not. The double page ad in the Saturday Evening Post about the middle of February of the \$20 'Eclipse' and the \$50 Grafo-nola 'Favorite' caused a real sensation in both the wholesale and retail departments, and the hardest proposition that we had to fight was to get the instruments to fill the bona-fide orders."

The new "Columbia Grand" is now on exhibition at the local Columbia store and is attracting considerable attention. "This instrument is the peer of them all, and the Columbia Co.'s factories are busy filling orders that are coming in from all parts of the country," says Mr. Whelen.

George W. Lyle, of New York, the vice-president and general manager of the Columbia Co., spent a day in Cincinnati the latter part of February.

The Dictaphone continues to keep the local salesmen on the jump, and many notable installations have been made during the past month. Business men are beginning to realize the advantages of the Dictaphone, and there has been a steady increase in sales all over the Cincinnati territory.

The Aeolian Co. says: "The Victor business is well up to our expectations for February. A remarkable number of Victrola XI's have been sold. This seems to be the most popular style at present, and we would like to have many more in stock. March should be a good month, as a splendid list of records is offered. These lists have been sent to all our customers, and we are looking forward to results."

WHY PEOPLE ADVERTISE.

Some of the Many Objects of Publicity as Carried on by Manufacturers and Merchants.

Advertising is done, among other reasons: To establish trademarks, good will, etc. To create acquaintance and confidence. To identify products and makes. To prevent substitution. To dominate the field. To insure against domination by others. To create an automatic demand. To increase sales, either by direct influence, or assist dealers, or both. To keep up sales that may be declining, due to depression, indifference or inroads of competition. To control and direct the demand to dealers, as against leaving them free to push favored goods. To own your own business and good will and control distribution. To tell your own story as you want it told. To discount or annihilate time in establishing a new or wider market.—Printer's Ink.

PILGRIM FATHERS REVISED.

That the moving pictures are a strong factor in the study of history is the opinion of a teacher in a primary grade, who relates this incident to prove it. She says that having read the story of the Pilgrims to her class, she asked the children to write it in their own words. The results amazed and astonished her, for in almost every case the Pilgrims—those grave, austere men whose very name makes us sit straighter even now—were described as cowboys, gay, dashing cowboys, making the welkin ring with their wild shouts and yells. Thinking it best to get an explanation of these highly imaginative productions, the teacher questioned one of the boys whose paper had been especially full of phrases of the "wild and woolly" West. The child looked at her in astonishment. "Why, don't you know, Miss ———, down at the movies the Indians are always being chased by the cowboys. Nobody else ever fights with them, so we all thought Pilgrims were just some particular kind of cowboys."

HOW TO MAKE THE TALKING MACHINE BUSINESS PAY.

An Impromptu Lesson in This Respect Which Has a General Application Given by Max Strasburg to a Visitor from Another City—Formal Opening of Strasburg's New Store a Tremendous Success—Recent Visitors to City Include Salesmen and Travelers.

(Special to The Talking Machine World.)

Detroit, Mich., March 8, 1913.

An impromptu lesson on how to make the talking machine business pay, and pay big, was given by Max Strasburg to a visitor from another port this week. The man has a big piano store in a city of a hundred thousand population—large enough to make almost any business pay if properly conducted. He dropped into the Strasburg store, wide-eyed at what he saw—long rows of demonstrating rooms in both stores, a great case of records, luxurious carpets, mahogany chairs, elegant decorations. "How on earth do you make it pay?" he almost gasped. "We can't, in our town."

Mr. Strasburg asked him why. "How many machines have you got?" he queried.

"We have a four and a six, and I guess an eleven; oh, five or six good ones."

"We have seventy-five or eighty here, and we wish we had fifty more, but we can't get them. How many records do you carry?"

"Oh, five or six hundred."

"There's about fifteen or sixteen thousand in that rack. Right there is the reason you don't make it pay. Suppose some one came in your store and asked for a Victrola XVI. You'd have to say you haven't it in stock, but will get one, wouldn't you? Well, do you think that will bring you trade? Same way with records. If you have them, you'll sell them, but people won't wait for them. They will go elsewhere. It's the firm that carries the stock that does business, in the talking machine business, at least."

And it is to that fact that Mr. Strasburg ascribes his big success. He carries everything. He has another pointer for talking machine dealers, also—the result of the formal "opening" he staged February 19, 20, 21. As told in The Talking Machine World last month, it was an invitation affair, ten thousand bids being sent out. The store was crowded during all three days, with nearly all visitors astonished at what they saw. They told their friends, who came to look also. The store was most pleasingly decorated for the occasion with flowers and palms. Their fragrance and the beauty of the music impelled people to look, listen and buy. Holders of invitations kept dropping in for two or three weeks, and business has been so great ever since that it has been hard

work to care for it. Saturday, March 1, was the greatest day in the history of the company, exceeding even the best of the Christmas shopping days. Every one of the demonstration rooms was occupied from morning until ten o'clock at night. "It pays to advertise," was Mr. Strasburg's comment.

The improvement in quality of records is helping to increase the talking machine business. The public is being educated to better music. The more they hear of it, the better they like it, and the less they want of ragtime and popular airs. Theatrical attractions also help the trade. If a good opera comes along there is a marked demand for the records made by the stars of the company for several weeks afterward.

There is another side to that matter. The records of the talking machine companies teach the public who the opera stars and the concert stars are, and when they appear here they draw much larger audiences than was the case a few years ago, before the talking machines became so universally used.

There was a discordant note encountered in one or two of the stores. It is said that certain dealers are giving ten or twelve dollars' worth of records free with a good machine. This is only a form of price cutting, and is frowned upon by the dealers who are living up to their contracts.

It also is said, on good authority, that the same dealers who are doing this are offering commissions to parties not in their employ, especially to piano salesmen. The offers run as high as 15 per cent. Just why these things are, is hard to guess. They are the first evidence in years that the talking machine business here is in anything but the very best of condition. The big houses still have more business than they can get machines for, without making any concessions in the way of free records or paying commissions. No one would name the guilty parties, on the plea that it would be unethical.

Quite a number of talking machine salesmen flitted through the city last week. Among them was W. S. Brannigan, of Indianapolis, who has just been made manager of the Stewart Talking Machine Co. He was on his way to Camden, N. J., to try to squeeze some much-needed stock out of the Victor Co. J. Frank Cadell, of the inspection department of the Victor Talking Machine Co., and Traveling Representatives Price, of the Indiana territory, and Enchengreen, of the Michigan territory, also called on the Victor folks here.

FISHING FOR BUSINESS.

Perseverance and Attention to the Bait Offered Through Medium of Advertising the Secret of Success.

You never heard of a really habitable stream or lake being fished dry, did you? You've heard lots of fellows say that this or that stream, wasn't any good—couldn't get a fish there—and then seen some other fellow come along a little later, drop his line into the same old place and pull out a fish, two, three and even more.

Queer, how those fish do act, isn't it? And how like those fish—and fishing streams and the fishers—are the retail stores and the various localities in which they are located!

You've fished and fished. You've advertised and advertised at what you think proper seasons. You've wondered and wondered why they didn't bite. You've seen some fellow down the street apparently playing the same game, but did you fail to notice that he never stopped fishing? That he advertised all the year round—that he changed his windows at least once a week—that his salesmen knew how to land 'em when his ads and windows brought them in?

He is a real, true sportsman. He's sticking right onto the job until they do bite. He's dangling bait all the time.



We practice what we preach

No one realizes the value of promptness better than we do. We know what it has done, is doing, for our business. You know as well as we do that being prompt with the goods goes a long way toward tying your customers up to you.

Promptness on the part of your jobber means promptness on your part for your customers—and we are in a position where we can preach "promptness", because we practice what we preach:

All goods shipped the same day the orders are received.

Our immense stock of Victors, Victrolas, Victor Records, record cabinets, horns, fibre cases, needles, repair parts and other accessories, is a good start for our promptness, and our quick service does the rest.

Don't you want to "get in" on this "shipped-the-same-day" service? Write to-day for our catalog and our booklet, "The Cabinet That Matches".

Victor foreign records

Our stock includes the entire Victor foreign list—ready for immediate delivery:

Arabian	Greek	Norwegian
Bohemian	Gregorian (Latin)	Polish
Chinese	Hawaiian	Portuguese
Croatian	Hebrew	Roumanian
Cuban	Hungarian	Russian
Danish	Italian	Sistine Choir (Latin)
Finnish	Japanese	Slovak
French	Jewish	Spanish
French Canadian	Mexican	Turkish
German	Neapolitan	Welsh

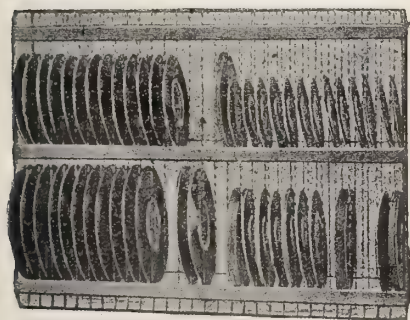
"If it's in the Victor catalog, we have it".

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street

New York



This shows a multiple of one of our Systems. For 10" or 12" records. Each tier holds about 250 records. Costs about \$2.00 a tier.

BUILT OF HEAVY STRONG WIRE,
PLATED AND LACQUERED.

WRITE for 20-page catalog giving details and information on the best way of keeping your records.

The Syracuse
Wire Works

SYRACUSE,
NEW YORK





It would be a star salesman who could substitute something else for a customer's demand for records by Ysaye and Bonci. And the same with the customer's demand for the "Regent" or the "Regent Colonial." The principal space in the Saturday Evening Post this week is given over to these four exclusive Columbia features.



**Columbia Graphophone Company
Tribune Building, New York**

RECORDING ARTISTS IN MOSCOW AND ST. PETERSBURG.

An Impression of Moscow and Its People—The Artists Including Cossacks and Sarts—Life of the Artists in St. Petersburg—Other Interesting Data.

By T. J. THEOBALD NOBLE, a Prominent European Talking Machine Recorder.

(Continued from February World.)

My first artist in St. Petersburg was the best Russian tenor, Sobinoff. He possesses a magnificent voice and sang six numbers in splendid style, all being criticized and passed by him before being packed for manufacture.

At this stage a curious predicament arose, for I was informed that all the artists of note were under agreement with a company termed the Artistic, which was actually a company of artists who recorded without a fee but received a royalty on their sales. Unfortunately for the irresponsible men and woman of the company the whole concern was being managed by a man with a perfidious reputation—strong but unpopular. This man had been earning his living by copying Gramophone-Victor records and selling them at prices much under the Victor. The Gramophone Co. eventually bought him up on the condition that he undertook not to repeat the offense. He did not, but he utilized the money he received—anything over \$3,000—for starting his father in the same business, from which, too, he conceived the possibility of his own company of artists.

We were informed of a certain dissatisfaction among the artists because they had not received any royalties, and we decided to approach the men with a view of persuading them to loan us artists for a monetary consideration. Knowing the man's reputation, we had to act dexterously with the money in our pockets, for in such cases as this money talks. It did in this compromise, for after ten minutes' conversation he agreed—or I should say we agreed—to his proposal. He was to loan us the famous artists we desired, he receiving for each artist the sum of 100 roubles (\$50), and further he was to fix the price or fees for the artists. In this manner he received from us the sum of \$600, while from the artists he received 20 per cent., and must have benefited to the extent of \$1,500. From one artist whom we were pleased to pay \$250 per song for ten songs his commission was \$500. However, through his assistance we were able to record such well-known artists as Kousnetzova, Bragin, Gvosdetzkaye and Labinski, proving conclusively in this case that it was advantageous to hold the candle to the devil.

These famous Russian artists were exceedingly interested in the recording and I experienced no difficulty whatever. Through the poor packing of my recording wax I had some trouble with blinds, which was particularly annoying, having to record such important and expensive artists, and I was anticipating some trouble with the artists over this. I, however, was agreeably surprised, for not in a single instance did they object to sing again through bad wax. In fact, after the cause of the necessity of repeating a record was explained, I was asked after each record, "Does it look all right?"

The orchestra was above criticism, with the exception that they possessed the same trait as their Moscow confreres—lethargy. The conductor, however, was a man of keen perception, and there was no nonchalance while he was conducting. Davidoff was the most interesting artist of all—he sang the Russian gypsy songs with the accompaniment of the guitar; these songs are magnificent; the idiom is purely native and compares only with the Neapolitan songs, of which he has a thorough knowledge and of which I made four records. The beautiful Kousnetzova is already too well known in America for me to speak of her splendid voice and charming personality.

All these Russian artists spoke four languages, and in two cases spoke five, the fifth being English. I found them all decidedly more straightforward and truthful than any other European or American artists; for example, after listening attentively to a record being reproduced, a Russian will invariably acknowledge a mistake by voluntarily confessing it immediately the record has finished. Supposing he sings a trifle flat, he will, without comment or excuse, acknowledge his fault, apologize, and actually feel concerned over spoiling the wax. In other countries if a recorder explains apologetically that the artist is a trifle flat, he or she will immediately exclaim, "Oh! me; that is not possible—I never sing flat." On the second reproduction they will observe it in some cases, but will always say, "It certainly cannot be me; it must be the machine!"

I was sorry to learn that I should not be recording any choirs; the best of them had already been recorded in Moscow. There was, however, a choir of Asenish people from one of the Baltic provinces, a people resembling both the German and Russian type. They were Russian subjects, but their singing was certainly not in the least Russian, for a worse recording choir I have never met and hope never shall.

The military bands, of which I made three records, were all very good, especially the Imperial Guard Band. Here I experienced no trouble, and one of their principal boasts was the fact that they were never out of tune. The tenor Bragin is worthy of special note, for he sings with a tremendous power and at the same time retains a natural sweetness of quality. He is paying a visit to America in 1914 and should prove a big success.

During my stay in St. Petersburg (Petersbourg, the Russians call it) I had recorded twelve artists and three military bands. The cost had been, including my own expenses, interpreter, freight, \$11,500; or, having recorded 102 titles, a little over \$112 per record.

I left Russia with a feeling of regret, for here I had chanced upon a land of music and lovers of music. The artists were the best en masse that

has ever been placed together on a respective country's catalog.

From a talking machine recorder's point of view the chance the Russian market still offers for the trade is tremendous. Here is a population of nearly two hundred millions, the majority in the first stages of emancipation. In a few years Russia will be wide awake with reforms; at present she is merely stretching herself preparatory for the final awakening, when her masses will be clamoring for everything that is interesting and musical!

From Russia I left for India, where I encountered some curious experiences, and of which I shall write in my next article.

STORAGE BATTERY CAR SUCCESS.

Edison Invention Meets Every Test for Light Traffic in New York-Boston Run.

Officials of the New York Central Railroad have declared that the new storage battery car of Thomas A. Edison, tried out recently in a run from New York to Boston, had met every test and was a success. The trip of the car was the longest ever made under power from storage batteries and the car also established a record for speed, having attained forty miles an hour.

L. F. Vosburgh, general passenger agent of the New York Central, one of the officials who made the test trip, said to an Evening World reporter there seemed no doubt that the storage battery car was an economical and efficient means of travel.

"The car," he said, "will not serve in heavy traffic and will not be used in express service."

ISSUE SPECIAL DANCE NUMBERS.

Recognizing the country-wide demand for Turkey trots and Tango dances, the Victor Talking Machine Co. has just sent its dealers a list of six new dance numbers which will most assuredly prove profitable sales producers to the dealers. In addition to these six new dance numbers, the Victor Co. also publishes two more popular songs which are all included on their Second Turkey Trot Special order sheet. Accompanying the special list the advertising department of the company encloses a letter to the dealers calling attention to the demand for these new dance records, and suggesting that they take advantage of the current desire for this type of dance to reap a profitable harvest in record sales by means of active solicitation of their clients' needs and wishes.

POINTS TO REMEMBER.

When you reprimand a man (if you have to) do it in private; but when you commend him commend him in public.

Measure your work with a speedometer, not a clock. I don't care how long you took; I want to know how far you went.

FOUND VALUABLE IN SOCIAL AND ATHLETIC AFFAIRS.

Campaign to Place Columbia Talking Machines in Branches of Y. M. C. A. Throughout Country Proving Successful—Letters Which Demonstrate Efficiency of Talking Machine as Well as the Diversity of Purposes for Which It Can Be Utilized.

The Columbia Graphophone Co. is achieving considerable success in its campaign to place talking machines in the various Y. M. C. A.'s throughout the country. The many Columbia distributors have been paying particular attention to the development of this field, and in turn the dealers throughout the various territories are lending their hearty efforts to promote the sale of talking machines in their local Y. M. C. A.'s.

Although this campaign commenced but a short

branch, sent a hearty letter to the Columbia Graphophone Co. telling it of the pleasures derived from the use of the Graphophone. In part Mr. Workman said: "We are now using your machine in several different ways—during a recent informal entertainment; at our Sunday afternoon men's meetings, where we use sacred records, and at our shop meetings, where we use records of various types. * * * At our meeting with the I. E. Palmer Co. yesterday the machine was



Used at Informal Entertainment in Y. M. C. A., New York City.

while since, the Columbia Co. has already received a number of unsolicited letters from Y. M. C. A.'s in different localities testifying to the merits of the Columbia Graphophone in its performances in many capacities. One of the illustrations shown

used, and where we formerly had 20 to 25 present we had about 75 in attendance to hear the address in connection with the machine."

The other illustration was taken at the 23d street Y. M. C. A., New York, where the Grapho-



Used with Success at Gymnastic Drills at Middletown Y. M. C. A.

herewith portrays the Columbia Graphophone Co. in use during gymnastic drills at the Middletown (Conn.) Y. M. C. A. In connection with the use of the graphophone in this particular instance, C. H. Workman, general secretary of the Middletown

phone is giving excellent results. In connection with the use of the machine at this branch, the Columbia Co. recently received an unusually interesting and most gratifying letter from Geo. J. Fisher, M. D., physical director of the interna-

tional committee, the governing body of the Y. M. C. A.'s throughout the country. Mr. Fisher's letter speaks in the highest terms of the efficiency and diversity of the talking machine when in use

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Four Weeks.

(Special to The Talking Machine World.)

Washington, D. C., March 7, 1913.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

February 11.

Antwerp, 4 pkgs., \$154; Buenos Aires, 411 pkgs., \$44,807; Colon, 12 pkgs., \$613; Guayaquil, 4 pkgs., \$221; 15 pkgs., \$430; Havana, 42 pkgs., \$2,076; 28 pkgs., \$428; La Guaira, 6 pkgs., \$531; Liverpool, 7 pkgs., \$1,020; London, 16 pkgs., \$569; 170 pkgs., \$3,577; Montevideo, 2 pkgs., \$308; Port Antonio, 7 pkgs., \$259; Port Limon, 8 pkgs., \$214; Port of Spain, 1 pkg., \$133; Rio de Janeiro, 12 pkgs., \$1,944; Sydney, 37 pkgs., \$1,030; Valparaiso, 22 pkgs., \$916; 4 pkgs., \$108; Vera Cruz, 147 pkgs., \$6,159.

February 18.

Alexandria, 1 pkg., \$200; Cape Town, 9 pkgs., \$943; Colon, 5 pkgs., \$204; Guayaquil, 5 pkgs., \$184; Liverpool, 19 pkgs., \$1,213; London, 12 pkgs., \$1,450; 65 pkgs., \$3,343; Riga, 4 pkgs., \$733; Valparaiso, 33 pkgs., \$1,019.

February 25.

Berlin, 18 pkgs., \$452; Buenos Aires, 498 pkgs., \$34,233; Callao, 3 pkgs., \$136; Cape Town, 125 pkgs., \$2,150; Caracas, 26 pkgs., \$325; Colon, 2 pkgs., \$243; Guayaquil, 3 pkgs., \$183; Havana, 32 pkgs., \$1,183; Iquitos, 6 pkgs., \$953; Limon, 17 pkgs., \$350; London, 112 pkgs., \$4,103; Montevideo, 3 pkgs., \$187; Singapore, 34 pkgs., \$1,108.

March 4.

Buenos Aires, 7 pkgs., \$394; Callao, 4 pkgs., \$180; 2 pkgs., \$225; Cape Town, 5 pkgs., \$303; Chubut, 3 pkgs., \$157; Colon, 11 pkgs., \$286; 14 pkgs., \$381; Havre, 10 pkgs., \$139; Limon, 15 pkgs., \$414; London, 24 pkgs., \$952; Paean, 10 pkgs., \$501; Santiago, 4 pkgs., \$186; Trinidad, 4 pkgs., \$126; Valparaiso, 6 pkgs., \$438; Vera Cruz, 29 pkgs., \$290; Yokohama, 6 pkgs., \$374.

INVENTS NEW SOUND BOX.

Paul de Beaux, a well-known engineer, formerly of Leipzig and now residing in Wehlin-on-de-Elbe, makes an announcement regarding the perfection of the talking machine sound box, on which he has been working for some years. The system which he is improving consists of a special complicated connection between the diaphragm and stylus, by which all extraneous noises are to be eliminated, and the vibration of the diaphragm and stylus themselves muffled. His latest model, says a German paper, is a wooden box, and the diameter of the diaphragm is seventy-seven mm. The material of the diaphragm is just as uncommon as all other parts, namely, papier-mache, with a narrow steel band which passes over the middle of the diaphragm, and is glued on to it. The effect is excellent. It seems specially suited to certain kinds of records.

VICTOR PUBLICITY FOR MARCH.

The advertising department of the Victor Talking Machine Co. has just sent out to Victor dealers the usual set of proofs of advertisements to appear in the daily newspapers during the month of March. The headings of these advertisements are similar to those previously used, entitled "You don't have to wait until you feel you can afford a \$100 or \$200 Victrola—you can buy a Victrola for \$15, \$25, etc.," and "If you only knew what pleasure the Victor-Victrola brings into your home, you wouldn't be without it for a single day." Accompanying these proofs was the customary forceful letter to Victor dealers calling their attention to the value of strong publicity.

Fulfilling a promise is like filling a pail of water; you've got to be generous to come out even.

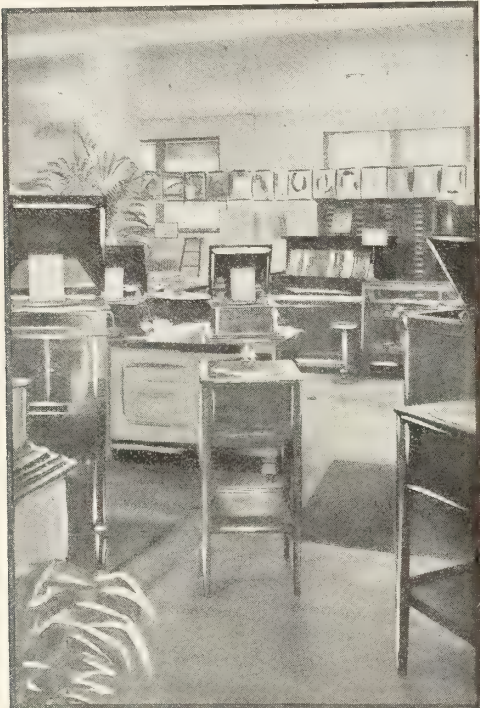
TALKER DEPARTMENT IN FAMOUS EMPORIUM STORE.

Talking Machine Department of the Largest Department Store on the Pacific Coast Is Featuring the Columbia Line in a Very Imposing and Artistic Way and Scoring a Large Measure of Success—J. J. Morgan as Manager Is Making Good.

(Special to The Talking Machine World.)

San Francisco, Cal., March 6, 1913.

Louis J. Gerson. Manager Morgan is a hustler in terior views of the "Emporium" department store in this city may give our friends in the East some idea of progressiveness on the Coast, and the beauty of our business establishments. The "Emporium," which is the largest department store on the Coast, is an aggressive and active business concern that is always on the look-out for any new methods of merchandising or any improved equipment that will tend to increase its efficiency. The growth of this store has been something fine, and all the residents of this city are proud of it. It was started many years ago in one of the best



Corner of Columbia Department.

locations of the city under the name of the "Emporium and Golden Rule Bazaar."



Manager J. J. Morgan.

The latter part of the name was dropped, however, about ten or twelve years ago, and since then it has been known as the "Emporium." Like all other business houses, it suffered considerably in the fire of 1906, the building being entirely demolished with the exception of the front wall. Since the re-establishment of the store downtown it has made a wonderful record, adding depart-

MARVELS OF KINETOPHONE.

Edison's Latest Triumph in the Talking Picture Field Introduced in New York and in Various Theaters Throughout the Country, with the Greatest Success—Attracts Large Crowds Everywhere Who Are Greatly Interested.

During the past month in New York and other cities throughout the country Edison's latest invention, the Kinetophone, was introduced with the greatest possible success. That Edison's name and his inventions are of potential interest was apparent from the unusual crowds that attended every theater where the new talking pictures were produced. The perfect synchronization of the talking machine and moving picture as displayed in Edison's latest invention amazed those present. The apparently impossible was achieved, the audi-



San Francisco's Famous "Emporium."

ment after department, and is now constructing an addition to its present quarters.

The Columbia talker department, which it opened the latter part of 1912, is achieving a remarkable success under the able management of J. J. Morgan, who was formerly connected with the New York store of John Wanamaker under Louis J. Gerson. Manager Morgan is a hustler in every sense of the word, and his untiring efforts have certainly reaped results. The Columbia department is rapidly growing, and some idea of its activity may be gleaned from the fact that January business exceeded that of December, which was a banner month. The store takes advantage of every opportunity to strengthen its Columbia department by well-advised and opportune publicity, and as a result Columbia record sales are steadily increasing and keeping pace with the remarkable gains in machine sales.

tors hearing and also seeing a musical performance, a minstrel show and getting an explanation from an Edison lecturer of this latest marvel by the wizard, who first gave to the world the phonograph and the moving picture and now has combined the two into the speaking picture show.

The scene was set to represent a modern drawing room. Enter a man in evening dress, who explained the new invention, illustrating some of its possibilities by picking up a whistle and blowing it, the whistle sounding clear and sharp; then throwing down a plate, the audience hearing the crash at the moment the shattered crockery touched the floor. Next was introduced a man who played the piano. Down the stairway came a graceful young girl, who, after the usual professional bow, lifted her violin to her shoulder and played a familiar air. Another young girl, clad in white, stepped forward and sang "The Last Rose of Summer," to the accompaniment of piano and violin.

Two great dogs, prancing and barking, followed their master into the room, dashing out at his heels in response to a cherry whistle and his kindly call. The performance ended with a complete minstrel show, presented by the Edison Minstrels, with interlocutor, end men, soloists, orchestra and all the other appurtenances.

It seemed beyond belief, but the beginning is only in sight. Imagine what it will mean to future generations to have the greatest singers of the world appear in grand opera or concert numbers, the action accompanying the song; to have Bernhard and other dramatic stars immortalize their art, so that one gets the spoken word, the stage picture and the acting simultaneously!

Imagine, too, as the lecturer said, what it would mean to-day if George Washington's great speeches, those of Lincoln and other of the famous men in history could have been perpetuated by this new device, which actually reproduces both sound and sight at the same time! We are making history every day, and the kinetophone will give future generations the complete story in every detail conquering time and distance in its triumphant march.

At a recent concert given in the Presbyterian Church, Hastings, Neb., L. B. Klugh, who was heard as a soloist and accompanist through the medium of the player-piano, utilized the Victor Victrola to very excellent purpose in accompanying the noted singers whose voices were heard to such great advantage, thanks to the perfection of the Victor records.

IN the clinches you can rely upon the Ditson Victor Service. Profits are contingent upon *our fast work*—and we know it.

STOP saying to your customers: "We haven't got it," because you can get it from DITSON.

FAST Victor service is our aim and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company, Boston, Mass.



There are one hundred and eighty-four selections, including Ysaye's great records, in the Columbia list for April, making one hundred and eighty-four selling chances from each recipient—and millions of people will see this list.



Columbia Graphophone Company
Tribune Building, New York

EDUCATIONAL VALUE OF THE TALKING MACHINE

The Subject of a Lecture Recently Delivered by Miss Frances H. Arnold, Supervisor of Music in Public Schools of Guthrie, Okla.—School Can Call to Its Aid One of the Most Entertaining Instruments Ever Invented, Says Prominent Educator.

Miss Frances H. Arnold, supervisor of music in the public schools of Guthrie, Okla., in a recent lecture referred to the educational value and importance of the Victrola in the school, as follows:

If the schoolmaster of 50 years ago were, by some miracle, permitted to spend a week in the schools of to-day, no doubt he would rub his eyes to test his vision, and then lose no more time in the effort to comprehend the great changes made in the vast scheme of education.

In the days when the three R's made up the total of schooling, the curriculum knew no such words as manual training, domestic science, physical culture, music, physiography and public speaking—but to-day these subjects play a very important part in education.

This paper is written to show how the school may call to its aid one of the most interesting, useful and entertaining instruments ever invented. It is not necessary to speak of the Victrola itself; we are all more or less familiar with its mechanics—but rather to open up new avenues of thought concerning its use; to show that through its inspiration a great world of riches, embracing the best of literature and the great masterpieces of music, is lying at our very doors, if we but listen.

The language of music is universal—it matters not whether we be American, German or Hebrew, all tongues can speak the emotions and translate the heart throbs of beautiful harmonies. The teacher of to-day shapes, to a large degree, the destiny of young people, and so of our country; they should open to their students glimpses of a world undreamed by them; they should awaken the minds by the use of noble example, and by placing before their pupils a high standard of things sought. To this end the educational world must take advantage of opportunities which stimulate the faculties, and which are sources of inspiration.

I wish to show you, by the use of a variety of records, in how many ways a Victrola may serve you, not simply as a feature of entertainment, but along many lines of school work.

The Victor Co. is furnishing a large number of records, suitable for use in many classrooms and in many subjects; in the lower grades the language stories, the little fables and the short rate songs are faithfully reproduced in clear, pure tones, in such a way that they are as clear as the teacher can give them, and the novelty of the production fascinates the little people into instant and tense attention; these may be tirelessly repeated, saving the voice of the teacher and leaving her free to suggest or to listen to the children themselves, as they repeat.

The intermediate grades are solving the problem of part music, and here the Victrola comes in strongly; the record of the Lullaby (No. 17,005) serves as a model—first the voices sing the two parts, then the 'cello plays the lower part alone, which may be hummed by the pupils, while the

violin plays the melody—finally allowing the children to sing in parts while the record is played. The best of literature is used in these songs, and the beautiful voices of Evan Williams, Alma Glück and Louise Homer fill the poems with more beauty.

As the grades advance in maturity of ear training, the quartets and choruses, the orchestras and military bands may be used to interpret the beautiful old folksongs, the ballads, the operas and symphonies, thus making the best of all great music as familiar to their ears as is the ever-present ragtime.

The influence of music is so broad and far-reaching that the wise teacher seeks its aid. To the supervisor who has every grade in its own rooms and upon different floors, and to the rural teacher whose conditions are exactly opposite, come the same perplexities and problems—for children are the same the world over—but with a Victrola some of the tense moments may be safely tided over with a stirring march or a game which calls for active rhythm, or perhaps just to listen to Whitcomb Riley recite his own "Raggedy Man" or "Out to Old Aunt Mary's."

In my schools the Board of Education sets aside every term a certain amount of money with which to buy records—we now have access to about 150 records and they are of a varied nature—a large number of violin, 'cello solos, many songs by Evan Williams, Lucy Marsh, Tetrizzini, a good many from the standard operas and, finally, the stirring music of the military bands and splendid orchestras.

My pupils know the essential and most interesting things concerning the masters of music—Handel, Bach, Haydn, Schubert, Beethoven, Wagner, Mendelssohn, Mozart—they recognize their pictures and are able to name many compositions and their composers; music is not a "dead" language to them by any means, but one which is at once entertaining and instructive.

The German teacher in high school uses the records of the "Lorelei," "William Tell" and other German songs, to see how quickly her pupils can translate or understand; the primary teachers use the same machine to reproduce "Three Billy Goats Gruff," and a little later the whole building echoes to the strain of a splendid march, and happy faces and lightly stepping feet testify to the enjoyment of perfect rhythm.

To the teacher in the country districts or the small town the Victrola should come as a "thing

of beauty and a joy forever," since it brings to offices in New York regretted to learn March 3 of singers and players in such an attractive and entertaining way that her standing in that town should be one of great influence for good.

On the other hand, in the cities where the great artists often appear, the Victrola will prepare the way for a better understanding of the opera or the solos on piano, violin or 'cello.

So, through the medium of this most wonderful machine, our school life should be greatly enriched, our work be made easier, our faculties more alert to distinguish sounds, our horizons widened, and to supplant the cheap and useless music with good wholesome material.

Place before young pupils the splendid records which will serve as models, and you will find your work uplifted by encouraging the best there is in your pupils, and let them know the joy of wholesome work in happy ways.

NOTE.—The following records were used at various places to illustrate the point:

Primary Grades—16998: "Baa, Baa, Black Sheep," "Little Shoemaker," "The Blacksmith," etc. Aesop's Fables, "Wolf! Wolf!" and "Three Billy Goats Gruff."

Intermediate Grades—17005: "Lullaby," two-part song. 64219: "Wynken, Blynken and Nod."

High School—35209: "Miller's Wooing." Bridal Chorus. 70052: Spinning Wheel Quartet from "Martha." Marching records and folk dances; No. 35204, No. 17002.

DEATH OF P. J. HURLBURT.

The staff of the Columbia Graphophone Co.'s offices in New York regretted to learn on Monday of the death of P. J. Hurlburt, connected for many years with the factory. Mr. Hurlburt died that morning after a sudden attack of heart trouble at his home in Bridgeport, Conn. He was, for over ten years, the official messenger between the factory and general offices, and often was intrusted with many important documents and all other matters requiring trustworthiness and special attention. He was about fifty-five years of age, and at one time was well known in the local retail trade.

TO HANDLE TALKING MACHINES.

Darius J. Stevens, who handles the Hallet & Davis line of pianos and player-pianos in Danbury, Conn., has enlarged his warerooms considerably and installed a talking machine department.

Wise, Smith & Co., a large department store of New Haven, Conn., have completed arrangements to handle the Columbia line of machines and records.

The O. W. Wuertz Co., the well-known Bronx piano house, has just arranged to handle the products of the Columbia Graphophone Co. in its two stores in the Bronx.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of Wax "P," the best recording material for Berliner-cut.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., March 10, 1913.

Phonograph Reproducer. Thomas A. Edison, Llewellyn Park, West Orange, N. J., assignor to Thos. A. Edison, Inc., same place. Patent No. 1,052,656.

This invention relates to phonograph reproducers and has for its object the provision of means whereby the stylus lever may have greater freedom of movement in tracking the grooves of the sound record, and particularly in movements transverse to the record groove.

While great facility of movement of the stylus lever both in a direction parallel to and transverse to the record groove is important for reproduction from any sound record of the hill and valley type, it is particularly important in the case of a record having 200 threads or a greater number of threads per inch, owing to the thin walls between the record grooves which might be broken down or jumped across by a stylus, the parts moving with which have considerable inertia.

In phonograph reproducers as commonly constructed, any movement of the stylus lever transverse to the record groove moves or twists the link connecting the stylus lever to the diaphragm, and a certain amount of inertia of this link must be overcome during the movement. This difficulty is overcome in the present invention by pivotally connecting the stylus lever to a floating weight which is pivotally connected to the sound box body, the pivotal connection therefor being in the same plane at right angles to the diaphragm as the link connecting the stylus lever to the diaphragm.

By this means the floating weight, which is mounted to have a limited movement transverse to the record groove, may so move transversely together with the stylus lever without moving the link from its normal position or in any way stressing or distorting the same.

Fig. 1 is a central vertical section through a reproducer equipped with the invention,

certain parts being shown in side elevation. Fig. 2 is a bottom plan view thereof.

Talking Machine. Frank L. Dyer, Montclair, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,054,096.

This invention relates to talking machine, particularly those of the so-called "hornless" type, and the object is to provide a simple compact structure in which the cover for the casing and reproducing mechanism may be adjusted when in open position to form a sound amplifying means for the reproducer. Preferably, a sound conduit or

for the reproducer. Preferably, a sound conduit or tube extends from the reproducer through the cabinet to one side of end wall thereof, provided with an opening in which the conduit ends. The cover has a properly proportioned sound conveying conduit formed therein, and the cover is so mounted upon the casing that when it

is opened the sound conveying or amplifying surfaces within the cover are brought into alignment with the end of the conduit in the casing and caused to abut against the same so as to form a continuous sound passageway therewith. This is accomplished by means of movements, both of reciprocation and oscillation, of the cover with respect to the casing.

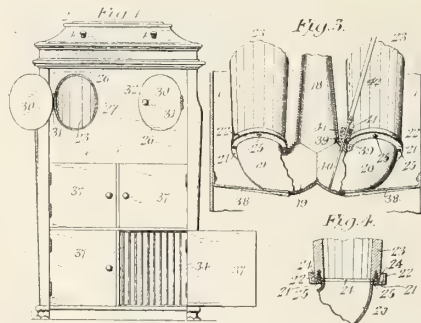
Fig. 1 represents a central vertical cross section through a cabinet and reproducing mechanism embodying this invention, certain parts being shown in side elevation and the cover being shown in closed position; Fig. 2 is a similar view showing the cover in open position, in which it forms a sound amplifier for the reproducer; Fig. 3 is a section on line 3-3 of Fig. 2 looking in the direction of the arrow, and Fig. 4 is a detail cross section taken on line 4-4 in Fig. 2.

Sound Reproducing Machine. Alfred R. Cummins, Brooklyn, N. Y., assignor of one-half to Lipman Kaiser, East Orange, N. J. Patent No. 1,054,395.

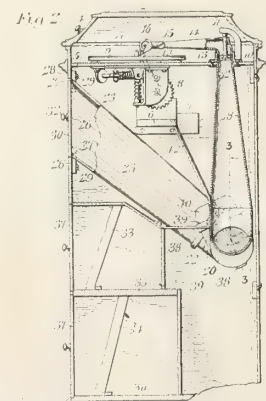
This invention has reference to improvements in sound reproducing machines, and relates more particularly to the cabinet type of sound reproducing machines where the sound amplifier is carried beneath the motor mechanism and the large end of the amplifier terminates at the front of the cabinet.

The object of the present invention is to materially increase the volume of sound produced by such type of machine.

In sound reproducing machines of the cabinet type the motive mechanism and the turn-table for supporting the sound record, as well as the sound box and the tone arm, or as it is sometimes called, the tone arm, carrying said sound box all follow the usual construction found in sound reproducing machines where the amplifying horn overhangs the turn-table, but the large end of the tone arm is turned downwardly and connects with a sound conduit which in turn is coupled to the small end of a sound amplifying horn or conduit housed in the cabinet and projecting forwardly from the rear



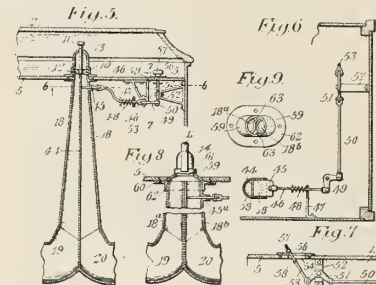
end of the cabinet to the front thereof where the large end of the amplifier terminates and is commonly closed in by doors, whereby the emitted sound may be modified at the will of the operator up to the full power of the machine. There is, however, a noticeable loss in volume as compared with the type of reproducing machines where the amplifying horn overhangs the tablet-carrying table, but there are advantages in the cabinet type of sound reproducing machine in that the reproduced sound has a softness and naturalness not found in the other type mentioned, and which for convenience of description may be termed the horn type. Moreover, the cabinet type of machine is provided with a cover for inclosing the revolving table, the sound box and tone arm, and the motor mechanism for driving the revolving table is housed in the body



of the cabinet, so that machine noises and the noise of the reproducing stylus upon the record tablet as well as such sounds as are caused by the reproducing diaphragm on the exposed face are all hushed, and only such sounds as travel through the sound conduit and are emitted through the large end of the sound amplifier

are observable by the listener, the freedom from extraneous noises materially contributing to the perfection of the reproduction of the sound record. By the present invention a very material lengthening of the sound conduit with corresponding increase in volume of the amplified sound is brought about, and, moreover, provision is made for a wide range of modification whereby the device is adapted to soft reproduction of sounds suitable for small rooms or a loud reproduction of the sounds suitable for large halls, or any intermediate degree of sound that may be desirable.

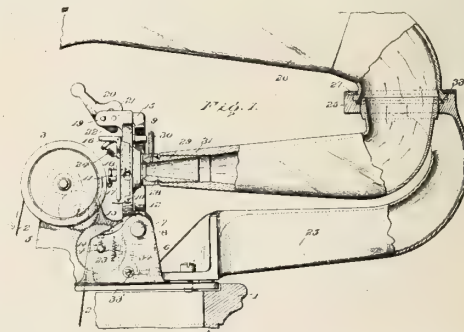
In the drawings: Fig. 1 is a front elevation of the cabinet embodying the present invention with



the controlling door of one of the sound amplifiers open and with one of the doors of a tablet containing compartment open. Fig. 2 is a front to rear vertical section through the machine with some parts shown in elevation and some parts broken away. Fig. 3 is a vertical section on the line 3-3 of Fig. 2. Fig. 4 is a section in substantially the same part as Fig. 3 but taken through the small end of one of the terminal amplifiers and of the adjacent portion of the neck connected thereto, the scale being somewhat larger than that of Fig. 3. Fig. 5 is a section at right angles to that of Fig. 2 and taken through the sound conduit where joining the pivoted end of the tone arm, parts being omitted, and showing a somewhat modified form of the invention. Fig. 6 is a section on the line 6-6 of Fig. 5. Fig. 7 is a section on the line 7-7 of Fig. 5. Fig. 8 is a section in part similar to Fig. 5 and showing still another form of the invention. Fig. 9 is a plan view of a coupling used in the structure of Fig. 8.

Graphophone. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,054,359.

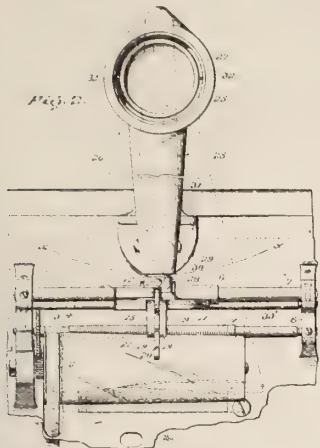
As heretofore constructed, graphophones and similar talking machines using the cylindrical form of record have generally employed a reproducer resting approximately upon the upper surface of the record, so that the weight of the reproducer rises and falls in response to the irregularities of the record as a whole, and the reproducer was sup-



ported by the advancing carriage in approximately a horizontal plane. In case an amplifying horn was employed, such horn has been carried bodily on the front side of the reproducer carriage, to the end that the reproduced sounds might be directed by the horn toward the front of the instrument; or if a larger horn is employed, the same has been mounted upon a stand in front of the machine and connected to the top of the reproducer and on the front side of the carriage.

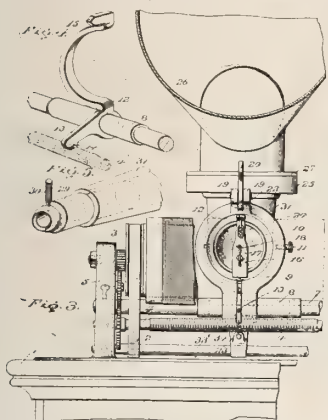
According to the present invention, the reproducer is mounted to the rear of the cylindrical record and rigidly fixed in the carriage, so that the reproducer as a whole is not capable of movement toward and from the record the reproducer stylus being pressed against the record by a spring tension. Furthermore, by the present invention the amplifying horn is mounted upon a rigid supporting bracket projecting to the rear of the machine, the horn, however, being so mounted on said arm

that it is capable of swinging so as to direct the open or mouth end of the horn to any point of the compass. Moreover, extending between the reproducer and the point where the horn is supported by the rigid bracket, there is a hollow sound-conveying tube preferably tapering in form, and so mounted upon the supporting bracket as to be capable of swinging in a horizontal plane, and also of more or less movement in a vertical plane,



though this last freedom of movement is not essential. The reproducer carriage, and hence also the reproducer, move in a right line past the cylindrical record, and in order that the union between the horizontal sound-conveying arm and the reproducer may be a continuous one (notwithstanding the increase of

distance between the axis of said arm and the reproducer as the same is advanced along the record), the said arm is connected to the reproducer by means of an expanding or telescopic joint. The carriage is advanced along the slide or way supporting it by means of a suitable nut engaging the operating screw, and means are provided for simultaneously lifting said nut from the screw by over-



coming the tension of the spring holding it against the record. Fig. 1 is a side elevation of this improved graphophone, parts being broken away for greater clearness of illustration; Fig. 2 is a top plan view with the amplifying horn removed, a portion of the same, however, being shown in dotted outline. Fig. 3 is a front elevational view with a part of the cylindrical record and supporting mandrel broken away in order to show the reproducer and connected parts. Fig. 4 is a broken perspective detail illustrating the nut by which the carriage is connected and operated by the advancing screw; and Fig. 5 is a perspective detail illustrating the telescopic joint between the reproducer and the connected tone arm.

CLERGYMEN AS TALKER PROSPECTS.

How Sales of Records and Machines May Be Made in This Special Field as Well as for Church Purposes Generally—Some Helpful Hints in This Direction.

Some helpful hints toward developing a wider avenue of distribution for the talking machine dealer are to be welcomed, and hence the following, which we cull from the Edison Phonograph Monthly, is worthy of consideration:

A promising field for a dealer to canvass is that of the clergymen of his neighborhood. Every church can profitably own at least one phonograph, if not several. Take the pastor himself. What better method to memorize his next Sunday's sermon than to talk it into the phonograph and then listen to his own delivery? It is the easiest and most expeditious way, for it obviates the necessity of writing out his sermon, or employing a stenographer.

Furthermore, he is enabled to judge his own sermon from the audience's standpoint, thereby

studying his own delivery and strengthening and emphasizing points that the phonograph makes apparent. The advantage of being able to dictate his sermon at any time, day or evening, to leave off where he must be interrupted, to take up the sequence again by starting the phonograph, are advantages that merit considerable attention, particularly by the young preacher desirous of acquiring a good delivery.

Then there is service that a phonograph may render to the sick, or the "shut in." A church that owns one or more phonographs can readily arrange to have them left on Saturday at the homes of the sick or aged, together with records containing the pastor's sermon (or parts of it) or a personal record from the pastor himself together with some religious selections, hymns or a solo. One of the largest and most influential churches in New Britain, Conn., has just inaugurated a service of this kind, and it is meeting with great success.

Then there is the church parlor that needs a phonograph as much as an organ or piano. It will entertain the various auxiliaries that meet

there, and add much to the enjoyment of their gatherings during the week.

Then, again, there is the Sunday school, particularly the primary classes. As an aid in teaching or a substitute for an absentee pianist, it will more than prove its worth.

It is a promising field as yet unworked. Who will be the enterprising dealer to start one church in his neighborhood to using the phonograph? Other churches will readily follow.

WAS A THOROUGH MUSICIAN.

When one is now asked if he is a musician he need no longer bow his head in shame and answer in the negative, if the conclusion of a witness in a recent court case is correct. He was being cross-examined.

"You're a musician, aren't you?" the attorney asked.

"Yes, I call myself that now and then."

"Well, what do you do in the musical line?"

"Oh, I can run a talking machine," the witness complacently answered.



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

MUSIC MASTER
Solid Wood Horn



**Better than ever
And still the best**

Note This

It reveals **THE CHARM** of a singer's voice (the Public say). **IT IS PERFECTION; IT LEADS IN TONE.**

It has a national reputation and dates from the introduction of the Music Master; not the last change, but a good chance to try the much talked of

Music Master Solid Wood Horn
(The only Horn Guaranteed)

Simply write for samples.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

RECORD BULLETINS FOR APRIL, 1913

COLUMBIA GRAPHOPHONE COMPANY.

SYMPHONY SINGLE-DISC RECORDS.

First Records made by Ysaye.

- 36514 Scherzo ValseChabrier
36519 Berceuse—LullabyFaure
36520 Concert in E Minor—FinaleMendelssohn
36521 Mazurkas, Op. 19 (a) Obertass, (b) Menetrier,Wieniawski

- 36523 Rondino, Op. 32Vieuxtemps
36524 Hungarian Dance No. 5 in GBrahms
36525 Caprice Viennois, Op. 2Kreisler
36526 AlbumblattWagner

By Bernice de Pasquali.

- Double. Single.
A5456 Villanelle (The Lark's Song) (Dell'Acqua). 30936
In English, with arch.
I Pagliacci (Leoncavallo). "Stridono lassu" 36390
(Oh! Birds in Freedom Flying). In Italian
with orch.

Arias by Henri Scott.

- A5450 Le Caid (Thomas). "Air du tambour major" (Song
of the drum major). In French, with orch.
I Vespri Siciliani (Verdi). "O tu Palermo" (Oh!
My Palermo). In Italian, with orch.

Arias by Hector Dufranne.

- A5455 La Jolie Fille de Perth (Bizet). Brindisi (Drinking
Song). In French, with orch.
Jongleur de Notre Dame (Massenet). "Legende de
la sauge" (Legend of the sage). In French, with
orch.

Arias by Zina Brozia.

- A1242 Faust (Gounod). Jewel Song. In French, with
orch.
Thais (Massenet). "L'amour est une vertu rare"
(Love is a virtue rare). In French, with orch.

12-INCH BLUE-LABEL DOUBLE-DISC RECORDS.

- A5452 Blue Danube Waltz (Vocal arrangement—"Greeting
to Spring" (Strauss). Columbia Light Opera Co.,
with orch. accomp.
Carmena—Waltz Song (Wilson). Mixed Quartet:
Grace Kerns, soprano; Mildred Potter, alto; Craig
Campbell, tenor, and Frank Croxton, bass, orch.
accomp.

- A5453 Love Divine, All Love Excelling, from "Daughter
of Jairus" (Stainer). Walter Lawrence, boy-sop-
rano, and Reed Miller, tenor, orch. accomp.
The Holy City (Adams). Walter Lawrence, boy-
soprano, orch. accomp.

10-INCH BLUE-LABEL DOUBLE-DISC RECORDS.

- A1274 A Woman's Smile, from "The Firefly" (Friml).
Craig Campbell, tenor, orch. accomp.
Sympathy, from "The Firefly" (Friml). Idelle Pat-
terson, soprano and Andrea Sarto, baritone, orch.
accomp.

- A1275 Just Awearyn' For You (Jacobs-Bond). Grace
Kerns, soprano, orch. accomp.
I Would That My Love (Mendelssohn). Grace
Kerns, soprano, and Mildred Potter, contralto,
orch. accomp.

- A1273 March of the Men of Harlech. (Ancient Welsh
melody.) (John Caud.) Gwent Male Glee Sing-
ers.
In Absence (Dudley Buck). Gwent Male Glee
Singers.

- A1262 La Traviata (Verdi). "Dite alla giovine" (Say to
your daughter), Part I. Rita D'Oria, soprano,
and Taurino Parvis, baritone, orch. accomp.
La Traviata (Verdi). "Dite alla giovine" (Say to
your daughter), Part II. Rita D'Oria, soprano,
and Taurino Parvis, baritone, orch. accomp.

- A1276 Fantasy on Mendelssohn's Spring Song and Rubin-
stein's Melody in F. Mike Bernard, pianist.
Fantasy on Pilgrim's Chorus, from "Tannhauser,"
and Finale to Rubinstein's Concerto in E Flat.
Mike Bernard, pianist.

- A1272 Believe Me If All Those Endearing Young Charms
(Words by Thomas Moore). Reed Miller, tenor,
orch. accomp.
Bendemeer's Stream (Gatty). Andrea Sarto, bari-
tone, orch. accomp.

12-INCH DOUBLE-DISC RECORDS.

- A5451 Der Freischutz (Weber). Overture, Part I. Prince's
Orchestra.
Der Freischutz (Weber). Overture, Part II. Prince's
Orchestra.

- A5454 Episcopal Litany Service, Part I. The Processional
and Recessional. Boy-Choir of Church of St.
Luke the Evangelist.
Episcopal Litany Service, Part II. The Litany.
Boy-Choir of Church of St. Luke the Evangelist.

10-INCH DOUBLE-DISC RECORDS.

- A1256 Wien, Bleibt Wien—March (Schrammel). Prince's
Band.
A Soldier's Dream of Old Home Songs (Arr. by
Hager). Prince's Band.

- A1279 That Old Girl of Mine (Jones and Van Alstyne).
Henry Burr, tenor, and Edgar Stoddard, Baritone,
orch. accomp.
Way Down South (Fairman). Peerless Quartet,
orch. accomp.

- A1271 Casey Jones Went Down on the Robert E. Lee
(Jones). Byron G. Harlan, tenor, and Arthur
Collins, baritone.
Whistling Jim (Morse). Peerless Quartet, orch.
accomp.

- A1277 And the Green Grass Grew All Around (H. Von
Tilzer). Walter Van Brunt, tenor, orch. accomp.
Here Comes My Daddy Now (Gilbert and Muir).
Gyron G. Harlan, tenor, and Arthur Collins, bari-
tone, orch. accomp.

- A1278 Georgia Land (Carroll). Peerless Quartet, orch.
accomp.
Oh! What a Beautiful Dream (Cooper). Ada Jones,
soprano, and Walter Van Brunt, tenor, orch. ac-
comp.

- A1280 The Sweetest Story Ever Told (Stultz). Vincent
Buono, cornetist, band accomp.
Silver Threads Among the Gold (Danks). Vincent
Buono, cornetist, band accomp.

- A1281 Omena—Intermezzo (Hartz). Fred Van Eps, ban-
joist, orch. accomp.
Dream of the Rarebit Fiend (Thurman). Guido
Deiro, accordion solo.

- A1282 Oh! What a Night (Gilbert, Muir and Abrahams).
Ada Jones, soprano, and Walter Van Brunt, tenor,
orch. accomp.
At the Devil's Ball (Berlin). Maurice Burkhardt,
tenor, and Peerless Quartet, orch. accomp.

- A1283 Everybody Loves a Chicken (Jones). Peerless Quar-
tet, orch. accomp.
I'd Do As Much For You (H. Von Tilzer). Ada

Jones, soprano, and Walter Van Brunt, tenor,
orch. accomp.

- A1284 Some Boy (Stamper and Buck). Lillian Lester, con-
tralto, orch. accomp.

My Tango Maid (Havez and Lodge). Walter Van

Brunt, tenor, orch. accomp.

- A1285 Melinda's Wedding Day (Piantadosi). Arthur Col-
lins, baritone, and Byron G. Harlan, tenor, orch.
accomp.

Welcome Home (Berlin). Peerless Quartet, orch.
accomp.

VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

Victor Opera Company.

- 31879 Gems from "Faust"Gounod 12

Victor Light Opera Company.

- 31880 Gems from "Queen's Lace Handkerchief"Elson-Strauss 12

- 17272 Traumerei (Schumann) (Cornet with Vessella's
Band)Michele Rinaldi 10

- On the Sea (Mendelssohn) Victor Brass Quartet 10

- 17273 Thy Beaming Eyes (Gardner-MacDowell)Alan Turner 10

- When I Know That Thou Art Near (Abb)Elsie Baker-Fred'k Wheeler 10

- 17274 Who's Going to Love You When I'm Gone (Es-
rom-Morse)Campbell and Burr 10

- I'd Rather be Kissed 'Neath the Mistletoe Bough
Than Spoon Under Any Old Tree (Farran-
Osborne)Campbell and Burr 10

- 17275 When I Lost You (Irving Berlin)Henry Burr 10

- The Hour of Love (McDonnell-Weymann)Frederick Wheeler 10

- 17278 All Night Long (Brooks). Ada Jones-Billy Murray
Somebody's Coming to Town, from "Dixie"
(Browne-Smith)Billy Murray 10

- 17279 Underneath the Cotton Moon (Meyer)Collins and Harlan 10

- My Landlady, from "Follies of 1912" (Mei-
risch-Bryan-Williams)Arthur Collins 10

- 17280 The Ringers (Weatherly-Löhr)R. Werrenrath 10

- Three for Jack (Weatherly-Squire) R. Werrenrath 10

- 17284 Faust—Ballet Music—Waltz, "Dance of the Nu-
bian Slaves" (Gounod). Vessella's Italian Band 10

- Faust—Ballet Music "Dance of the Trojan Maid-
ens" and "Mirror Dance" (Gounod)Vessella's Italian Band 10

- 17285 Way Back Home (Ersom-Morse). Peerless Quartet
My Sambo (Witmark) (with banjo and orches-
tra)Collins and Van Eps 10

- 17287 Stephanie Gavotte (Czibulka) (Bell Solo)William H. Reitz 10

- Melody from "La Belle Helene" (Offenbach)
(Harp zither)Mme. Kitty Berger 10

- 17288 My Laddie (A Scotch Love Song) (Troubetz-
koy-Thayer)Sue Harvard 10

- Forever and Forever (Fane-Tosti)Alan Turner 10

- 17289 Down the Field March (Friedman)Arthur Pryor's Band 10

- Knockabout March from "Way Down South"
(Chambers)Arthur Pryor's Band 10

- 17294 I'll Sit Right on the Moon and Keep My Eyes
on You (Monaco)Helen Clark-W. Van Brunt 10

- Oh, What a Beautiful Dream (You Seem) (Op-
penheim-Cooper)Walter Van Brunt 10

- 17295 Melinda's Wedding Day (Goodwin-McCarthy-
Piantadosi)Collins and Harlan 10

- Row, Row, Row, from "Follies of 1912" (Jerome-
Monaco)American Quartet 10

- 35273 Oh, Divine Redeemer (Gounod)Olive Kline 10

- Over the Mountain of Sorrow (Smith-Tracy)Wilfred Glenn 12

- 35280 New Orleans Minstrels, No. 27Victor Minstrel Company 12

- Unlucky Mose (Darky Specialty) (unaccomp.)
Golden and Hughes 12

- 35281 Serenade (Widor) (violin, 'cello, pianoforte)Tollfesen Trio 12

- Serenade (Blockx) (violoncello solo)Rosario Bourdon 12

- 35282 Shepherd's Life in the Alps—Fantasia with de-
scriptive effects (Kling)Arthur Pryor's Band 12

- Cosmopolitan Overture (Prendiville)Arthur Pryor's Band 12

PURPLE LABEL RECORDS

Harry Lauder, Comedian.

- 60094 The Same as His Father was Before Him.... Terry-Wells-Lauder 10

- 70076 The Wee Hoose 'Mang the Heather.....Wells-Elton-Lauder 12

- Lucy Marsh, Soprano—Marguerite Dunlap, Contralto.
In English.

- 60096 Tales of Hoffman—Barcarolle.....Offenbach 10

- Lucy Isabelle Marsh, Soprano. In Italian.

- 70094 Traviata—Ah fors' e lui (The One of Whom I
Dreamed (Act I).....Verdi 12

The Turkey Trot—Tango Special.

- 35277 "Waiting for the Robert E. Lee"—Medley Tur-
key Trot—Two-step (for dancing)Victor Military Band 12

- When the Midnight Choo Choo Leaves for
Alabam—Medley Turkey Trot—Two-step (for
dancing)Victor Military Band 12

- 17276 Row, Row, Row Medley—One-step (for dancing)
Victor Military Band 10

- Argentine Tango (Roberto) (for dancing).....Victor Military Band 10

- 17277 On the Mississippi—Medley Turkey Trot—Two-
step (for dancing)Victor Military Band 10

- Maurice Tango (Silvio Hein) (for dancing).....Victor Military Band 10

The Second Turkey Trot Special.

- 17286 Everybody Loves a Chicken (Jones).....Peerless Quartet 10

- Good-Night, Nurse (Gray-Walker).....Billy Murray 10

- 17291 Kentucky Days Medley (Turkey Trot) (Wenrich)
Victor Military Band 10

- Silvery Bells Medley (Turkey Trot).....Victor Military Band 10

- 17292 Too Much Mustard (Tres Moutarde) (Turkey
Trot) (Macklin).....Victor Military Band 10

- Gertrude Hoffmann Glide (Turkey Trot) (Hoff-
mann)Victor Military Band 10

- 17281 Mariette (Turkey Trot) (Stern-Courquin).....Victor Military Band 10

- Parisienne (Turkey Trot) (A. Von Tilzer).....Victor Military Band 10

NEW RED SEAL RECORDS.

- Enrico Caruso, Tenor. In Italian. (Piano accompani-
ment by Gattano Scognamiglio.)
87128 Pimpinella—Florentine Song (Op. 38, No. 6)..
Geraldine Farrar, Soprano. In Italian.

- 88413 Bohème—Mi chiamano Mimi (My Name is Mimi)
(Act I)Puccini 12

- 88412 Königskinder—Weisst noch das grosse Nest (Hast
Thou Forgotten Our Nest? (Act III).....Humperdinck 12

- Clara Butt, Contralto. In English.

- 88415 Elijah—Oh, Rest in the Lord.....Mendelssohn 12

- Enrico Caruso, Tenor; Ernestine Schumann-Heink,
Contralto. In Italian.

- 89060 Trovatore—Ai nostri monti (Home to Our Moun-
tains)Verdi 12

- John McCormick, Tenor. In English.

- 64309 Sweet Genevieve.....Cooper-Tucker 10

- 64316 Molly Brannigan (Piano accomp. by Spencer
Clay) (Old Irish Melody)10

- Geraldine Farrar, Soprano; Ernestine Schumann-
Heink, Contralto. In German.

- 87504 Wanderer's Nachtlid (Wanderer's Night Song)..
Rubinstein 10

- Ernestine Schumann-Heink, Contralto. In English.

- 87129 When the Roses Bloom (Hoffnung).....Richardt 10

TWO KREISLER SOLOS.

Piano accompaniment by George Falkenstein.

- 64314 Schön Rosmarin (Fair Rosmarin).....Kreisler 10

- 74333 Liebesleid (Love's Sorrow) (Old Vienna Waltz)
Kreisler 12

- Alma Gluck, Soprano. In Italian.

- 74334 Parla Valse (Oh, Speak!).....Arditi 12

- 87125 Zará—Zara, piccola zingara (Zara, Little Gypsy)
(Act IV)Leoncavallo 10

- Alma Gluck, Soprano; Louise Homer, Contralto.
In German.

- 88418 Hänsel und Gretel—Suse, liebe Suse (Little
Susie) (Act I).....Humperdinck 12

- 87131 Hänsel und Gretel—Hexenritt und Knusperwal-
zer (Witches' Dance).....Humperdinck 10

- Enrico Caruso, Tenor; Antonio Scotti, Baritone.
In Italian.

- 89064 Don Carlos—Dio che nell' alma (Finale Act I)..
Verdi 12

U-S PHONOGRAPH CO.

FOUR MINUTE SELECTIONS.

- 1633 Dreams of Childhood (Waltz).....U-S Concert Band

- 1630 Uncle Josh's Trip to Coney Island.....Cal Stewart

- 1550 Meet Me, Sweet Kathleen, in Honeysuckle Time..
Geo. W. Ballard

- 1578 I'll Sing Thee Songs of Araby.....John Barnes Wells

- 1629 (a) The Little Captain; (b) I Love the Old Doll
BestLilian Homesley

- 1559 Alice Where Art Thou?—With Variations (Harp)
Francis J. Lapitino

- 1536 A Soldier and a Man.....Henry Burr with Chorus

- 1576 Walther's Prelied—Prize Song (Violin).....H. L. Spitalny

- 1571 Oh Rest in the Lord, "Elijah".....Margaret Keyes

- 1531 Good-Bye Rose.....Will Oakland

- 1560 With the Wine on the Rhine.....Reed Miller

- 1617 Grand Valse (Concertina).....I. Piroshnikoff

- 1640 Uncle Josh and the Insurance Agent.....Cal Stewart

- 1626 You're My Baby.....Edna Brown and Henry James

- 1610 Yum Pum Pa.....Ed. M. Favor

- 1634 Haviland's Happy Hits No. 3.....U-S Concert Band

MACHINE SHOP FOR VICTOR CO.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 8, 1913.

Ballinger & Perrot have completed drawings and specifications and awarded contract to Irwin & Leighton for a fire-proof machine shop for the Victor Talking Machine Co., on the east side of Front street between Market and Cooper streets, Camden. The new building will have a frontage of 86 feet on Front street and extend 170 feet in depth to connect with the present building of the Victor Co. It will be six stories in height.

ATTRACTIVE EASTER DISPLAY.

The New York Talking Machine Co., 83 Chambers street, New York, is showing this week a most attractive window display in the nature of the special Easter display recently sent out by the advertising department of the Victor Co. The records featured include a number of sacred songs that have proven to be unusually popular with Victor owners, and the scenery used, which portrays two choir girls and an organist, contributes to make the display typical of the sacredness of the Easter season. The text is printed in Old English type and the window's drawing powers are considerably enhanced by the use of the new display.

JUST INCORPORATED.

The Quincy Phonograph and Art Co., Quincy, Ill., has been incorporated with a capital stock of \$15,000 for the purpose of conducting a general business in talking machines and art specialties. The incorporators are: L. E. Caldwell, J. E. Caldwell and John F. Garner.

HANDLING THE EDISON LINE.

James L. Abbott & Son, of Fort Lee, N. J., are featuring the new Edison disc phonograph in their piano rooms at 25 Lemoine avenue.

The pupils of the Vineland (N. J.) High School, through the courtesy of the Victor Talking Machine Co., at the suggestion of Davies & Son, enjoyed a demonstration of educational and grand opera records one afternoon recently.

Leading Jobbers of Talking Machines in America

You should get this sample package of Puritone Needles—sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



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Victor Talking Machines and **RECORDS**
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
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for the **SOUTHWEST**
All Foreign Records in Stock
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VICTOR DEALERS TRY US FIRST

We carry the Largest Stock of VICTROLAS, RECORDS and CABINETS of any Distributor in the South.

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Ready, Full Stocks, and Prompt Deliveries
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Atlanta, Ga., Columbia Phonograph Co., 182 Peachtree St.
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Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.
Dallas, Tex., Columbia Phonograph Co., 1403 Main St.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Phonograph Co., 114 Broadway
Hartford, Conn., Columbia Phonograph Co., 719 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 420-422 S. Broadway
Louisville, Ky., Baldwin's Music Store, 425 South Fourth St.
Memphis, Tenn., 156 South Main St.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 933 Canal St.
New York City, Columbia Phonograph Co., 89 Chambers St.; Columbia Phonograph Co., 35-37 W. 23d St.; Columbia Phonograph Co., 39 W. 125th St.; (Brooklyn) Columbia Phonograph Co., 1372 Broadway.
Omaha, Neb., Columbia Phonograph Co., 1311 Farnam St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1100 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
Portland, Me., Columbia Phonograph Co., 550 Congress St.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Eilers Music House, Portland, Ore.
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Eilers Music House, 3d and University Sts., Seattle, Wash.
Spokane, Wash., Columbia Phonograph Co., 818 Sprague Ave.
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
Terre Haute, Ind., 23 N. 6th St.
Toledo, O., Columbia Phonograph Co., 229 Superior St.
Washington, D. C., Columbia Phonograph Co., 1210 G St., N. W.
Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:

Columbia Phonograph Co., McKinnon Building, Toronto, Ont.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the April List.

HARGER & BLISH

JOBBERS

EDISON

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Dubuque, Des Moines and Sioux City
IOWA

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Do you realize the wonderful qualities of

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Of course you do. Turn this fact into enjoyment for your customers and profit to yourself. Let every one in town know that the Blue Amberol is the finest, sweetest and clearest record—practically unbreakable—on the market; that it can be played 3,000 times with perfect effect. You can make Edison's genius swell your profits. The sales of the Blue Amberol are climbing day by day—just breezing along. Ask your jobber.

Thomas A. Edison, Inc.

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The TALKING MACHINE WORLD

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NEWS

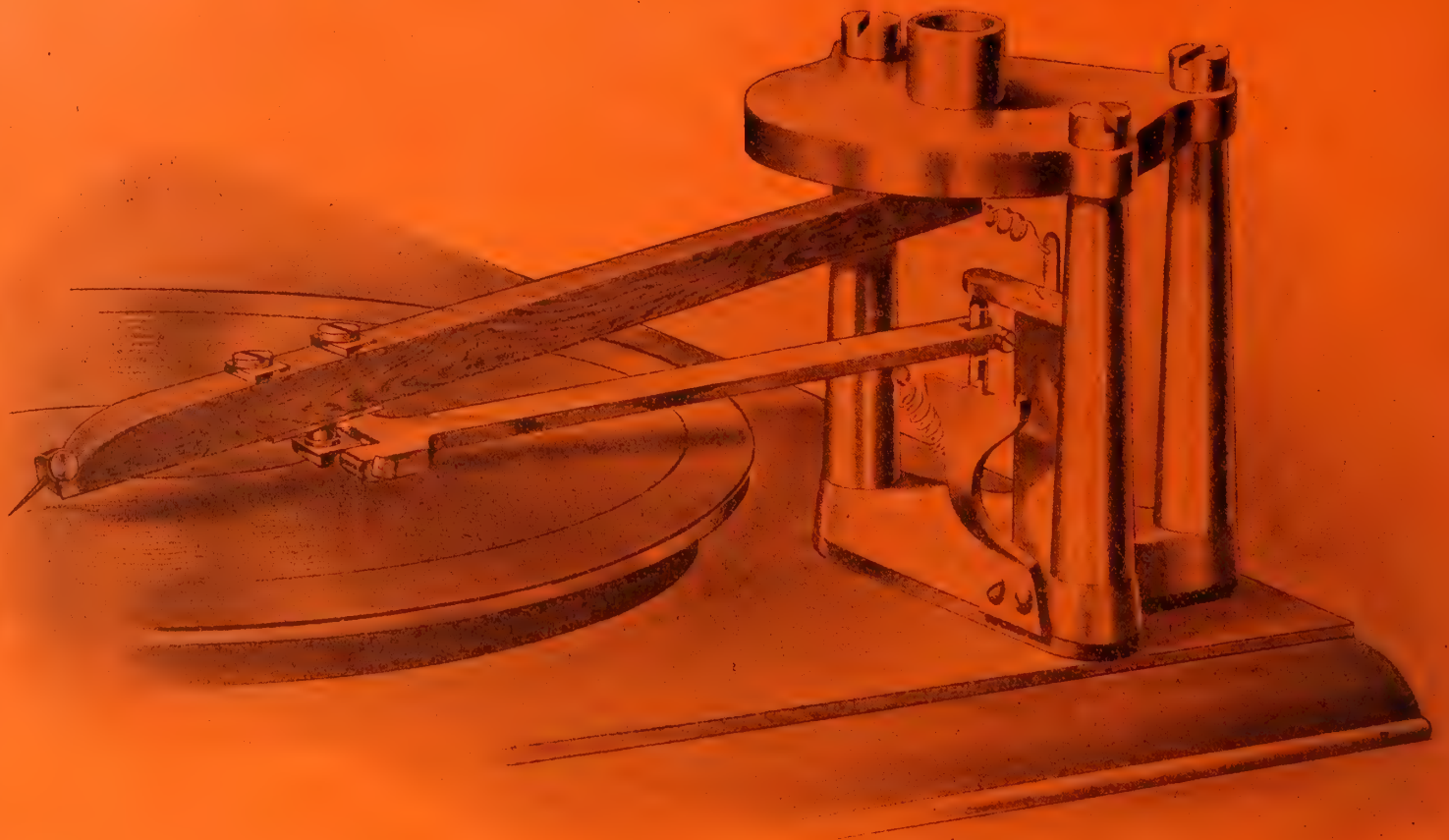
Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, April 15, 1913



The best-known trade mark in the world

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces”—*Collier’s Weekly*.

The Vitaphone



Vitaphone Cabinet Instruments.

COMMENCING with the May issue of the "World" we will illustrate two styles of cabinet Vitaphones each month, ranging in prices from \$12.50 to \$300.00.

The Vitaphone cabinet is the work of an artist. It is designed along the lines of the quaint and elegant furniture created by the old masters of the famous English and French art periods of the later middle ages.

The accurate tone of the Vitaphone reproducing device, perfect and silent motor, housed in an artistic cabinet, make up a musical instrument pleasing to both eye and ear.

The Vitaphone motor is built with the utmost mechanical precision, is absolutely noiseless, even running and requires a minimum of care.

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 4.

New York, April 15, 1913.

Price Ten Cents

NEW STYLE ROOM PROVES SUCCESS.

Wood Fiber Lining, Without Corners, Greatly Improves Tone Quality of Pianos in Phillips & Crew Co. Store, and Parlors on Same Plan Will Be Used for Victrolas.

(Special to The Talking Machine World.)

Atlanta, Ga., April 8, 1913.

A new idea in sound-proof rooms for the demonstration of player-pianos recently introduced in the store of the Phillips & Crew Co., the prominent piano and talking machine dealers of this city, wherein wood fiber is used instead of the usual plaster or composition for lining the walls of the rooms, has proven so successful that the company announces that other rooms will be constructed on the same principle and used for Victrola parlors.

In the construction of the first room a special kind of wood fiber was used for finishing the interior, and the side walls and the ceiling were joined together by means of a curve and with all sharp corners eliminated. After extensive tests the room was found to be thoroughly sound-proof, and through the use of the wood fiber and the elimination of curves the walls and ceiling of the room acted as a huge sound-board and greatly improved the tonal effects of the instruments played therein.

Much interest has been displayed in the new room by other dealers, and as the cost of building is but little, if any, higher than that of the ordinary style of room, it is expected that booths and rooms lined with the wood fiber will soon be built in other music and talking machine stores.

NAMES BABY VICTOR EDISON.

Proud Michigan Parents Thus Express Their Enthusiastic Regard for the Talking Machine—Satisfaction to the Salesman.

(Special to The Talking Machine World.)

Kalamazoo, Mich., April 8, 1913.

Some children have been named for presidents, governors and other statesmen, but the first child to be named for a musical instrument was christened yesterday by Mr. and Mrs. William Mulder, of 1614 North Burdick street, who have named their young son Victor Edison Mulder, after the Victor and Edison talking machines.

F. R. Shephard, of the local branch of Grinnell Bros., in discussing the interesting incident said: "The christening of a baby with the names of talking machines indicates to what degree we have the people in Western Michigan enthused over those instruments.

"It is seldom that a talking machine man gets any encouragement out of his business beyond that which comes with the closing of a sale, and such an expression of satisfaction as that of naming the young man after the Victor and Edison talking machines does even more than encourage the salesman. It makes him feel that he is doing the world some substantial good."

MORE SCHOOLS GET BURBANK GIFTS.

(Special to The Talking Machine World.)

Santa Rosa, Cal., April 7, 1913.

The Victrolas ordered by Luther Burbank for the South Park and Roseland schools have been received by the Sonoma Valley Music Co., and were delivered Monday morning. The other public schools of the city were provided with Victrolas recently, but the supply ran out and these two schools had to wait until more were ordered from the factory.

The Todd District School has also purchased a Victrola from the same firm, which has just been delivered.

TAKES OVER FREEMAN BUSINESS.

C. A. Fenn, of Bloomington, Ill., has just taken over the entire Victor and Edison stock of C. H. Freeman, who has retired from the talking machine business. Mr. Fenn at the present time is the only Victor and Edison dealer in that city.

BIG ORDER FOR TALKING MACHINES

For the New York Public Schools Placed by the Board of Education with the Columbia Graphophone Co.—The Makes Selected.

The talking machine as a factor in educational work has received its strongest endorsement to date from the New York Board of Education, which has in the last few days placed its first big order for talking machine equipment. Of the product selected, 94 per cent., including both instruments and records, was of the Columbia Graphophone Co.'s products. The type of instrument selected is the BII, with symphony horn, and each school is supplied with a large supply of the special school series of records, recently issued by the education department of the Columbia Graphophone Co.

This order for talking machine equipment in the New York public schools was placed by the New York Board of Education only after the members had made a thorough test of the talking machine's adaptability to schoolroom work. The board's ultimate decision is a pleasing one to the Columbia Graphophone Co.

TALKING MACHINE EXPORTS.

The Figures for February Presented—Reports Show Increase for the Month.

In the summary of exports and imports of the commerce of the United States for the month of February (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies, for February, 1913, amounted to \$218,603, as compared with \$228,342 for the same month of the previous year. The eight months' exportation of talking machines, records and supplies amounted to \$1,904,559.

KREBS WILL BUILD ANEW.

Talking Machine Man of Hamilton, O., Suffered Loss of \$20,000 in Flood—Shows Real Grit.

Writing to the Talking Machine World under recent date, George Krebs, who handles Victrolas and pianos in Hamilton, O., which city was a great sufferer in the recent flood, says: "My

complete stock of pianos and Victrolas is a total loss by the floods; also the larger part of my furniture department. My loss is between \$20,000 and \$25,000. I am happy to say that my family is safe, as well as my health. I am ready to build up anew." This illustrates that Mr. Krebs is a man of real American grit, and with such a spirit he will win out anew, and he certainly deserves to.

PLACING ORDERS FOR STOCK EARLY.

Detroit Dealers Are Determined to Have Ample Stock on Hand the Coming Fall—Grinnell Bros. Place Big Order for Victor Machines and Records, Covering Every Style.

(Special to The Talking Machine World.)

Detroit, Mich., April 11, 1913.

Detroit dealers already are placing their orders for fall and winter trade. They are determined this year to have the stock on hand, so they won't lose thousands of dollars worth of business simply because they can't deliver the goods, as was the case last year. Grinnell Bros. a few days ago gave an order to the Victor Co. which practically meant carte blanche to ship every machine of every style it could spare. The order didn't read that way, of course. It was for a specified number, for which cash will be paid, delivery to be made at once. The amount was so big that the firm prefers it be not made public, but the writer saw the carbon of the order, and it runs a long way into six figures—without annexing a couple of ciphers after a decimal on the end, either. Even if the "at once" actually is complied with, it will be welcome. But the demand for Victors keeps all Victor stores so well cleaned out that the company cannot fill the order all in one shipment. The machines undoubtedly will be disposed of in Detroit as fast as they arrive.

"In spite of such orders, we have been unable to accumulate anything that looks like a surplus of machines," said Manager Rupp. "The more machines we buy, the more trade they create among the friends of the people we sell them to. Actually, it seems as if every Victor sold causes a demand for two more. Our gross profits for the last week in March were three and a half times the amount for the corresponding week last year—and we were not exactly pikers last year.

"Business in records is just as remarkable. We never have anything for the transfer bureau. Musical tastes of Detroiters cover such a wide range that we have calls for every record that comes in."

VALUE OF COMPLETE STOCK OF MACHINES ON FLOOR.

How the Customer Is Impressed and the Business of the Dealer Augmented by Carrying a Complete Stock of Talking Machines—Many Customers Converted to a Purchase of High Priced Product After Examination of the Various Styles Represented.

The talking machine dealer has often been told of the benefits to be derived from having a complete or representative stock of machines on the floor at all times. He has been shown that the customer who is desirous of purchasing a \$100 machine in mahogany, or a special style of table machine, often does not appreciate the logic of an excuse that has for its object the justification of any delay of delivery for a short or indeterminate period of time. The dealer has been told all this convincingly and interestingly, and its truth and value is acknowledged by all up-to-date and aggressive dealers. As a result of this logical presentation of arguments, the majority of stores always endeavor to show a sufficient stock of machines at all times.

It is undoubtedly of material benefit to the dealer to have enough machines in stock, but he oft-times loses quite a number of his possible transient sales or sales of the higher priced machines if his stock is not displayed properly and attractively. This display does not only apply to the show window, which is a very important

factor, but also to the floor of the store where the machines are displayed.

It is of very little use to have a beautiful and attractive model in the basement of the store while a dusty, old-fashioned or scratched machine is given the place of honor near the entrance. A great deal depends on the dealer's display in his store, for many a customer has switched from the contemplated sale of a \$50 machine to a much higher priced model, primarily by the powerful attraction afforded by a well-arranged display of machines.

In many talking machine stores it is not an uncommon sight to see records that have been recently used lying around on the counters or placed in the machines where they have been recently demonstrated. This all tends towards detracting from the beauty and attractiveness of the establishment, and it certainly is not good logic for a dealer to spend hard-earned money on purchasing an extensive stock of talking machines and then failing to display it to good advantage.

PROFIT THROUGH OPERA SEASON.

Phillips & Crew Co. in Atlanta Gives Special Series of Opera Recitals for Benefit of Music Lovers—Cable Piano Company Also Features Victrolas and Operatic Records Strongly.

(Special to The Talking Machine World.)

Atlanta, Ga., April 8, 1913.

The Phillips & Crew Co. was a center for music lovers during a large part of the past month, as the advance sale of season and single tickets for the coming week of grand opera, April 19-26, was conducted in that store, and also in the store of the Cable Piano Co. The Phillips & Crew Co., is attracting further interest by conducting a special series of opera recitals and readings, in which the Victrola, with a large number of records from the seven operas to be given, figures prominently.

The Cable Piano Co. is also featuring the Victor line of talking machines and Victrolas, which it has only recently taken on, very strongly in connection with the coming opera season and with excellent results in the matter of machine and record sales.

GETTING AFTER THE FARMERS.

Some Interesting Facts and Figures That Point the Way to Big Money for the Enterprising Dealer in Talking Machines and Supplies.

The possibilities for talking machine trade among the farmers of the United States is not considered as seriously as it should be, and this is put very clearly by the editor of the Edison Phonograph Monthly when he gives the following interesting facts:

"There are 6,361,502 farms in the United States. Their income is approximately ten billion four hundred and twelve million dollars (\$10,412,000,000). This makes the average income \$1,636. Agriculture and manufacturing form the two principal sources of wealth in the United States. Two-thirds of the people gain their living by these industries. Agriculture takes the lead by three times the sum paid as wages to manufacturing hands!

"When you consider that the average income of the farmer of the Middle West is almost four times as great as that of the average city income, and that his cost of living is less than half that of the average city resident, the ability of the average farmer (and the resident of the smallest towns) to buy an Edison phonograph is self-evident. And he pays cash! He has cash to pay, for the average farm in the West is producing from \$20 to \$30 an acre.

"And then the farmer needs the phonograph after his hard day's work and his loneliness. His family needs the phonograph. It's the only pleasure possible oftentimes, and it's a pleasure as enjoyable

RECORDS BY WEINGARTNER.

The Famous Conductor's Records Made for the Columbia Co. Will Be Ready for June List.

The Columbia Graphophone Co.'s June list of new records will include, among other features, a double-disc record devoted to two selections by a picked orchestra conducted by the world-famous conductor, Felix Weingartner. These selections are entitled "The Liebestod," from Tristan and Isolde, and Weber's "Invitation to the Dance." Both of these are very popular selections with music lovers, and the sale of this record promises to be unusually heavy as soon as the public appreciates the musical worth of the selections.

Felix Weingartner's enviable reputation as a conductor has been acquired by his many years of orchestra leadership abroad, where he achieved a marked success. At one time he was conductor in the Imperial Theater at Berlin, and subsequent to

a disagreement with the Kaiser opened his own opera house eighteen miles out of Berlin, where his ability as a conductor of exceptional merit was suitably recognized by crowded houses at each performance. He was also accorded the honor of acting as guest-conductor of the Boston Opera Co., an honor accorded very few musicians. The new Columbia record is the first one of a series,



Weingartner and His Orchestra Making Records.

and is played by an orchestra of thirty-six men selected by Felix Weingartner from among the leading bands and orchestras of the country.

in a summer's twilight as before a winter's fire-side. The field has not even been scratched! Get after the farmers with an Edison outfit!"

HOW CARUSO TURNED THE TABLES

On a Newspaper Reporter and Incidentally the Talking Machine Comes in for a Boost.

A reporter who had orders to interview Enrico Caruso, of the golden voice, went to the Knickerbocker Hotel one day last week. He was told by the singer's valet that his master was taking a nap but would probably see him at 5 o'clock if he would give notice by telephone.

At 5 o'clock the reporter went to a telephone. The man who answered said: "About what do you wish to talk with Mr. Caruso?"

The reporter could hear the strains of "Celeste Aida" pealing through the room back of the man at the telephone. He had the assurance therefore that the tenor was at home.

"I will tell Mr. Caruso himself when he is at liberty to come to the telephone," he said.

"But I am Mr. Caruso," said the man at the other end of the telephone.

"I know better than that," said the reporter. "It is just because mutton-head servants like yourself lie like that that it is impossible to give messages through you with any satisfaction. Get off that line and ask Mr. Caruso to come to the 'phone or I'll come up there and make you into a salad dressing."

"But, sir, you must not talk to me like that. I am Mr. Caruso himself, no one else, and you are insulting me when I am trying to do you a favor."

"Say," roared the reporter in exasperation, "are you so stupid that you can't understand that I can hear Mr. Caruso singing right in the room with you—you spaghetti-filled goat?"

"Ah! I see," said the voice. "Come right up."

The reporter went up with a vast feeling of triumph. Signor Caruso opened the door himself, smiling wickedly. And on a stand in the center of the room was a phonograph from which was still issuing the strains of "Celeste Aida" in the singer's own voice. One of his favorite amusements is to hear himself sing.

The reporter after recovering from the shock went away wondering if he had really apologized enough.

Cash Your All the Year Round Loyalty

During the rush and time of shortage around the holidays have your name on our list of regular dealers and be in line to have your orders receive preference over the fellow's who "shops" during the rush season and who buys from his nearest jobber the balance of the year to save on freight and express, and maybe puts up with second-class service at that, sacrificing increased profits made possible by prompt and full-filling of orders for the sake of the "economy bug" working on his freight and express expense account.

FORGET THE SMALL DIFFERENCE IN EXPRESS

if there is a difference between your store and ours in favor of a jobber nearer you, and remember there are a lot of things about "Eastern Service" which will more than repay you.

Maine, New Hampshire, Vermont, Rhode Island and Connecticut Papers Please Copy.

EASTERN SERVICE IS GOOD SERVICE. BUT ABOVE ALL IT IS JUST.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

CONSERVATION OF THE MUSIC OF THE INDIANS

Geoffrey O'Hara, New York Composer, Appointed to Take Special Charge of This Work by Government—Will Utilize Talking Machine to Record Songs of the Various Tribes—Useful for Historical Purposes and Posterity Will Be Benefited and Enlightened.

Geoffrey O'Hara, the New York composer, has just accepted a strange and interesting job. He has been appointed by Secretary of the Interior Lane to attend to one of the many kinds of conservation carried on by our Government, the conservation of the music of the Indians.

"The work has in a limited way been done before," says Mr. O'Hara, "but only the surface has been scratched. No systematic effort has ever been made to study, develop and preserve the music of the red man.

"Part of my work will be to encourage the Indian to sing and love his own music—both vocal and other. This coming summer I shall go to Arizona and commence among the Navajos, who are richest in treasures of Indian music. How shall I go about my work? That must in a great measure be left to circumstances.

"But this I shall do. I shall make my home on the reservation, although this will not necessarily involve living in tents with them. I shall make friends with the superintendents, the teachers, the traders, and the other white people who know the Indian from daily contact. Through them I hope to become intimate with the tribe; mingle among them; become their paleface brother; encourage them to sing. I shall not have to tell them what I am there for—they will know.

"Then I will record their music. I will make phonographic records. But I hope to do more in a more unusual way. I shall try to get them to sing and take down their melodies note by note on paper.

"Of course, it may be difficult, and may necessitate frequent repetitions. But the old Indians—those who are rapidly becoming a memory—need not be urged to sing. Song is to them

an expression of the various occasions of life, of the wonderful phenomena of nature which holds the child's wonder for them still; it is the utterance they give to their religious emotions. Every act of their daily life is interpreted in song. Their music is a mosaic of all the passions, the doings, the strivings of the race.

"Why, even when they sailed over New York Bay on their way to the ground-breaking for the Indian memorial at Fort Wadsworth, they chanted a hymn expressive of new life—of a passing from one country to another. They are the most reverent people on the face of the earth—excepting, possibly, the Buddhists—and their music is to them the symbol of their religion. To it we must go for their history.

"Their music is all the tribe music handed down from mouth to mouth through generations and chanted in unison. They know nothing of part singing; everyone sings the melody. It will be interesting," added Mr. O'Hara enthusiastically, "to try to arrange their songs for four-part harmony.

"Another peculiar thing—it has been shown from experience that the Indians sing off pitch on two tones of the scale. Phonographic records show that as individuals they sing the same degree of pitch, although their singing is perfectly true.

"It is high time that this work was begun. The old Indian singers are dying off—the new generation which fills our Indian schools is not keeping up the music and traditions of the race with fidelity. They prefer ragtime and the turkey trot to their own expressive melodies. And it is going to be a part of my work to make them see the beauty and significance of their own songs, and

get them to sing them in preference to popular music. I shall also probably arrange the music for use in the schools, although I am not certain of this officially.

"But the old Indians need not be taught veneration for the tribal music. An incident at the ceremonies at Fort Wadsworth illustrates their attitude. While the flag was being raised the band struck up an Indian tune. When the banner reached the top of the pole the musicians broke off and switched to a patriotic air. Gravely the red men rose and requested that the interrupted Indian melody be finished. To break it off in that way augured bad luck, they said.

"How long will it take? The fact that Miss Dinsmore in three years' work collected several hundred songs from one tribe will give you an idea. A lifetime will hardly finish the task."

Mr. O'Hara began his work in this city recently, when three of the Blackfeet Indians who were brought here by Louis W. Hill, chairman of the board of directors of the Great Northern Railway, sang into his recording instrument.

The singing took place in the loft building at No. 61 West Thirty-seventh street. At first the Indians were inclined to be wary of the phonograph, but finally were induced to sing. A few minutes later they heard the reproduction of their own voices, and for the rest of the afternoon were eager to sing into the recording instrument.

Mr. O'Hara, who is a well-known tenor singer, and several musical critics who were present were particularly interested in the melody and rhythm of one of the Blackfoot songs known among the Indians as the "Song of Home."

Chief Big Top, who acted as interpreter for the Indians, said, in speaking of the "Song of Home": "It is the song my people have sung for ages when leaving home either for long trips on the hunting trail or on the warpath. They sing it because the words and music express the lonely feeling they have when they are away from the mountains, and it makes them think of home."

The records of the songs will be sent to Washington and filed in the Government archives.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.

UDELL CO. MAKING SHIPMENTS

As Usual—Not Affected by Flood Conditions in Indianapolis—Everything Fast Getting Into Shape in That City.

The flood conditions in Indianapolis, Ind., have been greatly exaggerated in the daily newspaper reports all over the country, and we are informed by Sales Manager H. T. Griffith, of the Udell Works, located in that city, that they have suffered no embarrassment because of the high water.

The Udell Works have not been inconvenienced in any way, and they are in shape to fill orders for talking machine cabinets with the usual promptness now as they were before the flood.

While parts of the city of Indianapolis have suffered great property loss, there has been practically no loss of life, and things are rapidly getting into condition. The only hold-up early in the month was on the part of the railroad freight depots in accepting freight only for certain points, but this has been straightened out. Fortunately, the citizens of Indianapolis have responded liberally to the call for help, and no outside money will be required to get things back into their regular channels.

ISSUE HELPFUL PUBLICITY.

By the time this issue of The World is published, the Columbia Graphophone Co. will have issued two new pieces of literature for distribution among Columbia dealers. One of these new publications will be a four-page folder devoted to a detailed description of the new Columbia reproducer No. 6, which will be found useful for salesmen. Another new publication to be issued by the advertising department of the company consists of a 16-page "stretcher" giving a partial list of the operatic and concert stars who are members of the Columbia recording staff, accompanied by a partial list of each star's records. This booklet shows illustrations of the various artists.



Columbia product never disappoints. It is the product that the public wants—before they buy, and by the same token after they buy, too. More on that subject in "Music Money," a free book you ought to have.



**Columbia Graphophone Company
Tribune Building, New York**

DEVISING ADEQUATE RECORD STOCK SYSTEM.

Customers of the New York Talking Machine Co. Have Been Experimenting Most Successfully with a System Endorsed by That Institution Which Was Thoroughly Tried Out Before Being Presented to the Trade—The System Is Explained Herewith in Detail.

One of the talking machine dealer's most important problems in the handling of his daily business is to devise an adequate record stock system that will permit him to tell at a glance just which records are selling best and which records to place orders for when the proper time arrives. Many systems have been devised, having for their object the convenient and adequate keeping of the dealer's record stock, but the majority of these have failed when put to the test, while others have been too expensive or necessitated the dealer devoting too much time to their many details to prove of value to him in his year's work.

For some time Victor dealers who are clients of the New York Talking Machine Co., 81 Chambers street, New York, have been experimenting with a system endorsed by this firm, and which was thoroughly tried out by this company before being presented to its clients. Those dealers who have given this system a practical test are heartily enthusiastic over the results achieved by its use, and the moderate prices of the equipment used has contributed toward creating the general demand by Victor dealers for full particulars of this system and what it accomplishes.

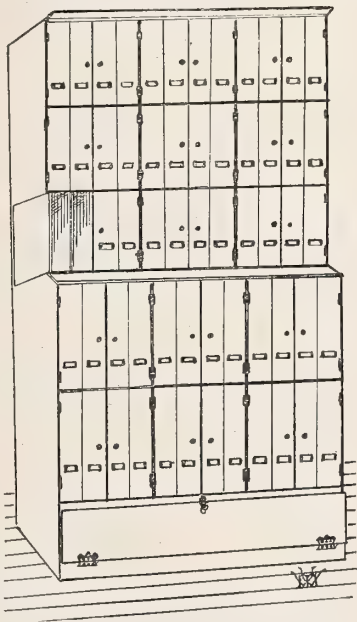
V. W. Moody, assistant manager of the New York Talking Machine Co., who is in charge of this special work, has rendered valuable assistance to those Victor dealers who have inquired for details, and his explanation of the merits of the system has invariably resulted in a dealer expressing enthusiasm over the business possibilities and profitable features of the system.

Mr. Moody had promised *The World* some time since that he would explain his system in detail to the readers of this publication, but owing to the unprecedented rush of his business and his recent call as a juror, Mr. Moody has heretofore been unable to spare the time necessary to give a proper outline of this record stock system.

When a representative of *The World* called to see Mr. Moody this week, he found him busily engaged in dictating a letter answering an inquiry relative to this record stock system, and although Mr. Moody was averse to its publication and stated that his letter was a personal one, *The World* persuaded him to permit it to be published, as its contents would undoubtedly prove interesting and informative to our readers. This letter, dated March 20, and addressed to a personal friend, a Victor distributor in the West, is substantially as follows:

"I am attaching hereto a leaflet, which you probably have seen before, describing briefly the system which we have found best for all dealers, large or small. There is not one dealer in five hundred whose business is large enough to justify him in the expense or time of keeping his stock record in books. This system is entirely too cumbersome. Let us take, for example, a small dealer whose

initial order amounts to about 500 records out of the approximate 3,000 now listed. With my record stock book I can at a glance pick the 500 very best selling numbers in the catalog, and the selection is based entirely upon the actual selling merit of each selection. If a dealer sells 50 per cent. of his initial shipment without keeping a definite record of what he has sold, he has lost 250 of the best numbers in the entire catalog. Therefore we tell a dealer to buy the heavy stock envelopes and number a stock envelope for each selection that we



Rack Used in Record System.

have sent him, and as fast as he sells it, give us a replacing order, emphasizing the fact that it will not be possible for him to find other selections as good as those which we previously supplied him.

"Another argument: You sell a dealer a complete catalog of records and the volume of business which he subsequently does is not sufficient to justify him in continuing his investment of approximately \$2,000, and your opinion and his is that he should reduce his record stock. Unless some good distributor modernizes the Good Samaritan, the only way that this dealer can reduce his stock is through his record sales. The natural inclination of the majority of dealers having no actual knowledge of comparative record values would be to simply drop from his stock any records sold; but bear in mind that the records easiest sold are the very ones which he should by all means continue in his stock. The sensible and profitable thing for the dealer to do is to eliminate the dead wood. Now, then, how is he going to do it?

"The dealer has a stock envelope numbered for each selection. The record in this stock envelope

is in his rack. A customer enters his store, hands the dealer a list of a dozen selections he wants played. Taking from the rack the twelve envelopes, he removes the records, plays them for his customer, the customer buys some of the twelve played and some are left to be returned to the bags. The empty bags naturally are the dealer's order to be placed with the distributor. Assume that the dealer has fifty empty bags at the time of placing his order. What could be easier than to take a rubber dating stamp and place the date of his order on each bag? You see, he must handle his bags in making his order, and again when the records are received, as well as when demonstrating records for his customers. Consequently, there is nothing in his establishment that he bumps into quite so often as his stock envelopes. So I have tried to make that his Bible, prayer book and hymnal, concentrating all stock data there. By so dating his envelopes he will soon see where he was ordering five or ten of an old or standard selection in a month, and the wise dealer ultimately orders a thirty-day stock and is prepared to take care of his customers.

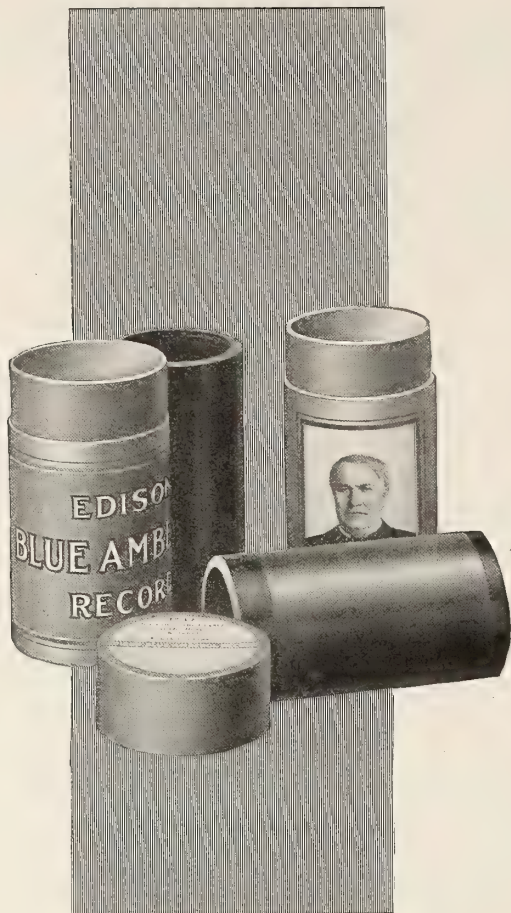
"A dealer should go through his stock periodically, looking at the face of each envelope with a view of ascertaining each number's worth. If there are no dates on the envelope showing orders, the dealer can easily see what the dead wood is, and I recommend that he buy a quantity of colored gummed labels to paste on the edge of the envelope, distinctly showing the dead wood. Either in demonstrations in his store or in sending records to his customers' homes on approvals, the wise man will offer 25 per cent. of A-1 selections and 75 per cent. of honestly good selections, chosen from the envelopes with the colored sticker on the edge. When reaching this point it is now an easy matter for the dealer to systematically and profitably eliminate records from his stock.

"Time and again I have challenged dealers and distributors to tell me the five best selling records in the catalog, and have proven that they were not in a position to know how good a selection was, and you can just bet that the same dealer or distributor was unable to know which are the poorest records in the catalog. Without a definite knowledge of this sort, how intelligently can a dealer or distributor balance and adjust his stock?

"I won't apologize for the length of this letter, as you have brought it upon yourself; but I trust that some of the things that I have said will prove of interest to you."

A prominent local dealer, when commenting on the merits of this system, remarked as follows: "This is the most opportune time of the year for dealers to avail themselves of the information given in outlining this system and look over their stock and put it in good condition, for heretofore the manufacturers have offered exchange privileges on "cut-out" records during spring and summer months. With a proper system, a dealer can place exchange orders to any amount with a certain knowledge of securing salable stock."

A splendid opening exists for some one to start a cold storage plant for the stocks of firms which do not advertise.



It doesn't take a trained ear to discover that

The Blue Amberol

is a four-minute record unequaled in tone, pitch and strength by any other record made.

It *shouldn't* require any particular keenness on the part of any phonograph dealer to discover that this record is developing a momentum in sale as remarkable as the record itself.

The combination of a rapid-selling product and a live business man means just this: Big profits.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.



as it struck you that from the Gem at \$15 to

The Amberola

\$250 the Edison line affords openings for the
quickest, permanent sales possible in the talking
machine business?

every detail—the sapphire reproducing point, the
motor, the home-recording outfit,—is backed by
the name Edison. That's sufficient, isn't it?
Communicate with your Edison jobber today and
there's only one answer.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.



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Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, APRIL 15, 1913.

THE Oldfield Bill, according to reports from Washington, is to be introduced anew at the special session of Congress which convened this month. In view of the special nature of the matters before this session it is very likely to go over for consideration to the regular session of Congress which meets in December.

Representative Oldfield, as will be seen in some remarks made elsewhere in this issue, has experienced no change of heart in his efforts to render innocuous price maintenance based on patent rights and which has aroused unanimous opposition on the part of manufacturers throughout the country.

Talking machine men desiring to protect their interests must be on the alert in their opposition to this proposed legislation which would demoralize prices, and undermine the stability of the industry.

The same vigorous methods of procedure which helped to prevent this bill from receiving final consideration at the last session of Congress, must be pursued and legislators enlightened as to the damage which this Oldfield Bill would do toward demoralizing fixed prices and retailing methods generally.

It will pay to be constantly on guard.

SPECIAL reports received from various parts of the country indicate that the loss of life was not nearly as great as was first predicted in the great floods throughout the West.

The first reports stated that several thousands of lives were lost in the cities of Dayton and Columbus, but, in the last analysis, the deaths have been reduced to a comparatively small number.

Of course, the property loss is severe and it must necessarily be a hard jolt to the sections of the country directly affected. Also, the loss of so much property must have an effect upon interests outside as well.

The special reports which we have received from various parts of the country directly from talking machine men indicate a much less loss than was reported at the outset, and to all of those who have suffered The World extends sympathy.

However, with bright, sunshiny weather and everything back to normal shape the estimated losses will dwindle very materially.

In the meanwhile, there are thousands of people who have been made homeless, and to them immediate help must be given.

Of course, it will be sometime before business conditions readjust themselves so that things will move along on a normal basis, but the American spirit is well illustrated in the action of the residents of Dayton. They face the conditions with the same spirit which was shown in San Francisco after its visitation by earthquake and fire.

ONE of the chief assets of the successful salesman is a courteous bearing founded upon a generous fund of forbearance. Courtesy does not cost anything, and yet what great returns it brings! Everyone can readily pick out some certain instance where the courtesy of a salesman has prevailed upon them to purchase some article that they had full intentions of refusing when it was first shown, and such a sale can be made in any line of business no matter what the article offered may be.

In a talking machine store, not a thousand miles from Madison square, recently, a lady was endeavoring to choose a fresh assortment of records. The salesman, unfortunately, instead of aiding the lady, rather hindered her in her efforts to make a pleasing selection, and acted as though he had a three-year grouch to nurse. He'd put a record on the machine when requested, and then wander off to view the passing crowd from the doorway. When one record was finished, he put on another, with barely a remark to make. The result was that the lady decided she did not want any of the records and went out only to turn into another talking machine store down the street.

There the young salesman was all attention. He put the record on the machine, and while it was playing had frequent comments to make. If the customer did not seem impressed with the first verse, he took that record off and put on another one. In all he tested fully three dozen in less than an hour and succeeded in selling over two dozen of them, the lady stating as she went out that she would return within the week for more records to take to her country home.

The first salesman, asked for an explanation of his indifference, said: "Oh! What's the use. They have ears to hear the records, and if the music don't suit, all my talking won't change it. If I bring out more records than were asked for, it generally means only the work of playing them and then replacing them in the rack. Besides, when you offer advice to a woman, she is as liable as not to say you're 'too fresh.'"

We said nothing in answer, did not even remark what we had witnessed in the second store, but a smile enveloped our features as we thought of Bobbie Burns, when he wrote: "Would some power the giftie gie us, to see ourselves as ithers see us."

IN view of the increasing sales of talking machines on instalments, or time payments, it is obvious that the most persistent efforts should be made at all times in training purchasers so that they meet their payments promptly. It is certain if a customer feels that indifference is manifested towards him by the merchant from whom he makes a purchase he will very readily allow the regular instalment periods to swing by without a call at the warehouse to make his payment.

There is nothing like a perfect system which enables the merchant to rely with accuracy upon a certain amount of instalment money each month. He knows where he stands at all times. Then the man who insists upon prompt payments on the part of his customers is viewed by the manufacturers who sell him as a safe and sound business man.

Good collections invariably mean a good business and the man who compels his customers to live up to their obligations is adopting plans which will very materially ease for him the wearing strain of business.

In order to make good collections it is not necessary to be offensive to customers, but a fixed policy in the collection department is certainly one of the best features which a business can incorporate in its working system.

Good collections mean a good bank account, and that's a mighty convenient asset to have.

There is no department of the business which requires closer scrutiny and consideration than that of collections—if a business is to succeed.

IT is gratifying to acknowledge words of commendation from subscribers not only in this country, but from all parts of the world regarding the special merits and value of The Talking Machine World. Recently we have received a large number of communications appreciating the broad policy of The World as well as its uplifting and helpful tendencies in all branches of the

talking machine trade. One of the many letters received from faraway points expresses the general tenor of many—that from the Chivers Co., of Christchurch, New Zealand, which reads: "We congratulate you on the up-to-dateness of your journal. We find it contains almost everything we want to know in connection with the talking machine business. We extend our congratulations and good wishes." It is needless to say that such tributes please, for it has been the aim of The Talking Machine World from its inception to "spread the light" and to be of help to its subscribers in every way possible.

PIANO merchants throughout the country are manifesting keen and practical interest in the talking machine as an adjunct to their business, and those who have taken on this line and have placed it in the hands of a competent manager are well satisfied with the move.

We have long maintained that the talking machine department can be made a most profitable feeder for the piano merchant, for it brings to his house a line of prospects for pianos that it is difficult to secure in any other way.

This viewpoint is emphasized very effectively in a book recently gotten out by the Columbia Graphophone Co., entitled "Music Money," in which it is shown that piano houses that have well established talking machine departments have found that they do not detract from the piano business, but, on the contrary, aid it most materially.

This was demonstrated in a most emphatic way in the retail store of F. G. Smith, who handles the Bradbury pianos in Brooklyn, N. Y. It is announced that in one week recently the piano sales of F. G. Smith were increased something like sixteen hundred dollars, all of these sales being made to owners of Columbia instruments, whose presence in the store was due solely to the fact that they were there buying the Columbia product.

This is only one instance of a great many that have come under our notice recently where the talking machine department has proven a most potent trade builder for a piano house. The two departments work in harmony, and each will prove valuable and profitable where progressive methods of management and exploitation are enforced by those at the head of the business and their assistants.

THERE is a moral for the "talker" man as well as others—one that needs no elaborate explanation—in the following item clipped from a paper in a small town in Oklahoma:

"A farmer carrying an express package from a Chicago mail-order house was accosted by a local merchant. 'Why didn't you buy that bill of goods from me? I could have saved you the express, and besides you would have been patronizing a home store, *which helps pay the taxes* and build up this locality.' The farmer looked at the merchant a moment and then said: 'Why don't you patronize your home paper *and advertise?*' I read it and *didn't know that you had the stuff I have here.*'"

The point is this: National advertising on the part of manufacturers of musical instruments is of little avail unless it is

supplemented on the part of the local merchant by advertising in his home paper. Merchants handling talking machines of national reputation should acquaint the people of their community with the standing and prestige of these products. With this added to the advertising campaign of the manufacturer in the national magazines there is bound to be created a selling force that must be prolific of best results to the local merchant if he takes advantage of it.

THE simplification of procedure in patent litigation is something long desired by manufacturers and inventors—in fact, by all who have to do with the initiation and development of ideas in the mechanical and manufacturing fields. The new equity rules which have been prepared in connection with patent causes will unquestionably reduce the cost and time involved in patent suits. One of the rules states that "in the trial of a patent cause, whether in open court or by deposition, or partly in each way, only one expert witness shall be allowed to each side, unless leave shall previously be obtained from the court on motion made and cause shown."

Whenever in the opinion of the court intricate technical or scientific questions of fact are involved in the cause, "the court will upon consent of all parties, appoint some disinterested person skilled in the art to act as an assessor." This assessor is to sit with the judge at the hearing of the evidence, and is to help the court in its deliberations. In this manner, the court will be able to appraise conflicting testimony properly.

The voluminous testimony which has been an unfortunate feature of patent litigation of the past is to be cut down. When testimony is taken by affidavit "the witnesses shall not give their opinion as to the meaning of any patent claim or specification, but their testimony shall be strictly confined to an explanation of the operation of relevant arts, processes, machines, manufactures, or compositions of matter, and of the meaning of terms of arts or science and of diagrams or formulae." This move will be heartily welcomed.

IN the business world the chief topic of discussion this month has been the new tariff bill introduced in Congress by Mr. Underwood in behalf of the Democratic Administration. In this measure many radical changes are made in the various schedules of the present tariff law. The duty on talking machines is reduced from 45 to 25 per cent., while musical instruments and parts are reduced from 45 to 35 per cent.

The most radical reductions, however, are on the necessities of life, and wool, sugar and leather have been placed on the free list. There will be strong opposition in behalf of the farmers and the sugar interests against the removal of this tariff, and it is not at all unlikely that before the bill passes both Houses there will be many changes made. President Wilson, however, is determined that the bill shall go through in its present form. So we shall see what we shall see.

The business interests of the country have taken the proposed tariff changes very calmly—in fact, they have been largely discounted.

See that you get 17 envelopes in your albums. A low price does not mean much if a lesser number of envelopes are used and if inferior materials and workmanship are used.

Schafford Albums Have 17 Envelopes

for both 10-inch and 12-inch records. Made by experts; high grade materials with extreme durability. Guaranteed in every way.

SEND FOR PRICE LISTS

The Schafford Album Co., 26-28 Lispenard Street, New York

KEEN-O-PHONE



Keen-O-Phone Machines and Records Now

THE merits of the Keen-O-Phone are distinctive of leadership—the advantage of such an instrument appeals at once to the discriminating intelligence of the dealer. ORIGINALITY is the keynote of this instrument, it possesses a tone beyond comparison and unequalled in any other; it embraces the finest of mechanical skill and human ingenuity; its durability is not surpassed in any other instrument; its designs are the most euphonic and artistic ever brought out in talking machine construction.

The Keen-O-Phone Company manufactures every part that enters into the construction of this instrument and is manufactured under patents owned and controlled exclusively by it.

EXCLUSIVE FEATURES

The Keen-O-Phone will play any make of disc record. Keen-O-Phone records are playable with the Keen-O-Point needle only, thus eliminating the annoyance of changing the needle after each record has been played. The rasp and scratch so commonly found in talking machines has been admirably overcome in this instrument, the tone can be modulated to suit the composition or acoustics of a room by turning the key in the tone arm. The principle as used in the Keen-O-Phone construction of blending and clarifying the tones is a further development that places this instrument in a position unattained by others. The Keen-O-Phone sound box exerts a very light pressure on the record, thus eliminating the wear and tear on records; as a result, the records last longer and give better results.

Keen-O-Phone instruments are built exclusively in cabinet styles and it has been said by competent judges that they are the most artistic ever offered. In the smaller styles of instruments, the inverted horn construction is of special merit, the horn being held in position under tension. The principle is to produce resonance such as the sound board in a piano. The larger styles are featured with the horn contained in the lid of the casing. The principle followed is to drive the sound upward, according to the natural law of acoustics.

Travel the wide road, it spells success; the store that carries the latest things is always up to date. We feel proud of the Keen-O-Phone products, as they are all, if anything, more than what they are.

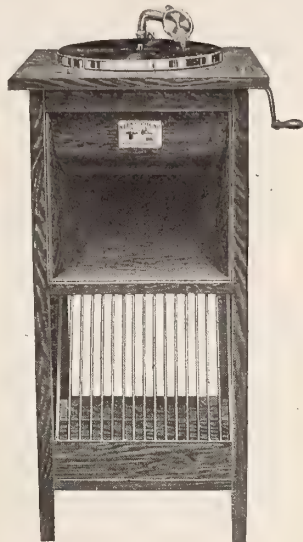
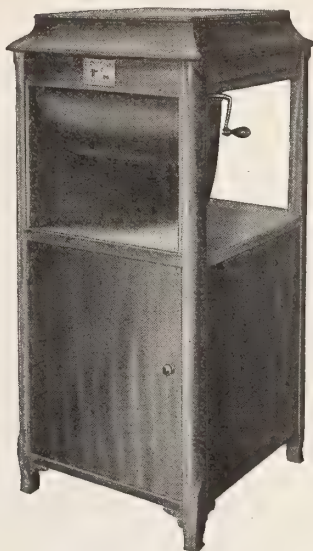
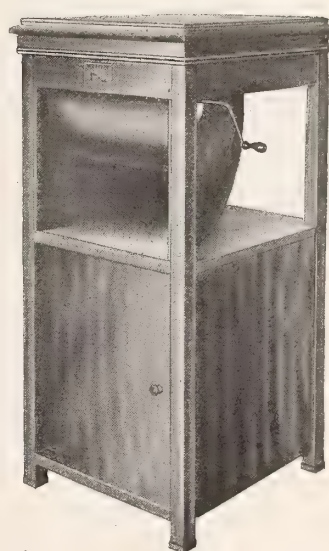
Keen-O-Phones are built of the finest materials and are furnished in styles to meet all classes of taste.

There is a large territory awaiting you, and profits in proportion. The dealer and jobber are invited to write to us at once for details.

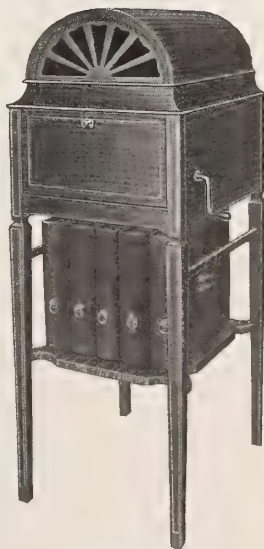
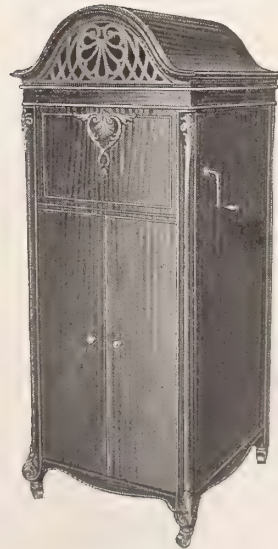
Patented in U. S. A. and Foreign Countries

Keen-O-Phone Company, 227 South Broad Street

SOME MODELS AT POPULAR PRICES

Keen-O-Phone.
Style 1 \$35.Keen-O-Phone.
Style 5 \$60.Keen-O-Phone.
Style 9, \$85.Keen-O-Phone.
Style 7, \$75.

A FEW OF THE MORE EXPENSIVE KEEN-O-PHONES

Keen-O-Phone.
Style 25, \$125.Keen-O-Phone.
Style 20, \$175.Keen-O-Phone.
Style 30, \$225.

For Delivery

PHONE records are the product of our own laboratory and are the result of scientific attainment in the art of engraving, the application of the jewel point on the record, together with the use of a hard and perfect surface, produces a clear and elegance in tone production and a perfect description of words.

RECORD IS DURABLE
LIFE IS INDEFINITE

At a sales getter this means to tell the customer that the Keen-O-Phone remains in the soundbox permanently playing Keen-O-Phone records. The list of Keen-O-Phone records complete and comprehensive list of choice records are added to substantially each regular bulletin form.

Lead. You will

profits should

Philadelphia, Pa.



Looking back a couple of years will give you the Columbia idea. Looking ahead a couple of months will give it to you better.



Columbia Graphophone Company
Tribune Building, New York

IMPORTANT VICTOR LETTER

Regarding the Quotation of a Confidential Discount by a Druggists' Paper in Connection with Sales of Victor Talking Machines.

The Victor Talking Machine Co., Camden, N. J., sent out to Victor dealers, under date of April 7, the following letter, which fully explains itself:

"With the March issue of 'The Voice of the Retail Druggist,' a trade journal published, as we understand, in the interests of the American Druggists Syndicate, was sent a green slip quoting a confidential discount of fifteen per cent. (15%) off the regular list prices of the Victor Victrolas.

"This is unauthorized, and if The Voice Publishing Co., which publishes The Voice of the Retail Druggist, or the American Druggists Syndicate, makes any sales at such a discount, it makes them liable for a suit for injunction and damages and profits, as such unauthorized sale will be an infringement of our various patents. Also, the people who buy these machines will make themselves liable for such a suit.

"When this unauthorized offer of a discount was brought to our attention we had our attorney call upon The Voice Publishing Co. and the American Druggists Syndicate, at Long Island City, N. Y., explaining the situation fully to them, and demanding that this unauthorized confidential offer of a discount be discontinued, advising them also that they were liable for a suit for damages and injunction. One of the officers of The Voice Publishing Co. referred our attorney to their attorney, and the matter was again discussed thoroughly, and The Voice Publishing Co. was advised by their attorney that the offering and selling the Victor Victrolas at such a discount was unauthorized and illegal, and could be made the basis of a suit for damages and injunction.

"We have their assurance that it will be discontinued at once, and that they will also send to the members of the American Druggists Syndicate a notice withdrawing and discontinuing such offer of a discount, and which notice will be given the same publicity as the offer.

"Please bear in mind that every purchaser of one of these machines at this discount from The Voice Publishing Co. is an infringer of the Victor Co.'s patents, as well as the seller. Do not let this circular bother you in the least, as it can do no real harm."

ANOTHER TALKING MACHINE DOG.

Gideon B. Welch, of Torrington, Conn., Judge of the Court of Common Pleas for Litchfield County, has a musical prodigy in Jack, an English bulldog, which is called to its meals by a selection played on the graphophone. The dog will no longer heed its master's whistle, but whenever the graphophone plays the "The Poet and Peasant" overture, Jack will respond if within hearing distance. Jack pays no attention to any selection except "The Poet and Peasant."

The Republic of Colombia, S. A., has reduced the tariff on talking machines and as a result many large export orders have been received.

MME. PASQUALI MAKES RECORDS.

Visits Columbia Laboratory in Toronto and Handles the Dies, Raw Material and Press Like a Veteran Record-making Expert.

(Special to The Talking Machine World.)

Toronto, Can., April 10, 1913.

A recent visit to this city was Mme. Bernice de Pasquali, the famous coloratura soprano of the Metropolitan Opera House, New York, who called at the laboratory of the Columbia Graphophone Co. Pictured herewith, Mme. Pasquale is pressing one of her exclusive Columbia records in the Columbia factory in this city. She displayed the



Mme. Pasquali in the Laboratory.

greatest interest in the manufacture of her records and was not content with merely having the photograph taken, but insisted upon working out every detail herself without any aid. She handled the dies, raw material and press like an experience workman. Mme. Pasquali's records are exceedingly popular in the Dominion.

MISJUDGING ABILITY TO BUY.

Reflections of the Man of Experience That Are Worthy of Consideration.

"I have traveled for quite a number of years and have generally been considered a very successful commercial traveler," said one of the craft the other day. "But one of my shortcomings, as I see it now after years of experience, is that I misjudged my customers' ability to buy. I was afraid I would overload my friends, and instead of striking a man for a \$3,000 order, I would figure it out that he could not use half that amount!

"I recall a number of instances where I actually undersold merchants and lost business for myself. I recall one case where I sold a well-rated merchant \$1,800 worth of goods, spring delivery. What

was my surprise to discover later that a competitor had since visited him and sold him \$4,000 worth right in my line! In other words, he loaded that merchant up so he was obliged to make extraordinary efforts to unload. As a result he sold twice as much, and now my competitor has his exclusive patronage."

EDISON'S SON AN INVENTOR.

Floating Bomb Explodes in His Hands—Mother Intervenes.

Theodore Edison, the fourteen-year-old son of Thomas A. Edison, was experimenting with explosives one day last week in an effort to invent a bomb that would float about on the water and explode with tremendous effect whenever it happened to be touched by a hostile vessel. Friendly vessels would, of course, avoid touching the bomb.

To Theodore's mind the best way to shape up the device would be to enclose it in an air-tight bottle and put the bottle in a casing of cork, so that it would be sure not to sink. He had proceeded as far as mixing the explosive and depositing it in the glass bottle when the explosive went off. Theodore had the bottle in his hand and the pieces of glass penetrated his hand.

The boy is not going to suffer permanently from his wounds, but Mrs. Edison has decreed that his future experiments with explosives shall be under the supervision of his father.

RAGTIME CHARMS ELEPHANTS.

Verily, music hath charms not only to soothe but exhilarate the savage breast, judging from the following story from the New York Mail:

"A ship with a cargo of forty elephants was anchored off the coast of Zanzibar in a perfectly smooth sea. A phonograph belonging to the sailors began playing 'Everybody's Doing It.' Gradually the ship began to roll back and forth, and soon was dipping dangerously, as though in a violent storm. There was a general alarm on board, and the captain ordered an investigation of the remarkable phenomenon.

"It was found that the forty elephants were swinging their trunks in unison with the music and swaying back and forth. The huge beasts seemed to be enjoying it immensely. The ship was riding light, with no other cargo, and the rolling of the vessel became so great that there was danger of it turning clear over.

"The music was stopped, the attendants hurried down, and with much shouting and thumping managed to stop the dangerous amusement."

TALKER REMOVES FEAR OF OLD AGE.

In these days of canned singing carried to mechanical perfection old age must needs be robbed of much of its terror for the artist who sees approaching the fateful day of retirement. Sir Charles Santley, who recently celebrated his seventy-ninth birthday, has just made a new series of records for talking-machines. More than that, so pleased is he with the results that he has written to the manufacturers to say that he is quite willing that his art should be judged by these records.—*Musical American*.

GREAT ACTIVITY CONTINUES ON PACIFIC COAST.

Opening of New Tivoli Theater Helped Business—Edison Disc Line in Oakland—Pacific Phonograph Co.'s Big Trade—Shortage of High Priced Victrolas—Change in Stockton—Sherman, Clay & Co. Reports Increased Victor Business—Other Gleanings.

(Special to The Talking Machine World.)

San Francisco, Cal., March 29, 1913.

While some complaints have been heard in some lines of business the past month, the talking machine men have not been among the contributors. They report great activity in their lines. And not only is business active in the city, but in the country towns as well. The travelers continue to send in large orders from all over their territories. Things are looking brighter now than they did a month ago. Then some of the agricultural sections of the State were beginning to feel the effects of the continued dry weather when they were needing rain, but the heavy rainfall in the meantime has helped out wonderfully.

The opening of the new Tivoli Theater in San Francisco this month was an event of more than ordinary interest, and the grand opera season gave great impetus to the sale of operatic records, and probably to a certain extent stimulated interest in machines.

To Handle the Edison Disc Phonograph.

Several new departments have been opened on the Coast recently, and others are preparing to open in the near future. For instance, it has just been announced that Taft & Pennover, of Oakland, who operate one of the largest and most exclusive department stores in the West, are going to put in an Edison disc phonograph department. They have placed an initial order for machines, and as soon as a manager has been appointed, will send him East to make a study of the best equipped and appointed department, with the intention of making theirs compare favorably with the best departments of the kind in the United States. Special feature will be made of the Edison art styles, ranging in price from \$275 to \$450.

To Handle the Boston Co. Line.

The products of the Boston Talking Machine Co. of Boston are now being distributed in California by Peter Bacigalupi & Sons. A sample of the little wonder machine reached here some time ago and has attracted considerable attention on account of its size, price and the fact that it will play either Victor, Columbia or Phono-cut records. Peter Bacigalupi, Jr., expects the little wonder to appeal strongly to people who are going on outings and all kinds of trips, as it can easily be carried in a suit case. The Bacigalupi department has been greatly improved lately by re-arrangement and the installation of another demonstration room. Peter Bacigalupi, Sr., reports a steadily increasing demand for the Edison phonograph business.

Peter Bacigalupi spent several days the first part of the month on the Leon F. Douglass ranch in Sonoma County, which is one of the favorite retreats of local talking machine men.

Pacific Phonograph Co. Expansion.

A. R. Pommer, manager of the Pacific Phonograph Co., says they no longer need cry because of a shortage of goods. A shipment of 50,000 disc records has just arrived and no more difficulty in getting enough records to supply the demand is anticipated. Improvements are still in progress in the Pacific headquarters. Now a reception room is being built on the fourth floor between the offices and the stock rooms, which will improve the general appearance decidedly. The travelers for the Pacific Phonograph Co. are both on the road, sending very satisfactory orders. E. L. Sues is calling on the trade in Washington and J. E. McCracken is visiting the dealers in the San Joaquin Valley.

W. S. Gray's Energetic Campaign.

W. S. Gray, local manager for the Columbia Graphophone Co., is continuing his trips out of town in various directions, calling on the Columbia dealers, where there are any, and making arrangements for new agencies. He is in Sacramento this week, stirring things up a little. At headquarters Wholesale Manager F. R. Anglemeier reports as much business as he can handle. They are now

anxiously awaiting the arrival of a sample of the Grand Grafonola, a shipping receipt for which has already arrived, giving assurance that it will be here within a few days. Much interest has already been taken in the new machine, even before its appearance in this city, and while the price will naturally restrict its sphere of popularity for high-class trade it will undoubtedly fill a real demand.

Take on Columbia Line.

Merrill & Dow, of Sierra Madre, Cal., are now handling the Columbia products. They have fitted up a neat department and are having many calls for machines.

Sherman, Clay & Co.'s Victor Business.

A. G. McCarthy, of Sherman, Clay & Co., reports a splendid Victor business the past month, both wholesale and retail, neither machine nor record business having fallen off much since the holidays. He notes a tendency among dealers to stock up quite freely and to push the higher-priced goods.

Shortage on High Priced Victrolas.

Manager Scott, of the Kohler & Chase department, reports a shortage on higher-priced Victor Victrolas, the demand for which here is steadily increasing. He says record business has been fine the past month, especially operatic selections, since the opening of the grand opera season. He says Tetrassini and Mary Garden records have taken the lead in number of sales.

Pleased with the Business Done.

J. J. Morgan, manager of the Emporium talking machine department, is well satisfied at the amount of business being done in his department. He feels that the location on the third floor is somewhat of a handicap, but he says, so far there are no complaints on his part. He is having very good success with the Wood push-button record cabinets which are made in Los Angeles by the Wood Manufacturing Co.

Davis Sells to Rogers & Schroeder.

E. R. Davis, of Stockton, Cal., has sold his exclusive Columbia business to Rogers & Schroeder, a new firm which has just been organized in that city. Mr. Davis has not made other connections as yet, but it is reported that he is looking around for a suitable location with the intention of re-engaging in business.

Warren Opens in Pendleton.

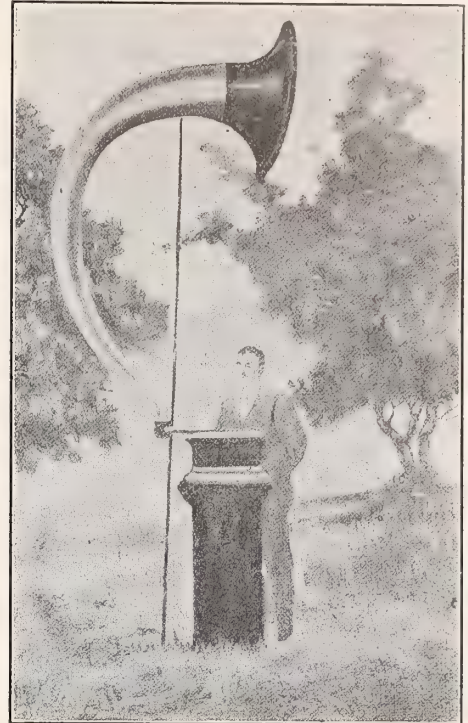
H. M. Warren recently opened for business in Pendleton, Ore., carrying a general stock of musical instruments, including talking machines.

S. D. Schoenfeldt, of Red Bluff, Cal., was a recent visitor in San Francisco.

SOUND CARRIES FAR.

"The Stentor" Is the Name of a Talking Machine Which Is Being Used for Open Air Concerts in England with Great Success.

A talking machine which can be heard at a distance of a mile has been much discussed in England. It is called "The Stentor" from the Greek



The "Stentor."

word, meaning "herald." In this connection the illustration herewith will be of interest. It appears that an ordinary talking machine disc is used, the sound being amplified to a great volume partly by using an immense horn and partly by using compressed air forced through the horn. A portable air compressor, driven by an electric motor, makes possible the giving of open-air concerts and lectures.

IN the clinches you can rely upon the Ditson Victor Service. Profits are contingent upon *our fast work*—and we know it.

STOP saying to your customers: "We haven't got it," because you can get it from DITSON.

FAST Victor service is our aim and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company, Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

Boston, Mass., April 10, 1913.

The employees of the Columbia Co. have organized a club for business and social purposes, and it will be called the Business-Building Club of the Columbia Graphophone Co. Its president will be Andrew T. Atwell, who is the manager of the Dictaphone department; James Halohan will be vice-president; Jack Shaughnessy, treasurer, and William E. Getchell, secretary. Last night the club held its first social meeting at the Hotel Thorndike, and the twenty-eight members had an unusually pleasant evening, several well-known entertainers being present to help out in the enjoyment of the occasion. The club has adopted a constitution and by-laws, and its prime purpose will be the study of the science of business building so that its members may have a clearer understanding of the natural laws governing success in life; also the promotion of social and athletic activities. Meetings will be held at 7 p. m. on each alternate Monday.

Remarkably Successful March.

Manager Silliman, of the Pardee-Ellenberger Co., says his office had a remarkably successful March and there are strong evidences that April will make an equally good showing. The Edison disc phonographs have taken immediate hold with the public and the new Amberola styles are in constant demand at the quarters.

Planning Baseball Team.

The boys of the Eastern Talking Machine Co., now that spring is about here, are planning for a good baseball team, and they soon will be ready to arrange competitive games with other teams.

Equipping Schools with Victors.

The school work of the Eastern Co. continues apace with no interruption, and more and more schools are being equipped with Victors. In many of the Brookline schools Alice Shaw Faulkner's text-book, "What We Hear in Music," has been adopted and Victors are used for illustrative purposes. Both Cambridge and Malden schools have lately received Victor outfits, and they are proving of great benefit to the pupils in enlarging their sphere of knowledge of music.

Good Time at Talks Club.

At a gathering of the Talks Club held the early part of the month at the rooms of the Eastern Talking Machine Co., 177 Tremont street, there was a most interesting program carried out. Walter J. Van Brunt gave a number of favorite songs and told some amusing stories. J. J. Quigley, Fred Bond and Miss B. Blair helped immensely in the entertainment with a collection of ballads, old and new. The playing of Eddie Collins, the king of the banjo, proved to be a great hit. Following the program, which was enjoyed by a good sized company, a near-by resort was visited for

the balance of the evening, and then it was that the company discovered what a fluent story teller Mark L. Read was.

Victor Outfit for Lepers.

The Victor department of the Henry F. Miller Co. had a very good March, most of the business coming in in a rush the first half of the month. A recent important sale was of a large outfit for the use of the lepers on Penikese Island, which will of course give a lot of pleasure to these isolated people. Another sale of interest was a complete outfit to Miss Theresa Maxwell Conover, of "The Governor's Lady" company, which played a successful engagement at the Hollis Street Theater a short time ago.

Some Celebrated Visitors.

Mr. Marshall and Mr. Pendorf, who are playing on the Keith circuit, dropped into the ware-rooms of the Eastern Talking Machine Co. a short time ago and entertained the sales force by playing a number of their popular numbers such as "Be My Little Baby Bumble Bee," "Teasing Moon," "Sugar Moon," "Sometime," and other pieces.

The great Caruso never misses an opportunity of visiting the Eastern's headquarters when in town, and when he sang lately at the Boston Opera House he paid his usual call. Other distinguished visitors about the same time were Zanatello and his wife, Maria Gay, who have made themselves immensely popular at the Boston Opera House this season, and Miss Edith Helena, prima donna of the Aborn Opera Company, which is just beginning its season at the Tremont Theater, next door to the Eastern headquarters. This company promises to have a splendid season.

Edison Business Moving Smoothly.

George Lincoln Parker, in the Colonial Building, has found a good sale not only for Victor goods this past month, but for the new Edison disc phonographs. The difficulty he met with for the past few months through inability to get enough records has been more or less overcome, and the Edison business accordingly is moving along more smoothly. Charles Trundy, who looks after the talking machine business for Mr. Parker, was over in Orange a short time ago inspecting the Edison plant.

Death of Noted Priest Regretted.

The late Mgr. Denis O'Callahan, the popular South Boston priest, will be considerably missed by the "boys" of the Eastern Talking Machine Co., for he was a regular caller. Several of them attended his funeral.

Largest School Business.

The school business of the Columbia Graphophone Co. was the largest in March that the company ever has had since the proposition became a

recognized feature of the Boston headquarter's business. About twenty-five schools around the suburban sections of the city lately have been equipped with phonographs, largely thanks to the Gibson fund, some of these schools having used all of their apportionment from this fund for machines and records. The gymnasium of the Girls' High School is one of the latest of the large schools to be equipped with an outfit.

David Broderick Married.

David Broderick, the traveling salesman for the Columbia Co., who before associating himself with this large concern was located in Brockton, was married lately to Miss Tyndall, daughter of Mr. Tyndall, of the large Brockton house of Cook & Tyndall.

To Popularize the "Grand."

James F. Kerr, lately of the Boston Opera House, has associated himself with the Columbia Graphophone Co., and he will give his entire attention to popularizing the \$500 "Grand." A neatly printed circular is being sent to all the leading Back Bay families announcing this instrument and proposing that a recital on it might be a welcome part of some forthcoming social function to be given under the supervision of Mr. Kerr.

A carload of Columbia goods was sent to the Bon Marche, a large department store at Lowell, the other day, and the large consignment of outfits attracted an immense amount of attention as it passed across the city. Every kind of a product was included in the consignment, from the new "Grand" to the revolving window discs. Once the goods were placed on exhibition there was the greatest interest manifested throughout the city of Lowell.

Chickering & Sons Activity.

Ubert Urquhart, manager of the Victor department of Chickering & Sons at the new Fremont street warerooms, is getting his share of trade. Some of the more expensive outfits lately have been installed in Back Bay homes.

To Become a Benedict.

Fred R. Erisman, of the Columbia Graphophone Co., is soon to follow in the matrimonial wake of his brother Arthur, the manager of the Boston branch. On April 26 Fred will take a life partner in the person of Miss Nellie Brown, of Wilmington, Del. Just now Fred is looking around the suburbs to find a suitable place to begin house-keeping.

Producing Good Results.

Andrew Y. Atwell has now been at the head of the dictaphone department of the Columbia Co. for about two months, and during this period this department has produced more business than at any other similar period since the dictaphone business was inaugurated. This has grown to be a very important adjunct of the Columbia's business

New Edison DISC Phonographs and Records

A large demand already exists and enormous sales are assured.

A limited number of Edison Disc Merchants have been appointed and the volume of business is phenomenal.

A few more Edison Merchants are being appointed in uncovered territory.

**THIS IS
YOUR MARKET**

In New England and in Eastern New York State live 4,000,000 families, approximately 14,000,000 people. Every locality has its quota of music-loving people; people who have already heard of the wonderful merits of the Edison Disc Phonographs and Records. These valuable prospects are easily turned into sales, meaning a Phonograph and some records at first, and some records every month. The opportunities for building a large and profitable business are without precedent.

**THIS IS YOUR
"MAN MEASURE"**

To be eligible as an Edison dealer requires a nominal capital, aggressiveness and clean business principles. You can easily acquire the routine details, and we will train you on the executive end. Co-operation and advice are included in our service without charge. Most wanted are brains—brains mould quickly to new conditions. We want picked men, and only a limited number will be appointed. Grasp this hint now!

This brief story should interest you. Write us for details.

THE PARDEE-ELLENBERGER CO., Inc.,

BOSTON, MASS., 65 Batterymarch Street

NEW HAVEN, CONN., 96 State Street

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

and Manager Atwell is to be congratulated at the results attained.

Has Built Up Substantial Business.

Arthur C. Erisman, the Boston manager of the Columbia Phonograph Co., is one of the best-known men in the talking machine trade, and in his four years in Boston he has built up a large and substantial business. He has been in the talking machine business fifteen years, and, quick to recognize that there was a great future in this line, he bent all his efforts toward popularizing these wonderful reproducers of vocal and instrumental sound. Previous to coming to Boston Mr. Erisman was in Toledo, O., where he had been



Arthur C. Erisman.

sent to open up a new store. This was accomplished with such pronounced success that he was selected by the Columbia Co. as just the right man to manage the Boston office.

E. M. Chase Co. Activity.

The E. M. Chase Co., of Manchester, N. H., is one of the largest customers of the Boston headquarters of the Columbia Co., and its representative frequently comes up to Boston to purchase goods of Manager Erisman. Lately the Chase Co. has inaugurated a wholesale advertising system and it is using at frequent intervals a half-page advertisement in the Manchester papers. The company has sold a quantity of outfits since it established this department, and it has grown to be one of the biggest features of its furniture business.

H. R. Skelton in Vancouver.

H. R. Skelton, the traveling man for Thomas A. Edison Inc., who makes his headquarters in Boston, having a pleasant home at Roslindale, is at this writing at Vancouver, B. C., whither he was sent by the Edison Co. a while ago on a special business trip. He will take in several places before turning his face to the East, and his homecoming is not looked for before July 1.

Preparing for "Field Day."

The Eastern Talking Machine Associates are getting ready even thus early for their usual field day, which comes off on June 17. When it is time to announce plans more in detail the Associates will extend an invitation to their "rocking horse" friends to join in the day's festivities.

Victor Helps "Old Favorite Week."

The neighboring city of Melrose has called for an "old favorite week," and at the Globe Theater in that city a Victor machine has been installed so that the citizens might enjoy the wonderful singing of Geraldine Farrar, who is a Melrose girl, and who always has maintained her popularity there. The happy idea of giving the public

an opportunity to hear the friend of their youthful days was thoroughly appreciated by audiences that taxed the capacity of the picture house. The management used for records all the famous arias with which Miss Farrar is accredited, and the outbursts of applause after each number told the story. The machine was furnished by the Eastern Co., and operated by John Maguire.

TO HANDLE TALKING MACHINES.

The Bon Marché Department Store of Lowell to Feature Columbia Machines and Records.

(Special to The Talking Machine World.)

Lowell, Mass., April 9, 1913.

The Bon Marché, one of the leading department stores in New England, and occupying handsome quarters in this city, is now constructing a number of sound-proof demonstration rooms for the display of the products of the Columbia Graphophone Co. The Boston headquarters of the Columbia Co. closed this deal last week, and both parties are enthusiastic over the probable results to be derived from the exploitation of Columbia machines and records.

Particular attention is given to the construction and furnishing of the department that will display the Columbia line, as the Bon Marché caters to a fashionable clientele. This store is capitalized at over \$1,000,000, and to date its success has been emphatic in practically every line of merchandise. Extensive publicity in the Lowell newspapers will be used by the store, and a complete stock of machines and records will be on hand at all times. A Columbia "Grand" will be prominently displayed, and an energetic campaign for the new Columbia department has already been approved.

VOICE OPERATED TYPEWRITER.

A recent invention which is full of possibilities is the voice-operated typewriter, the invention of John B. Flowers, a young electrical engineer. By means of this invention it will be possible to dictate direct to the typewriter, the words being printed as fast as repeated to the machine. In other words, one will be able to record any thoughts desired to be expressed, without an intermediary.

EFFICIENCY DEPENDS ON THE MAN.

Systems Alone Do Not Ensure Success of Scientific Management—Human Qualities That Are Essential—No One Dominant Factor to Insure Perfect System.

James H. Collins, who has been about as vigorous and stirring an advocate of systems and efficiency ideas as any one, has lately been discounting some of what we might take to be his own logic. In a recent article in the Saturday Evening Post, on the net value of efficiency, he frankly admits that complete systems of scientific management, capable of improving any business, simply do not exist; that there is no universal pink pill for pale industries, and that none of the systems of scientific management will in themselves run a business.

There must be added experience, executive ability, knowledge of human nature, and quite a lot of what we used to call old-fashioned horse sense, to make things go right. In other words, we are beginning to open our eyes to the fact that a lot of this system and efficiency talk we have been swallowing is somewhat akin to the nature of the talks put up by patent medicine men—there are a lot of wild claims and extravagant assertions which attach an altogether too high a value to these elements, and do not give enough credit to the man behind the work.

It is the man behind it all, the personal equation, that is the big factor, after all, view it as you will. Business and industry are made up of many contributing factors. System is one, efficiency another, but neither of these is really a dominant factor, however important they may seem at times. The real dominant factor is man, and, without a man of the dominating kind behind it, no business will grow or prosper conspicuously unless it is by accident. Man is the big thing, while system and efficiency are but tools to help him along with his work.

After all, there are worse things than the friend who tells you about your faults. He does it to your face; your enemy keeps pecking at you behind your back.

W. H. BAGSHAW

ESTABLISHED 1870

Lowell, Mass., U.S.A.

WORLD'S LARGEST MANUFACTURER OF TALKING MACHINE NEEDLES

DESIGNER AND MAKER OF DUPLEXTONE NEEDLES

THE NEEDLE WITH TWO TONES
LOUD AND SOFT

WRITE FOR ILLUSTRATED BOOKLET

OF ALL STYLES, SHAPES AND SIZES



No wonder!—We have the right instruments and the right range of price; we have the artists and the right records; the dealer has the right discounts, and every day the public demand grows.



Columbia Graphophone Company
Tribune Building, New York

FLOODS AFFECT CLEVELAND TALKING MACHINE TRADE

Although Not So Seriously as Was First Expected—Mrs. Mona Collister Dead—Eclipse Musical Co.'s Series of Monthly Recitals—Opera Season Helps Business in High Class Records—H. D. Berner Now Edison Jobber—Personal Items of Interest.

(Special to The Talking Machine World.)

Cleveland, O., April 10, 1913.

The recent floods in this section of the state affected business to a certain extent, and very seriously in many industrial lines. The talking machine trade felt its effect, but it was not so great as had been expected, in fact some dealers assert they noticed no difference in the volume of their business. Business was unusually good all through March, some dealers reporting a large per cent. of increase over that month of last year. The spring trade is opening very satisfactorily and the dealers all prognosticate a prosperous season.

Mrs. Mona Collister, widow of George W. Collister, who was of the firm of Collister & Sayle, and who died a year ago, was killed by an automobile while crossing a street, March 14. Mrs. Collister was a stockholder in the firm of the Collister & Sayle Co., talking machine dealers, organized after the death of her husband. The business of the firm, will be continued as heretofore.

Forest Cheney, of Chicago, on his way to Boston, stopped off here and visited a couple of days with Mr. Madson, at the Columbia store. To a few friends he showed a new talking machine of his invention.

Bessie M. Brabler, for a long time in charge of the Collister-Sayle Co.'s talking machine department, has married and resigned her position in the store.

O. E. Kellogg, manager of the talking machine department of the H. E. McMillin Co., is on a business trip West. In his absence, J. J. Anderson, his assistant, is in charge.

The Eclipse Musical Co. have inaugurated the plan of giving a complimentary concert each month in the reception room of the store, where the choicest of the new records are played, affording an opportunity to hear the new Victor records as they are issued. At the concert on the evening of April 2, when the room was filled to overflowing, the program consisted of twenty odd selections, accompanied by Ruth McTammany Lane, soloist, and Miss Ruby Gall, accompanist. The piano used was from the B. Docker's Sons Co. Mrs. Lane is the wife of Fred. E. Lane, manager of the Eclipse retail department.

The Edison distributing business of Lawrence A. Lucker, which was sold last month to H. D. Berner, has been transferred and the trade completed. Mr. Lucker was in the city the first of the month, closing the deal. For the present the jobbing business will be continued in the warerooms occupied by Lucker, and the retail trade at Mr. Berner's store in the Taylor arcade. E. O. Peterson will continue with Mr. Berner and there will be practically no change in the staff of employees.

"There is a steadily increasing demand for both machines and records," said G. R. Madson, manager of the local Columbia store. "Our wholesale

business, and our cash retail trade, increased during the past month 100 per cent. over the same period a year ago. All of our different types of instruments are selling well, and we are unable to obtain a sufficient supply of the Grafonola Grand to meet the demand. With the Columbia reproducer No. 6, the Grand is the last word in talking machines.

At the Victor distributing store of W. H. Euescher & Sons Co. conditions are such as to justify the prediction of Mr. Buescher that this year would be the most prosperous in the history of the trade. The business of the company is continually expanding, both in the wholesale and retail departments, and a larger force than ever is now busily employed.

The H. M. Brainard Piano Co. reports an excellent business in the Columbia line.

Business is reported very good, in both the wholesale and retail departments of the Eclipse Musical Co., although Mr. Towell stated, the recent floods had resulted in a deterrent effect on trade. The concerts given at the store are attracting hundreds of patrons and are highly appreciated. A thorough spring cleaning and refurnishing is under way but with all the attending inconvenience, it is plain to be seen the company is doing a large business. The Metropolitan Opera House, a large and beautiful theater, has just opened, and the Eclipse is planning a series of lectures describing the operas with illustrations of the complete scores on the Victrola. The lectures, at the store, will prove very valuable to opera goers who are as yet unfamiliar with the story and music of the different operas that are to be given.

An interesting announcement of disc records in foreign languages is made by the Bailey Co. The list comprises all the records so far produced in foreign tongues. E. A. Friedlander, manager, says that in this line of records, alone, he is having a splendid trade.

R. W. Schirring, manager of the Victor department of the Caldwell Piano Co., reported business very satisfactory. The company is well pleased with results in the talking machine line to which Mr. Schirring is devoting assiduous attention.

Usual activity prevails at the music store of H. E. McMillin & Son Co., especially in the talking machine department. The business of the past month was reported to have been fine, and that it had continued right up to date.

N. H. Cook, of the Frederick Piano Co. reported business was moving along very prosperously, in the talking machine department. He said the Victrola department in the company's Youngstown store had been auspiciously opened and was in charge of A. S. Hawks, formerly in the Pittsburgh store.

The Hart Piano Co. is gratified with the success it is meeting with in the talking machine department. Since its establishment, the company has

twice been compelled to add to the demonstration rooms, and the manager states the sales of machines and records is increasing with steady regularity.

George B. Stacey, who was employed by the Columbia Graphophone Co. in this city, has been transferred to the Dictaphone department. He reports business is very good. Two of the most recent purchasers of Dictaphones were the Cleveland Chamber of Commerce and the Geo. Worthington Co.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Five Weeks.

(Special to The Talking Machine World.)

Washington, D. C., April 8, 1913.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

March 11.

Buenos Aires, 7 pkgs., \$394; Callao, 4 pkgs., \$180; 2 pkgs., \$225; Cape Town, 5 pkgs., \$303; Chubut, 3 pkgs., \$157; Colon, 11 pkgs., \$286; 14 pkgs., \$381; Havre, 10 pkgs., \$139; Limon, 15 pkgs., \$414; London, 24 pkgs., \$952; Para, 10 pkgs., \$501; Santiago, 4 pkgs., \$186; Trinidad, 4 pkgs., \$126; Valparaiso, 6 pkgs., \$438; Vera Cruz, 29 pkgs., \$290; Yokohama, 6 pkgs., \$374.

March 18.

Berlin, 5 pkgs., \$140; Callao, 7 pkgs., \$357; Colon, 9 pkgs., \$205; Guadalupe, 3 pkgs., \$161; Hamilton, 3 pkgs., \$63; Havana, 21 pkgs., \$2,123; Limon, 3 pkgs., \$120; 2 pkgs., \$215; London, 58 pkgs., \$3,684; 61 pkgs., \$1,965; Nassau, 2 pkgs., \$325; Singapore, 27 pkgs., \$996; Vera Cruz, 39 pkgs., \$2,744.

March 25.

Berlin, 48 pkgs., \$3,500; Buenos Aires, 7 pkgs., \$2,000; Dublin, 6 pkgs., \$123; Guayaquil, 10 pkgs., \$1,170; Havana, 19 pkgs., \$1,473; London, 51 pkgs., \$1,444; 14 pkgs., \$515; Santos, 3 pkgs., \$485; Savanilla, 19 pkgs., \$509; Singapore, 17 pkgs., \$550; Sydney, 13 pkgs., \$1,071; Tampico, 12 pkgs., \$748; Vera Cruz, 38 pkgs., \$1,665.

April 1.

Berlin, 34 pkgs., \$1,375; Buenos Aires, 300 pkgs., \$22,709; Demerara, 3 pkgs., \$177; Hamburg, 2 pkgs., \$253; Liverpool, 6 pkgs., \$408; London, 3 pkgs., \$165; Maracaibo, 12 pkgs., \$565; Manaos, 8 pkgs., \$423; Port au Prince, 3 pkgs., \$158; Puerto Barrios, 6 pkgs., \$170.

April 8.

Berlin, 18 pkgs., \$1,012; Buenos Aires, 160 pkgs., \$1,830; Cape Town, 8 pkgs., \$222; Guayaquil, 3 pkgs., \$148; Havana, 63 pkgs., \$3,030; 23 pkgs., phonographic goods and material, \$1,777; Havre, 17 pkgs., \$517; 5 pkgs., \$140; Kingston, 2 pkgs., \$212; London, 3 pkgs., \$135; 9 pkgs., \$960; Manila, 39 pkgs., \$5,228; Matanzas, 2 pkgs., \$150; Port Antonio, 8 pkgs., \$2,948; Singapore, 16 pkgs., \$547; Vera Cruz, 20 pkgs., \$1,143; Vienna, 3 pkgs., \$254.

Make of your head something other than a thing to hang your hat on.

SEES PROMISING FUTURE FOR TALKING MACHINES ABROAD

George W. Funnell, Manager of the London Works of the Columbia Graphophone Co., on Recent Visit to This Country, Tells of Conditions in Europe—Impressed With Many Innovations at Bridgeport Factory—Business Showing Big Increase in Europe.

George W. Funnell, manager of the London works of the Columbia Graphophone Co., who visited America last month, and sailed for England March 18 on the Kaiser Wilhelm II, is most optimistic in his predictions for the expansion of the talking machine abroad. While here Mr. Funnell spent most of his time visiting the Columbia factories at Bridgeport, Conn., and found many interesting improvements and innovations that had been installed since his last visit to America a year ago. He also visited the Canadian factory of the Columbia Co. at Toronto, and was more than pleased at the splendid progress of the Canadian branch. Before sailing for England, Mr. Funnell outlined to a representative of The World the general status of the talking machine business throughout Europe, and the outlook for the future.

"The past year has been a splendid one from every standpoint," stated Mr. Funnell. "The talking machine progress in 1912 was simply remarkable, and we closed the best year in our history. The general industrial condition of England is very satisfactory, and many lines of business are booming. This is especially true of the talking machine field. We showed a very substantial increase over the business we closed in 1911, and up to the time of my leaving England were far ahead of the first part of 1912, with every prospect of continuing this gait throughout the year. Our figures showed that 1912 was the best year we experienced since establishing a disc record business.

"The horn machine has been the general favorite in England until the last year or two, and its popularity has been so well established that it has required strenuous and energetic educational work to convince the people of the merits of the hornless machine. Local and national publicity has been extensively used in this educational campaign, and as a result the hornless talking machine has made very rapid bounds in public favor recently. Of course it has not yet reached that stage of popularity that it occupies in this country, but in a very short while the hornless machine will be just as generally popular in England as it is in America.

"I notice that the newspapers, national and trade magazines in this country are devoting considerable space to discussions of the tendencies of Eng-

lish people toward popular and ragtime music. A few of these articles are somewhat overdrawn, but on the whole the tenor of the discussions is absolutely correct. There is at the present time a noticeable and powerful trend of public opinion in favor of the ragtime song. This popularity is unusually prominent at the present moment, and ragtime records are selling far better than any other class of music. As an illustration, I may point to the fact that 'Alexander's Ragtime Band' was the most popular and best-selling record ever presented to the English people.

"There is a fondness abroad, especially on the Continent, for a louder record than the average record introduced in America. This leaning toward loud-toned music is not so noticeable in England as in other European countries, but we are effectively educating European people to appreciate the various degrees of tone and not merely seek for the loudest toned record obtainable. This educational work is producing excellent results, although in Milan, for example, it is well-nigh impossible to sell a soft-toned record.

"There is no gainsaying the fact that competition abroad is very keen, much more so than in this country. The competition in the sale of cheaper machines is exceptionally sharp, although the demand for high-priced machines is increasing all the time. The introduction of our new 'Grand' will go a long way toward impressing England and the Continent with the value of the talking machine, and is certainly an important step in the cultivation of high-class trade.

"The Columbia 'Favorite' machine is the most popular machine ever presented to the trade abroad, and the demand for this type continues to break all records. We carry on an extensive advertising campaign in the daily papers, and the results are very satisfactory. Our 'Regal' reproducer has been generally commended by Columbia clients, and our records are proving more popular each year. In addition to an excellent business in England, our Scotch business is steadily increasing."

You must exert exceptional energy. You must exhibit trained intelligence. You must be honest with yourself. You must persevere and persist if you would win.

KEEN-O-PHONES READY FOR TRADE.

New Philadelphia Company Overcomes Many Delays and Hindrances in Perfecting and Preparing Its Product for the Market—Interesting Introductory List of Records—One Price System—New Catalog Now Ready.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 9, 1913.

Keen-O-Phones and records are now ready for delivery. At last the result of a number of years hard work is to be presented to the trade. Many things have hindered the progress of this company; things that will retard anyone who attempts to enter the talking machine field with new ideas. To-day, not only is the Keen-o-Phone Co. ready to market its products, but it has a modernly equipped factory in the Frankfort section; it has an up-to-date laboratory at 12th and Walnut streets, with wholesale offices and salesrooms at 227 South Broad street. The organization for manufacturing and distribution is increasing under the able management of the executives, and according to present plans, it bids fair to become a large one. One important factor that has kept the company from marketing its products is the matter of records. But this has been eliminated as several hundred master records have been made. The first list will comprise 150 selections, each record



having two numbers. It is the intention of the company to issue monthly lists of approximately twenty-five records. These records will retail at 75c, \$1 and \$1.25. Several artists from the Boston Symphony orchestra have made quite a few of the Keen-O-Phone records, as well as a number of singers and other professional talent.

A new catalog is nearly ready. This will be handsomely illustrated, showing all models and giving the entire story. The record lists will be issued separately. Good discounts on both machines and records will be given legitimate trade.

E. P. Huylar Allen, general sales manager, in a chat with a representative of the Talking Machine World, says: "We are now prepared for deliveries and are now booking orders in large quantities for both machines and records. While we were ready to ship machines sometime ago, we believed it advisable to withhold the announcement until we could offer the records to go with them. Now that we are ready to offer the proper co-operation to both the jobber and dealer, we are starting a vigorous selling campaign. In the territory about Philadelphia, we have made a number of dealers, while here and there about the country we are constantly adding new devotees.

"One positive thing is that we will maintain prices. We believe that a 'one-price' system is the only logical method of merchandising and selling, and it is only upon this plan that we will operate. Any trade member violating his agreement with us will naturally have to be suspended. The prospects for a tremendous amount of Keen-O-Phone business are big, and we will gradually extend our operations until we cover all civilized countries."

Emile Bauer, widely known in the musical instrument field and who has been with this company for several years, is in charge of the selling staff, working hand in hand with Mr. Allen.

The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

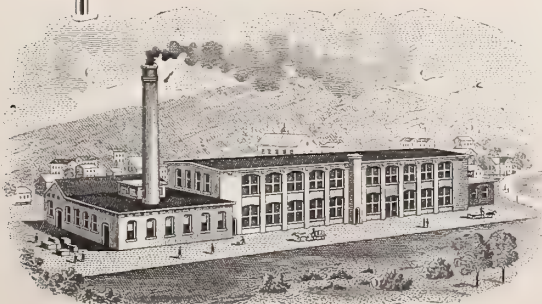
FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us:

Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business.

Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.



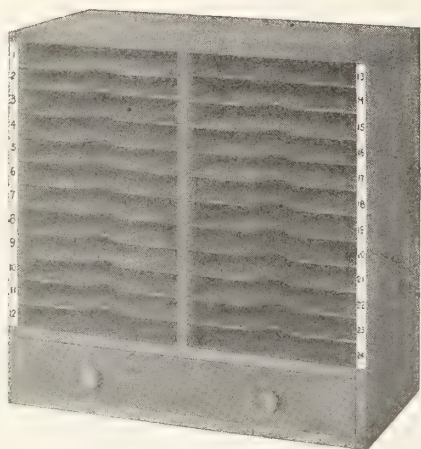
SOMETHING ENTIRELY NEW

In a Perfect Cabinet for Disc Records

Made to Match Your Store
Fixtures

Every Dealer
Should Have a
Sectional Cabinet

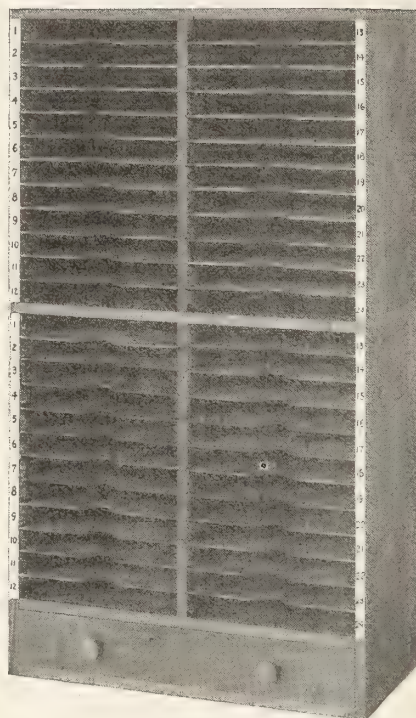
Section A



SIZE—HEIGHT, 26 inches.
WIDTH, 27 3/4 inches.
DEPTH, 13 inches.

PRICE, \$6.50

Section A and B



SIZE—HEIGHT, 47 inches.
WIDTH, 27 3/4 inches.
DEPTH, 13 inches.

PRICE, \$11.00

Section A and 2-B's



SIZE—HEIGHT, 68 inches.
WIDTH, 27 3/4 inches.
DEPTH, 13 inches.

PRICE, \$15.50

The Result of Long Experience

The many years that we have been wholesaling Disc Talking Machine Records have made us particularly well informed as to the best methods of handling them. After an extensive period of study we have evolved a Sectional Dealers' Cabinet for disc records, which we believe will do more to eliminate dealers' record troubles than anything ever before offered. Designed to help the dealer, all complications have been left out. It works on a principle as simple as the alphabet, and automatically keeps your stock complete and in perfect order.

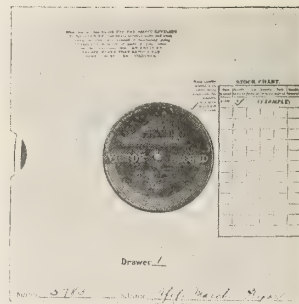
CONVENIENT

Our Sectional Dealers' Record Cabinet may be placed in any convenient location, back of or on top of a counter—in fact, wherever it can be reached to best advantage. It takes up so little room that it will not be in the way anywhere. When a customer calls for a certain record, and it is in stock, it is located quickly by referring to index showing drawer number. If record wanted is one not kept in stock, the index will show the fact immediately without looking in the case. If record had formerly been in stock and sold, the empty special envelope in drawer shows when new one was ordered, and your customer may be informed exactly when he may call for it.

ECONOMICAL

Every dealer in disc records loses money every year through warping, scratching and otherwise spoiling of records. With a Sectional Dealers' Disc Record Cabinet in your store, all such waste is eliminated. To find a record which you always have means of knowing if in stock or not, there are only a dozen records to go through, and those are kept in orderly fashion. You can readily see how much more carefully you or your help will handle them than you would were it necessary to go through a disorderly mass of undesired records, searching for one which may not be in stock at all. Rough handling ruins records and means a loss to you.

DEALER'S RECORD CABINET
INDEX



CAPACITY

Section A consists of one Unit, one Top, one Base, equipped with drawer.

Each unit contains twenty-four spaces, each space holding twelve, 10 or 12-inch records, or total capacity of unit 288 records.

Section A and B contains two units; one top and base equipped with drawer. This gives a capacity of forty-eight spaces, holding twelve 10 or 12-inch records, or capacity of 576 records.

Sections A and 2B's contains three units, one top and one base, including drawer, the capacity of the three units being seventy-two spaces, each space holding twelve 10 or 12-inch records, or a total capacity of 864 records.

AN INEXPENSIVE NECESSITY

Our Sectional Dealers' Disc Record Cabinet was planned to aid dealers, and we want every dealer who handles disc records to have one. We have brought them within reach of all, the cost being very insignificant. It is a decided aid to dealers who do not carry a large stock, they can purchase single units and build them up with their business.

We have made these cabinets of the best material obtainable and finish them as ordered by dealer and every cabinet carries our quality guaranty.

Lyon & Healy
CHICAGO

LABOR SAVING

Our Sectional Dealers' Disc Record Cabinet does away with every unnecessary movement in locating any record desired. You can tell your customer in two seconds whether or not you have a certain record, and if you have, secure it for him in less than half a minute.

The Cabinet is easily cleaned, and your records are kept in perfect condition.

No warping, scratching, cracking or breaking.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

Chicago, Ill., April 11, 1913.

The past few months one has heard a great deal about the shortage in certain types of talking machines. Many people have got an utterly erroneous idea as to the nature of this shortage. Some seem to be under the impression that the companies have been unable to fill the demand simply because they did not have faith in the future of the business and had not prepared themselves.

This is not true. They did have faith in the future and increased their facilities greatly as a result, but no human prescience could have been equal to the occasion.

As a matter of fact, the capacities of the factories are double those of two years ago, but the demand is four times as great as it was two years ago. Notwithstanding this great demand, a great proportion of it was for the high-priced goods. The situation is one which the piano merchant should study carefully with his own interests in view, especially as the manufacturing companies are beginning to get the advantage of the large additions made to their plants and the large shortage bids fair soon to be relieved.

Lecture Recital.

Many talking machine dealers the country over have recital halls in which daily or periodical talking machine concerts are given. The question is: Are these halls used to the best advantage? Concerts along the present lines are good and will probably always prove a necessity, but why not carry this thing a step further—in a word—give lecture recitals! Secure a good man, even from afar if no local man is available. Give a talk on some musical subject illustrated by records. The value of such a lecture recital should be very apparent. The Chicago representative has the details of such a plan well worked out, and if the trade is at all interested in the matter and will so express itself it will be treated more extensively in a future issue.

Changes Line of Business.

The tendency of the rural population to gravitate to the large cities, there to bask under the gentle radiance of the white lights, has been made the subject of many profound magazine articles. This tendency is still in force, as shown by the fact that W. A. Everly, who has for some years traveled successfully the States of Illinois and Iowa for the Columbia Graphophone Co., has come to Chicago and accepted a position as city sales-

man for the company, filling the position formerly held by Hyatt Lemoine, who resigned to go with the Columbia Shade Cloth Co.

A Little About Cabinets.

The Salter Manufacturing Co., of this city, has been making talking machine record cabinets almost since the year one—that is, the year one of the talking machine industry, and they have been making good cabinets—cabinets which from time to time have been made to incorporate some very marked and very distinctive improvements. The company also makes an exceedingly fine line of sheet music and music roll cabinets. Mr. Salter and Mr. Mortenson are capable gentlemen, who deserve the notable success they have achieved.

Tangoes Still Popular.

Local retail dealers and the big wholesale houses report that the demand for "tangoes" and "turkey trot" records continues unabated. The young people especially are taking advantage of the fact that with a few records, such as "Waiting for the Robert E. Lee," "Hitchy-koo" and "Down in Dear Old New Orleans," an informal dancing party can be arranged at any time that from the standpoint of fun is equal to the best of the regular orchestra. At one of the South Side hotels there is a family who have a daughter in high school who is exceptionally popular of late, due in a great measure to the fact that every afternoon after school she has a "crowd" up who move the rugs and practise the latest tango steps. The program was extended recently to include evening "hops," and the other guests in the hotel are beginning to wonder whether morning classes are to be instituted.

Dictaphone Used in Bennett Play.

Miss Horniman's Manchester Players, an English company which is playing in repertoire in America and which has been appearing for some time in Chicago under the auspices of the Chicago Theater Society, recently presented Arnold Bennett's "What the Public Wants," in which a Columbia Dictaphone is the most prominent of the properties.

The book is written around one "Sir Charles Worgan," who, by reason of "giving the public what it wants" in the way of news matter, becomes the owner of a number of daily papers and magazines and becomes one of the most influential men in England. The character makes one recall Alfred Harmsworth's meteoric career, and the part that efficiency in business methods played

in his success. The character of Sir Charles Worgan is one that is not entirely lovable, but an American audience is always pleased with progressive business men, and the sight of the dictaphone does more to impress the audience with the nature of the man than all of the explanatory lines in the first act. The machine does not enter into the plot of the play, as one would imagine when the curtain rises, but is used several times in the first act and is explained by Sir Charles to his English friends that enter his office. The second act opens with Sir Charles dictating into the machine, and the fourth and last act is closed with the dictation of a letter to the "other woman" by means of the dictaphone. While the machine can hardly be credited as having a "speaking part" production, it is, at least, always in the eyes of the audience, and the local offices of the Columbia Graphophone Co. are benefited thereby.

Visitors and Personals.

J. N. Freeman, the well-known dealer of Cedar Rapids, Ia., was a Chicago visitor.

F. G. Cook, representing the Columbia Chicago office, was down in Indiana when the water came up and the bridges went down and, strange as it may seem, captured quite a lot of business in the flooded districts.

Nick Worth, of Escanaba, Mich., and Henry Saak, of Milwaukee, were among the dealers who recently visited Chicago.

From Dixie to Nordland.

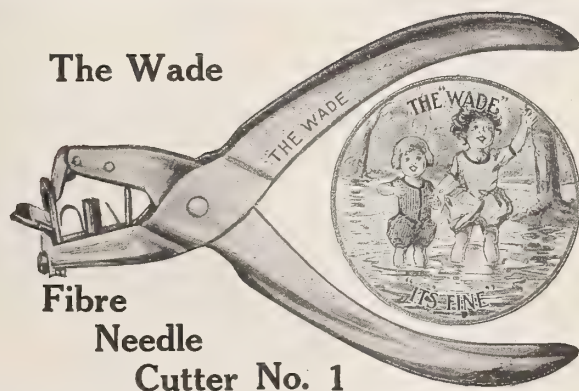
E. W. Graham, who has hitherto traveled out of the Dallas, Tex., branch of the company, will represent the Chicago office in Illinois and Iowa.

Talking Machine Business in Chicago.

E. F. Lapham, of the retail piano firm of Grosvenor, Lapham & Co., who is the chairman of the Music Trade Committee of the Chicago Association of Commerce, made a report recently in which he spoke of the talking machine business in Chicago as follows: "The talking machine business has developed into an immense business and has curtailed somewhat the guitar, violin and mandolin demand. There are retailed in Chicago each year \$1,500,000 worth of the machines and an equal amount is wholesaled, making the total amount of business done in this department about \$3,000,000—and the trade is increasing by leaps and bounds, it being claimed that the demand to-day is four times greater than two years ago."

A Young Department Head.

The talking machine department of Adam Schaaf
(Continued on page 22.)



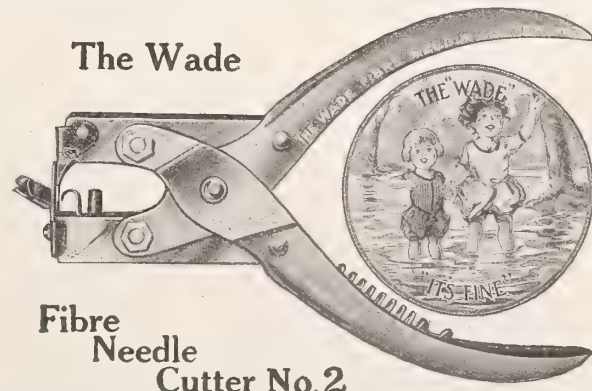
The WADE CUTTERS have an upper and lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel, and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening. The construction of the WADE No. 2 affords the most powerful cut of any tool ever made, and the blades work parallel to each other, therefore it requires practically no exertion whatever to trim the needle. We fully guarantee this cutter in every respect, and if the blade of this cutter ever gets dull we will give you a new blade upon the return of the old one.

LIST PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Ave.
PHONE, DOUGLAS 8108
CHICAGO, ILL.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 21).

at 700 West Madison street has enjoyed a very profitable season and is carrying an increased stock. Louis Levin, who was formerly with the "Talking Machine Shops" and who is but eighteen years old, is in charge. He is probably the youngest department head in the business.

New Kimball Department Thriving.

H. F. Chubb, who has been placed in charge of the new talking machine department of the W. W. Kimball Co., reports that the first month of actual business is more than satisfactory and judging from the number of people who are making visits to this new Kimball institution, he has put it very conservatively. Two large pipe organ rooms on the second floor have been converted into demonstration rooms and equipped with a full line of Columbia and Victor machines.

Talking Machine Co.'s New Quarters.

The remarkable business of the Talking Machine Co., exclusively wholesale Victor distributors of this city, long since outgrew at 137 South Wabash avenue so that they were compelled to secure large storehouse space several blocks from their main headquarters. Even then they lacked room. Consequently they made arrangements whereby they will soon have larger quarters, enabling them to transact all their business under one roof. They have practically closed a lease for a term of years for the entire third floor of the building, to be known as the Montgomery Ward Annex, which adjoins the present Montgomery Ward building on Michigan avenue, between Washington and Madison streets. The entire building is being remodeled or rather reconstructed, and together with the Montgomery Ward building on the south and the magnificent new Jarvis Hunt building now in the course of construction immediately to the north on the corner of Washington and Michigan avenue, will constitute as handsome a trio of modern buildings as can be found in Chicago, or, for that matter, any other city.

The space to be occupied by the Talking Machine Co. will comprise 20,000 square feet. It will be very handsomely fitted up. The new quarters will be reached by three modern passenger elevators, and besides there will be two large freight elevators, one on one side of the building for receiving purposes and another on the opposite side for shipping purposes. There will also be a large canopied shipping platform in the alley, which will be unusually wide.

The Talking Machine Co.'s quarters will have a frontage of 140 feet on Michigan avenue, overlooking the lake. One hundred and four feet of this frontage will be utilized for the general offices and the balance for the record stock, giving them the benefit of natural light in filling orders. The balance of the great floor will be utilized for machine order filling, repair department, storage and shipping room.

Naturally with this concentration of the various branches of their big wholesale business the Talking Machine Co. will be able to improve even their present excellent service to the dealers.

The general manager, Arthur D. Geissler, is certainly to be congratulated upon his enterprise and progressiveness.

A Happy Trio.

V. B. Taylor, who travels for the Victor Co. in Illinois, will be married next Tuesday to Miss Brauns, a charming young Chicago woman, at the home of the bride's parents in this city. A conubial epidemic seems to have struck the Victor force. George Ornstein, general manager of salesmen, and his assistant, are both to be married in the East this month.

Good Record Lists.

The Talking Machine Co. has not only issued a revised edition of their list of 500 most popular selling Victor records in attractive pamphlet form, but also an entirely new classified list of 100 most popular Victor records. These lists will be supplied by the Talking Machine Co. in quantities at cost price to their dealers for distribution to their customers.

The Wade Fibre Needle Cutter.

Wade & Wade, manufacturers of the Wade fibre

needle cutters, have removed from 1227 East 46th street to 3807 Lake avenue, where they have the increased facilities demanded by their growing business. The Wade fibre needle cutter is handled by practically every jobber in the country. By its use the fibre needle can be efficiently re-pointed from twelve to fifteen times. It works like a pair of pliers and comes in two different models.

Returns from Central America.

E. H. Uhl, manager of the local Wurlitzer institution, has returned from his extensive trip through the Bahamas, Jamaica, Cuba and Central America looking and feeling well. He at once plunged into his work and accomplished much despite the numerous well-meaning friends who came to see and welcome him. He returned to hear that the March talking machine business was the best month in the history of the Chicago house with the exception of last December.

Inspecting Talking Machine Shops.

E. H. Beacham, a dealer of Indianapolis, has been visiting Chicago for a few days and inspecting the various talking machine shops.

Giving Hotel Recitals.

J. W. Scott, special representative of the phonograph sales department of Thomas A. Edison, Inc., is giving recitals every day and evening at the Hotel LaSalle in this city. Mr. Scott has rapidly proved the value of demonstrating the new Edison phonograph to the traveling public, and it is safe to say that the Edison machine is securing more valuable publicity through this than any other method that is proportionate in expense.

A Modern Talking Machine Shop.

A. P. Miller, who has been in the talking ma-

chine business for many years, has opened one of the best arranged stores of its size in the city. It is located at 1124 East Sixty-third street, and offers to the residents of that locality all of the facilities that are found in more pretentious establishments.

At the entrance one is greeted with a reception space that is at once refined and homelike. The well-chosen color scheme of creamy white and soft brown is enhanced by the semi-indirect lighting system and the velouria glass chandeliers. Soft rugs upon the floor make for further comfort.

There is a concert hall which will accommodate about forty-five and in which regular programs are to be offered to the patrons and prospective patrons of the shop. The hall contains all of the different styles and sizes of the most prominent lines, and are displayed in a most inviting manner. There is also an abundance of convincing literature placed on every hand. Two demonstration booths of plate glass and cream enameled wood are used to display the machines and demonstrate the new records.

There are several machines in each booth, still leaving room for the accommodation of three or four people in each. The show window contains a Grafonola de Luxe and a Baby Regent machine. A large bunch of roses in a bowl completes the window and confirms the artistic air that characterizes the entire store.

A Recent Visitor.

Albert Middleton, secretary of the Victor Talking Machine Co., was a recent and distinguished visitor.

WURLITZER'S NEW RECITAL HALL.

Just Been Thrown Open to the Public—Acoustically Perfect and Handsomely Equipped.

(Special to The Talking Machine World.)

Chicago, Ill., April 10, 1913.

The new recital hall of the House of Wurlitzer has been entirely completed and thrown open to an admiring public, that is already taxing its capacity.

The general idea suggests a French drawing room in semi-classic style, the color scheme being warm gray, rose, ivory and cream. The stage is ceiled by a paneled proscenium arch with a door at each end of the stage wall. The doors and trim are finished in French gray enamel. The walls of the hall have a three-foot paneled wainscoting finished to match the doors, the base of the wainscoting forming the face of the stage platform. Eight-inch, paneled, Ionic pilasters are placed at uniform intervals on the two sides of the hall. Paneled pedestals support these pilasters which, in turn, are surmounted by an Ionic cornice, which runs along three sides of the room. Between the pilasters at the back of the stage there will be canvas panels which have the appearance of tapestry, but which are more durable and sanitary. These panels will be of rose of two tones, which color is repeated in the draperies. The frieze and ceiling are of cream color.

Manager Cameron, of the talking machine department, is providing six programs—each of forty-five minutes duration—which will be either of an operatic or a popular nature, relieved by some

records of a semi-classical nature. Special concerts of Victrola, piano and Wurlitzer harp will be introduced and later—probably in May—there will be four special concerts, which will be participated in by some of the best-known artists in Chicago.

ISSUE SPECIAL OLCOTT BOOKLET.

In order that the trade may be in a position to properly introduce the new records by Chauncey Olcott, the Columbia Graphophone Co. announces the publication of a special four-page booklet devoted to a brief talk on Chauncey Olcott, the importance and possibilities of his new records, and a short discussion on the records themselves. This booklet is very attractively arranged, and is colored appropriately in green, as symbolic of the melodies featured on the new records. A characteristic portrait of Chauncey Olcott is shown on the front cover.



Wurlitzer's New Recital Hall.

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If you want an offer to attract the public make it such that it will appear attractive from the buyer's point of view rather than from the seller's.

THE TALKING MACHINE CO.



"HIS MASTER'S VOICE"

At the Head of the March of Progress

OUR SERVICE ON
Victor Goods

EXCLUSIVELY WHOLESALE

That service now more valuable than ever.

WHY?

Because no portion of our immense stock
is being diverted into retail channels.

What Does This Mean To You?

It means that the Talking Machine
Company is taking care
of their dealer's com-
ands better than any-
one in the country.

IF IT'S IN THE HOUSE
IT'S AT YOUR COMMAND

137 North Wabash Avenue

CHICAGO ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 22).

HANDSOME HOME OF THE PHONOGRAPH CO., CHICAGO.

Interior Views on This Page Give Readers a Partial Idea of Beauty and Completeness of New Home of the Edison Phonograph in Western Capital—Business Under Management of C. E. Goodwin, Assisted by Capable Staff.

(Special to The Talking Machine World.)

Chicago, Ill., April 9, 1913.

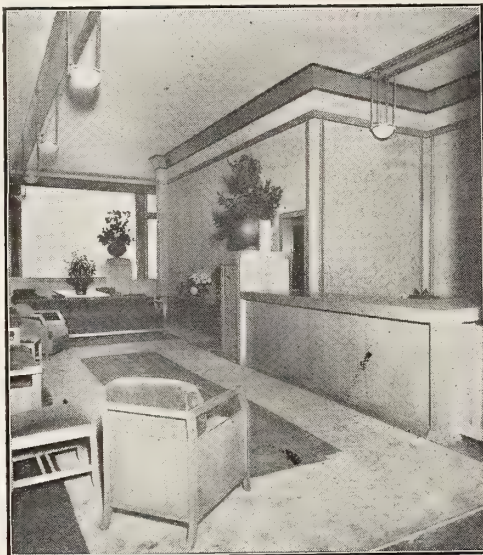
In the last issue of The World there was presented an exterior view of the handsome building of the Phonograph Co.—the new Chicago wholesale and retail dealers in Edison phonographs at 229 South Wabash avenue. This month we are fortunate in being able to show several views of the interior. The photographs are excellent as photographs, but they fail in any sense to convey an adequate idea of the beauty of the warerooms, which is due not merely to the superb architectural arrangement, but also to the artistic, restful and logically conceived color scheme.

C. E. Goodwin, the manager of the company, has every reason to be proud of the handsome rooms, which were opened to the public three days ago. They have been crowded since by an admiring public that has gone into ecstasies not only over the beauty of the quarters, but over the remarkable tonal reproductive qualities of the new Edison disc. They have all declared it to be a musical instrument par excellence.

The development of the interior of the home of

gray stain, with the exception of the auditorium, where the wood has been kept in its natural state. In order to give the light gray shade of the wood an added charm, black walnut in its natural color has been added in bands of varying widths.

To avoid any hardness either in color or tone, a



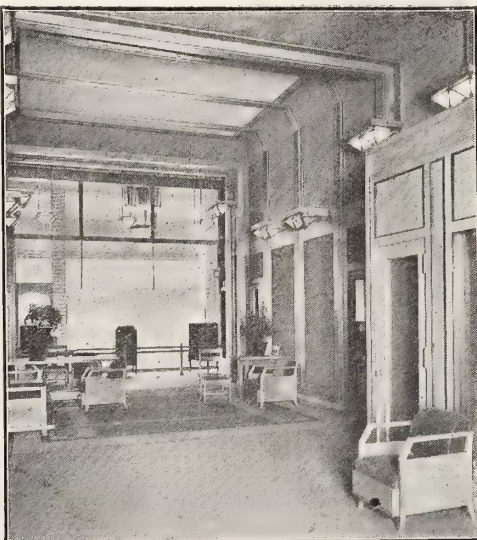
Lounging Room, Record Department, Second Floor, Edison Shop.

soft brown cork carpet has been applied to all floor surfaces.

The lighting for the building emanates from suspended, soft-toned, ground glass fixtures of the semi-indirect type. The dominating colors of the glass are white, light amber and soft iridescent, combined with dull silver metal work.

The general coloring of the walls, which maintain their natural characteristics, due to the fact that they are done to color scheme by luminous translucent pigments, is tan and russet tan, with a silver overlaid line. The upper walls of the auditorium are graced by a semi-mural decoration, floral in type. One of the chief characteristics of this room is the drawing together of the spherical lighting bodies with balancing circular forms of varying color interspersed throughout the decoration.

Wicker furniture of a simple type, and stained in a very soft tone, is placed in unconventional groupings about the room. Sections of both the first and second main floors are furnished with specially designed furniture and rugs, the chief



Reception Room, First Floor, Edison Shop.

intent of these spots being either a rendezvous for prospective buyers, or a place where prospective

buyers can have more privacy in their conversations with salesmen. The furniture is of a semi-lounging type, and the rugs are characteristic of the interior of the building, both in design and color, in some cases helping to develop the architectural lines. The other furniture used throughout the sales rooms for machines and Edison discs, offices, etc., are all of the same general type as the foregoing mentioned furniture, and is specially designed and developed in the gray birch so as to be in complete accord with the interior of the building.

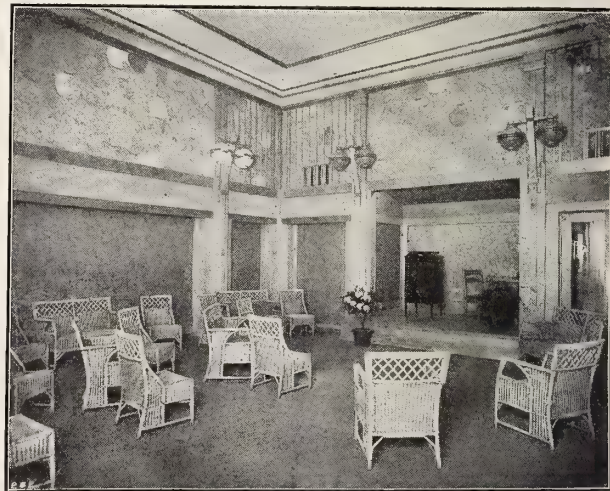
Following a well-established policy, all sales of Edison talking machines are made on the first floor, where every facility is present to display the tonal beauties of the instrument, as well as every advantage in the display of the machine itself.

If the customer desires to purchase a supply of records at once he or she is invited into the elevator and taken to the second floor, where there are seven private sound-proof booths, each of which is large enough to seat three or four persons comfortably. These rooms are fitted with a second door, opening from the back of the booth and upon the long aisle that is lined with a row of shelves that hold a complete Edison stock. An abundance of ventilation is provided for in each booth and also an abundance of light. Outside of each is placed a gray birch desk that corresponds, of course, to the balance of the furniture, and at which the customer and the saleswoman can be seated and make up the list of the purchases and complete the sale.

The entire procedure of making a sale, whether of a machine of the most expensive style or a single record, is attended with such courtesy and comfort that one is impelled by the sheer fascination of the surroundings to make repeated visits and to tell one's friends of its beauties.

The general offices and wholesale stockrooms occupy the entire third floor of the building.

To describe the new home of the Edison machine in Chicago and to tell of the wonderful success that has favored its introduction into the Western field would be incomplete without a little sketch of the people who, under Manager C. E.

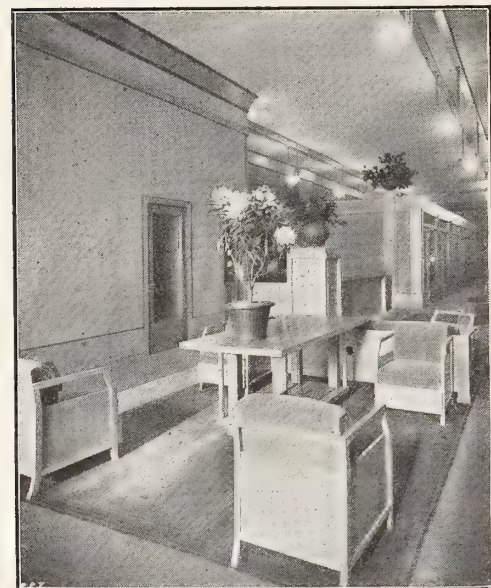


The Recital Hall, Edison Shop.

Goodwin's direction, have made that success so thorough.

The readers of the World have already heard much of Mr. Goodwin, and many of them are personally acquainted with him. This is due mainly to the fact that for ten years he was manager of the talking machine department of Lyon & Healy's, and while in this position became more or less acquainted with all of the prominent dealers of the Middle West. Four years ago Mr. Goodwin resigned and went East to join the Edison Co. In his new field he had much opportunity to meet and study the needs of the dealers of the East, making many friendships and acquiring a knowledge of the talking machine business that has been given to but a fortunate few. Mr. Goodwin was a student of Mr. Edison's experiments, and witnessed every step in the perfection of the new Amberol

(Continued on page 26.)



Record Rooms, Second Floor.

the Phonograph Co. and the purposes that the various sub-divisions are put to. The designers were the Niedecken-Walbridge Co., interior architects, of Milwaukee. It is original in every sense of the word, and there has been no attention paid either to styles or conventionality.

The original development of the architectural lines are structural in every case, and form a decorative scheme in the general breaking up of the surfaces. All materials used have been employed in such a manner as to show to the best advantage their natural characteristics, both as to grain and texture. In no case has there been a misrepresentation or false adaptation of the materials. They are all typical of their characteristics and are not employed beyond their own limitations. Ornamentation, where it has been used as a decorative feature, has always been held subservient to the architectural lines, as is proper, and found in the pure types of architecture. The development of the color on the walls and wood is one which leads to restfulness. As the purpose of this building is to interest people in music and its perfect rendition by means of the Edison disc, it has been Geo. M. Niedecken's aim to have the colors in the interior augment the beautiful tone quality produced by the Edison instrument and avoid all foreign reaction on the brain, which color is so apt to do.

The general wood trim of the two principal floors of this building is of white birch, treated with a very

An Unprecedented Success

The Edison Disc Phonographs and Records have met with a reception by the public far beyond the fondest expectations entertained by the inventor, the manufacturers or the distributors.

"The most wonderful musical instrument in the world!"—"A faithful reproduction of the human voice at last!"—"Almost unbelievable!"—Are the expressions of the thousands who crowd our store daily.

Mr. Dealer: The point for you to consider is this: Are you going to miss taking advantage of the most revolutionary movement ever known in the talking machine industry?

New life to your business—increased sales—increased profits—all these are yours if you secure the new Edison Disc Line.

Dealerships are being rapidly taken up, they are valuable as only a limited number of dealers will be established.

A wise policy protecting the dealers' interests has been adopted. This increases the value of an Edison Disc Dealership and makes it incumbent upon you to take steps toward securing the line *at once*.

Remember: We carry a full line of Edison Cylinder Machines and Blue Amberol Records. Unparalleled Service—Orders filled the same day they are received.

THE PHONOGRAPH COMPANY

C. E. GOODWIN
General Manager

CHICAGO

227 So. Wabash Ave. between
Adams St. and Jackson Blvd.

TELEPHONE HARRISON 1503

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 21).

records and the famous diamond point reproducer.

W. E. Clark is in charge of the retail department, and has conducted the opening of the new department with results that are most impressive and which mark him as one of the best retailers in the city. Mr. Clark's experience in the Chicago trade is quite extensive, having been with Lyon & Healy for over five years, and with the "Talking Machine Shops" for three years, in that time gaining an intimate knowledge of what the local trade requires.

With Mr. Clark in the conduct of the first floor is Arthur H. Thayer, who is comparatively a newcomer into the trade, but who has taken up his work with an enthusiasm that is rapidly making for success.

W. C. Patrick is in reality a wholesale man, but in addition to assisting Mr. Goodwin in the handling of the already important business in that department, he has aided materially in the opening of the retail department. Mr. Patrick comes from the West and is an old Edison man, having been with the company for about ten years. In addition to this he was with the United States Phonograph Co. for over a year. Mr. Patrick is now making his plans for a business trip in connection with the wholesale marketing of the new Edison phonographs that is decidedly extensive and which will necessitate his absence from his home for considerable time to come.

To Miss Florence Bell Underwood has fallen the responsibility of conducting the recitals. Miss Underwood was chosen for this work not only because of her knowledge of it, but because of her intimate knowledge of music. She is a pianiste of more than ordinary ability.

In choosing the head of the record department, Mr. Goodwin has wisely selected one who is entirely capable of exercising all of the tact and courtesy that such a department demands. She—for it is a she—is Miss Gladys Cundiff, a very charming and very young woman of Southern ancestry and Southern accent, who has all of the graciousness that we look for in women of the South. Miss Cundiff was also formerly with Lyon & Healy in the record department, and while there gained a thorough training which together with her talent and personality will enable her to cope with any problem that may confront her.

In explaining the large sales in the record department Miss Cundiff very generously gives her assistant, Mrs. Mary B. Davis, a large share of the credit. Mrs. Davis is a Pennsylvania woman who

has come into the employ of the Phonograph company with but a limited experience in this particular line, but with a knowledge of business methods and a love of music that has enabled her to accomplish all of the difficulties of the new work with a readiness that insures her success.

Lastly—and fittingly—we come to Joseph Hodock, who is the last to see the Edison goods as they leave the store and upon whose shoulders rest all of the responsibilities of the shipping department. Despite the big volume of goods handled during the opening weeks he has maintained his system and his temper perfectly and has yet to meet with any serious mistake. May his service never grow less!

Mr. Goodwin has all reason to be congratulated for he has a wonderful instrument, a thoroughly equipped store and a corps of assistants that is in keeping.

OFFERS PROMPT ASSISTANCE.

National Association of Talking Machine Jobbers, Through L. C. Wiswell, Gets in Touch with the Trade in the Flooded District.

(Special to The Talking Machine World.)

Chicago, Ill., April 10, 1913.

That the National Association of Talking Machine Jobbers is always "on the job" where the interests of its members are concerned is well evidenced by the prompt letter of assistance sent out by L. C. Wiswell, chairman of the traffic and transportation committee of the association. This letter, which was sent out on April 1 to the members of the association, came at a time when the floods in the Middle West were doing their greatest amount of damage and causing intense suffering.

Mr. Wiswell's letter of assistance is as follows: "The terrible catastrophe that has visited the States of Ohio and Indiana has demoralized transportation, which means that shipments are delayed and, in many cases, lost. Therefore, if you are being inconvenienced by delay or in danger of having losses en route in the shipments of Victor or Edison phonographs or records, the traffic and transportation committee places itself at your command.

"The committee has excellent railway connections at Chicago, and with this advantage would no doubt be of much help in locating shipments. If you wish to use the committee's services in

regard to loss or delay of shipments, please give in writing detailed information, namely, date of shipment, routing, what shipment consists of, number of pieces, etc. If possible, send duplicate copy of bill of lading governing shipment in question. The services of the committee are yours to command.

"National Association of Talking Machine Jobbers, Traffic and Transportation Committee."

SOMMERS CO. ADDS "TALKERS."

Prominent Furniture House in St. Louis Takes on Columbia Line—Handles Pianos Also.

(Special to The Talking Machine World.)

St. Louis, Mo., April 11, 1913.

The Sommers Furniture Co., of St. Louis, added the Columbia line to its merchandise stock April 10. This store, at Eleventh and Olive streets, is in the heart of Piano Row and has a piano department. It is one of the large instalment furniture stores of the city and means a considerable acquisition for the Columbia Co., which has been meagerly represented in St. Louis aside from the company store. Two piano stores were announced as taking up the Columbia line, the Denmore Piano Co., at Grand and Olive streets, on the edge of the great West End residence district, and Kleekamp Bros. Piano Co., at Grand avenue and Arsenal street, on the South Side.

These new dealers are carrying out a plan that Manager Irby W. Reid announced when he took charge of the local store.

EDISON CYLINDER MACHINES

Are Featured in a Special Catalog Just Issued by Thos. A. Edison, Inc.—Admirably Written and Illustrated—Many Edison Improvements.

Thomas A. Edison, Inc., has just issued a very attractive catalog devoted to the Edison phonographs, cylinder models, which is notable for its artistic make-up, and the attractive appearance of the machines described in its pages.

This new publication contains 28 pages, and first attracts the attention of all who see it by reason of its beautiful cover—an artistic and appropriate design in four colors. Throughout the volume are shown every model of cylinder machine introduced by Thomas A. Edison, Inc., with the exception of the three new types of Amberolas that were placed on the market the last few weeks.

The opening pages of the new catalog are devoted to "Edison Improvements," outlining briefly the accomplishments of Thomas A. Edison, Inc., in the realm of cylinder phonograph production. The Blue Amberol record and the diamond point reproducer are two of the subjects that are treated in this section in an interesting way.

The most important feature of this new publication is the attractive and artistic appearance of the various machines shown throughout the catalog. Each page illustrates a different type of phonograph, and is shown in an attractively furnished room in the home, the place that it occupies when in use.

Various rooms of the average home are illustrated, and the phonographs certainly make a pleasing appearance in the appropriate surroundings in which they are placed. At the bottom of each page is placed enough descriptive matter to inform the public just what is essential in the construction, tone and appearance of a talking machine. This combination of attractive illustrations with concise description cannot fail to favorably impress all persons interested in the purchase of an Edison cylinder machine.

The last few pages of this really excellent catalog are devoted to illustrations and descriptions of the Edison school phonograph, Edison home recording outfit, cylinder record albums, reproducers and horns.

The manner of greeting a customer has much to do with making sales. The grouch never makes a good salesman.



"It's the Jewel that Does the Work And Oh, How Well."

10,000 Operas with 1 Needle

Greatest sensation in the improvement of phonographs. Does the work of 10,000 needles on any disc phonograph. Dealers welcoming with delight this Permanent Jewel Point Needle. Phonograph owners everywhere are clamoring for it. No more changing of needles. No more whittling of points. Use this needle 10,000 times without changing. Made in 3 tones—Soft, Medium, Loud. Gives the sweet tone you want. Puts rich tonal value in your records. Prolongs the life of your disc. Preserves the fine, delicate tones. Make friends with your customers by supplying them when they call for the Permanent Phonograph Jewel Point Needle. Sample orders sent on approval.

Jewel Disc Needles

The demand for this wonderful needle is spreading like wild-fire. Every owner of a disc phonograph wants this Jewel Needle as soon as he learns of its beautiful qualities and its unrivalled merit. Every owner who gets one tells his neighbors. Everyone is delighted with the improvement it makes in the music. Saves records. Saves trouble. Saves money.

Very Special to Dealers

Hurry up with your order for the Permanent Phonograph Disc Needle. Put it in stock just as quick as you can. Order samples in three tones. The loud tone for public recitals, churches, etc. The medium tone for home gatherings and general use. The low, soft tone for artistic requirements. Dealers, act quick! Help your own business by giving your customers this marvelous Permanent Jewel Disc Phonograph Needle.

Write to-day for full description and all particulars, prices and terms, all sent postpaid, free to you.

It is better to give your customers what they want than to make them dissatisfied. Protect your own business by putting the Permanent Phonograph Disc Needle in stock. Write to-day.

Permanent Phonograph Disc Needle Co., Inc. Dept. 6338 CHICAGO

ARTISTIC VICTOR VOLUME.

New Illustrated Catalog of Victor Red Seal Records Most Attractive Publication—Contains Portraits of Leading Artists, and Selected Number of Records That Will Interest.

A really artistic publication, and one which represents the results of considerable time and expense, has been received from the advertising department of the Victor Talking Machine Co. This volume, entitled "Victor Red Seal Records," is worthy of careful examination by members of the talking machine trade, for it emphasizes the high plane the talking machine now occupies.

This new catalog is devoted to a partial list of Victor red seal records by artists whose names are famous all over the world, and who are under contract with the Victor Co. Over ninety of these artists are represented in this publication, and a partial list of each star's records accompanies a portrait and short biography of the artist featured. The completeness and value of this red seal catalog may be gleaned from the fact that the section devoted to Caruso and his famous records consists of five pages, all of which are interesting and informative. Other artists are treated with the same thoroughness of description, and apparently the main aim of the compilers of this new publication was to produce a catalog that would be the last word in the lists of records by famous artists. That they have succeeded in this endeavor must be conceded by the most critical expert of catalog production.

It seems unnecessary to state here that the appearance and typographical make-up of this artistic brochure is entirely in keeping with the high-class character of the records listed, as the Victor Co. never fails to present a publication with component parts not in complete harmony in every detail. The cover of this publication is worthy of special mention, as it is both unique and attractive. It is made up in an excellent imitation of dark red morocco leather, and the resemblance is startling, as the grain of the leather has been excellently reproduced. A copy of the famous Victor trademark is shown in gilt on the cover, and the effect in general is most pleasing to the eye. The complete catalog contains 125 pages, and has both an alphabetical index of artists and an index of the records listed, with the pages on which they appear. Victor dealers have expressed sincere admiration for this new publication, and intend to use every copy to good advantage instead of making a promiscuous distribution.

SILAS E. PEARSALL CO.'S NEW LEASE.

Chas. Bobzin Becomes Manager of Company and Plans Energetic Campaign Along Wholesale Lines with Victor Co. Goods.

The Silas E. Pearsall Co., the prominent Victor talking machine distributors, who for the past seven years have been located at 541 Fifth avenue, have leased the first floor and basement at 16-18 West Forty-sixth street at an aggregate rental of \$100,000, and will remove to the new location at an early date.

Charles Bobzin, who recently assumed the management of this company, is planning an energetic campaign in the interests of the wholesale department. Mr. Bobzin ranks with the most experienced men of the talking machine industry, and the aggressiveness with which he will enter the wholesale field will no doubt show excellent results. In the retail sphere the wholesale company has a very high class clientele. Mr. Bobzin recently spent several days in Camden, where he went into this matter comprehensively.

PRIZES FOR BEST SALES STORIES.

"The Voice of the Victor," the house organ of the Victor Talking Machine Co., announces an offer of three cash prizes to Victor retail salesmen for the best three stories of how difficult sales were made. This competition closes May 10, and is open to any Victor salesman employed by any properly qualified Victor dealer in the United States. The prizes consist of \$20, \$15 and \$10.

TOWER CO. "OPENING" ON APRIL 14.

New Edison Disc Line Displayed to Advantage by the Tower Mfg. & Novelty Co.

The Tower Mfg. & Novelty Co., 326 Broadway, New York, which recently arranged to handle the entire Edison line of machines and records, including the Edison disc machines, held the formal opening of its talking machine department, Monday, April 14. The new department, which is under the management of H. N. Purdy, formerly connected with Fred Kraft, 30 Church street, New York, is furnished most attractively and comfortably, and visitors the opening day were greatly pleased with the excellent way the machines are displayed. The decorations of the rooms are admirable, and the new disc models make a very pleasing appearance in their new home.

The Tower Mfg. & Novelty Co. is one of the best known manufacturing stationers in the country, and recently completed a six-story building for its exclusive use at the above address. The company caters to an extensive clientele, and expects to close a very profitable business with the Edison line in the territory which it controls.

RECITALS MUCH APPRECIATED.

Two sincere testimonials of appreciation were recently sent to O. W. Christian, manager for Steger & Sons Piano Manufacturing Co., Perth Amboy, N. J., for two Victrola recitals which were given by him a short while since. These letters came from the Mayor of Perth Amboy and W. H. Bowden, a prominent Baptist minister of Perth Amboy, N. J.

NEW TYPE OF REGAL MACHINE.

The Columbia Graphophone Co. announces the introduction of a new type of its popular "Regal" machine, to retail at \$50. This new machine embodies a number of meritorious features, including tone control levers, a lid, a new tone arm and the popular new No. 6 reproducer. The new "Regal" will be formally introduced to the public by the medium of a double page spread in the May 24 issue of the Saturday Evening Post. The letter announcing this new model particularly states that the popular \$40 "Regal" is not to be withdrawn from the market, but that Columbia dealers could avail themselves of an exchange privilege for the new model, receiving full credit for the \$40 type.

If some self-made men had had some assistance they might have turned out a better job.

IMPORTANT CASE ARGUED.

Patentees' Rights as to Fixed Prices the Basis of Argument Before United States Supreme Court in Patent Medicine Case.

Considerable interest is being manifested just now in the talking machine and other prominent industries as to the probable decision that will be rendered in the near future by the U. S. Supreme Court in the celebrated Bauer Chemical Co. or Sanotogen case. This suit, which was argued on an appeal before the highest court of the land April 7, will probably definitely decide the status of the patentee's rights as affecting the resale of a patented article.

In the Supreme Court of the District of Columbia this case was originally decided against the Bauer Chemical Co., the patentee, in its efforts to forbid the sale of Sanotogen by a Washington, D. C., druggist at less than the fixed price (\$1). Immediately after the decision was handed down in favor of the defendant and against the principle of a fixed price on the resale of a patented article, the Bauer Chemical Co. filed a notice of appeal in the U. S. Supreme Court, and it was this appeal which was argued April 7. Prominent attorneys in the talking machine trade state that this case is one of the most important and best outlined cases yet presented to the courts on the subject of the rights of patentees in the resale of patented articles.

TO MAKE TONE MAGNIFIERS.

The Stetson Mfg. Co., Inc., of Manhattan, was recently incorporated under the laws of New York State with a capital of \$25,000. This company will manufacture tone magnifiers for use with talking machines, and the incorporators are Cora S. Butler, Florence M. Hall and William A. Shepard.

CLEANRITE BRUSHES FOR COLUMBIA.

The attention of Columbia jobbers and dealers is directed to the announcement contained in an advertisement of the Blackman Talking Machine Co., 97 Chambers street, New York, regarding the No. 20 Cleanrite brush for the Columbia Concert Grand sound-box. Deliveries are being made now, and advertising matter will be furnished, free of charge, in the near future.

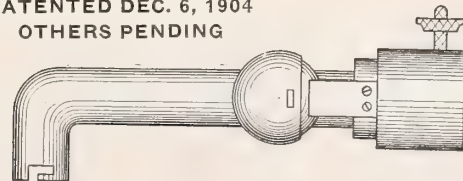
The Metola Talking Machine Co., Boston, Mass., has incorporated with a capital stock of \$150,000 to manufacture and deal in talking machines, etc. Incorporators are Wm. F. Stewart, P. Hunt and W. G. Moseley.

HERE IT IS!

Union No. 1 Attachment

For Edison Disc Machine

PATENTED DEC. 6, 1904
OTHERS PENDING



To Play Victor or Columbia Records
Use Columbia or Victor Sound-Box

DISCOUNT—40 PER CENT
on orders of half dozen or more

JOBBER WANTED
SOMETHING NEW
AGAIN
NEXT MONTH

RETAIL

GOLD PLATED, \$5.00
NICKEL OR OXIDIZED, \$4.00

Foreign Countries, Duty Extra

Samples Retail Price, Cash with Order
To be discounted on order for ½ doz.

Union Mfg. & Plating Co.

409 Prospect Avenue, N. W.

Cleveland, Ohio, U. S. A.



No talking machine dealer can legitimately expect to be taken seriously as such if he is not showing the Columbia Grafonola "De Luxe" to his customers.



**Columbia Graphophone Company
Tribune Building, New York**

EDISON DISC LITERATURE.

Handsome Volume Illustrating and Describing the Various Disc Models of Edison Phonographs Just Issued—Interesting Publication.

"Edison Phonographs, Disc Models," is the title of a very artistic and high-class catalog just issued by Thomas A. Edison, Inc., Orange, N. J. As its name implies, this excellent new brochure is devoted to the new Edison disc machines, and incidentally it can claim the distinction of being the first piece of catalog literature introduced in behalf of this famous line of machines.

The new Edison publication certainly deserves to take a front rank in the realm of catalog production, as every one of its twenty-eight pages breathes quiet refinement, dignity and charm. Judging from the catalog's artistic perfection, the main thought in its production was to introduce a catalog that would be in every way worthy of the high-class machines portrayed in its pages, and the Edison advertising department has certainly succeeded in its work in this direction.

The cover portrays a very pretty scene in many colors, all in complete harmony and accord, and typographically the catalog is perfect. The first nine pages of the new publication are devoted to a talk under the heading "Edison's Masterpieces." It is not to be imagined for an instant that this discussion is a mediocre, ordinary selling talk. On the contrary, these nine pages contain information that is invaluable to every Edison disc dealer, salesman, customer or prospect. The history of the Edison phonograph, a valuable talk on tone, sound recording and many other similar valuable hints, are interestingly discussed in this section, which in itself is entitled to be called literature in the true sense of the word.

Following this excellent talk are clear and perfect illustrations of the various type of Edison disc machines. Adequate descriptions of the various types are given on each page, and the cuts are really remarkable in their clearly defined details. The last two pages of this artistic catalog are devoted to a short discussion of the Edison disc record, the Edison diamond point reproducer and the portfolio for Edison disc records. Considered in its entirety, this first catalog featuring the Edison disc machines is one that Thomas A. Edison, Inc., and Edison jobbers and dealers throughout the country can well afford to view with pride.

REDUCES DUTY TO 25 PER CENT.

The section in the new tariff bill of considerable interest to the talking machine industry is that paragraph which reduces the duty on phonographs from 45 to 25 per cent. Prominent members of the trade expressed the opinion that this reduction would not affect the present market to any appreciable extent as far as the introduction of foreign makes of machines is concerned.

Alphonzo Smith, who has long handled the Aeolian Co. line of pianos and Pianola pianos at Brooklyn, N. Y., has qualified as a "Class A" dealer in Edison disc phonographs and has installed a complete line.

NEW VITAPHONE ATTACHMENT.

Device Invented by C. B. Repp Is Attached to Reproducer and Is Designed to Absorb All Sounds of Scratching.

A little attachment has been created and perfected by C. B. Repp, inventor of the Vitaphone and president of the Vitaphone Co., to go on to the reproducer. No name has been designated for this little device, but its function is on the order of a "scratch absorber."

It is used for the same purpose on these machines as one puts a filter on his water faucet. The tonal purity secured is wonderful. So important is this device considered that the production for three weeks was held up so that machines might be equipped. Mr. Repp is considering several names for it, but he wouldn't object if a trade member struck something and submitted it. With the new attachment it is now called "the perfect Vitaphone."

Four patents in Germany have been granted to Mr. Repp, and another one is pending. This will make five German patents, and as patents secured in Germany mean a whole lot, it shows the broadness of the different principles used in the construction of the Vitaphone. This new Vitaphone—even the \$12.50 retail model—will play any record of any cut made anywhere on earth.

REPORTS AN EXCELLENT BUSINESS.

Demand for Bagshaw Needles is Steadily Growing, Not Only in the United States but in Foreign Countries—Many Orders Received.

(Special to The Talking Machine World.)

Lowell, Mass., April 10, 1913.

Business with W. H. Bagshaw, the well-known needle manufacturer, is reported to be in excellent shape. The demand for Bagshaw needles is growing not only in the American field, but with its export trade. The call for Duplexetone needles is tremendous also, and it is apparent that the output will exceed all expectations. C. H. Bagshaw, general manager, has several moves up his sleeve from a business promotion standpoint that are destined to add further to the wide reputation and prestige of the House of Bagshaw. The founder of this house was, in fact, the pioneer of the talking machine needle business, as he is accredited with making the first needles for that use.

Watkin's Art Store, 1091 Broad street, Bridgeport, Conn., is carrying some striking advertisements in the local papers bearing on the new Edison disc phonograph. The text matter is excellent and the display most effective.

One-half of the world doesn't know how the other half lives; but it is usually satisfied that honesty doesn't play an important part in that living.

"And what is the diplomatic corps?"

"The diplomatic core," remarked the man who takes a pun seriously, "is what the weaker nation is permitted to receive after the stronger one gets through eating the apple."—Exchange.

OPERA HELPS LOS ANGELES TRADE.

Operatic Productions Increase Demand for Records—General Business Satisfactory—Movements of Talking Machine Men.

(Special to The Talking Machine World.)

Los Angeles, Cal., April 7, 1913.

March marks the close of the most successful opera and concert season Los Angeles has ever had. The Chicago Grand Opera Company and many celebrated artists recently appearing in Southern California have stimulated talking machine owners to such an extent that the talking machine business has been very much increased.

H. B. Hinman, who has been manager of the Victor talking machine department of the J. B. Brown Music Co. for many years, will take a position with the Pacific Salesbook Co. Mr. Hinman will be very much missed among the trade.

A Graham Cook, manager of the Victor department of the George J. Birkel Music Co., states that the demand for Victrolas and records is still above the standard and doing a fine business.

The talking machine trade of the Southern California Music Co. has been so satisfactory that there has been several more salesrooms added to the department, thus giving them the entire third floor, and aside from this the entire department has been refinished and decorated, thus making it one of the most handsome of its kind.

Another unique treat was given the members of the Southern California Talking Machine Men's Association by a talk on Symphony by Harley Hamilton, leader and conductor of the Los Angeles Symphony Orchestra. This talk was very beneficial and much enjoyed by all salesmen and those interested in the talking machine business.

W. S. Grey, Pacific Coast manager of the Columbia Graphophone Co. General, visited Los Angeles a few days and complimented the phonograph department of the Fitzgerald Music Co. on its new quarters. Emma V. Kennedy, in charge of this department, has been very successful of late selling the Grafonola Regent.

The Wiley B. Allen Co. reports that sales of talking machine goods came up to its expectations for the month of March.

Charles S. Ruggles, local manager of Sherman, Clay & Co., Victor distributors, is much pleased with the showing of the past month, in fact the best month of the year.

Adolph Mayers, the New York Victor dealer, was given a most complimentary and flattering story in a recent issue of the Tammany Times. Mr. Mayer's business policies were held up as models of progressive, legitimate merchandising.

The CLEANNOTE Pad.

makes a \$25 machine sound like a hundred dollar one.

It cleans, burnishes and lubricates records. It is impregnated and automatically supplied with a dry lubricant absolutely free from grit, grease or oil.

It trebles the life of records, clears the tone and reduces scratch. Price, 25c. Discount to trade.

VOX HUMANA TALKING MACHINE CO.
Nantucket, Mass.

A SUCCESSFUL NEW YORK DEALER.

F. L. Steers Has Built Up Big Business in Washington Heights Section of the City—Recently Remodeled Store to Accommodate Growing Trade—New Demonstration Rooms.

F. L. Steers, the progressive Victor dealer at Broadway and 143d street, New York, who, by the way, was recently elected secretary of the Eastern Talking Machine Dealers' Association, before the holidays, had his entire store remodeled for the purpose of increasing his facilities to take proper care of his rapidly growing business. Mr. Steers found that considerable space in his store was practically wasted and, by transferring the record stock from the front to the back of the store, made room for the erection of two additional demonstrating booths, making four in all. Through the new arrangement, the facilities for handling customers have been doubled with a consequent improvement in trade.

All the woodwork in the store, including that of the booths, is finished in white. The walls are gray and the floor is covered with a grass green royal Wilton carpet, making a simple, yet effective environment in which to exhibit the Victor line to advantage.

May 1 marks the completion of Mr. Steers' third year as a talking machine dealer in the fashionable section of Washington Heights, during which time the business has increased steadily. He states that the business for the eleven months of his last fiscal year averages an increase of over 35 per cent., as compared with the business for the year preceding.

Among the prominent people to buy Victor outfits from Mr. Steers recently have been: Mrs. Jeffrey Farnol, whose husband is author of "The Broad Highway" and "The Amateur Gentleman;" Valerian J. O'Farrell, who has come into special prominence recently through his connection with the Becker and Thaw cases; Charles Dalton, who is playing the role of the hypnotist in Belasco's production of "The Case of Becky," and Charles King, best known to the patrons of vaudeville as a member of the team of Brice and King.

AMERICAN TALKERS FOR RUSSIA.

Consular Officer Reports Demand from That Country with Big Sales Guarantee.

(Special to The Talking Machine World.)

Washington, D. C., April 8, 1913.

An American consular officer in Russia reports that a resident of his district desires to get in touch with manufacturers of standard gramophones. He desires to arrange for the purchase of the sounding boxes and other mechanism and have the frames built in Russia. He would be willing to organize a company and erect a factory for that purpose provided he could interest American manufacturers. He will guarantee the sale of at least 15,000 yearly under such arrange-

EXPERT REPAIRMAN WANTED

WANTED—An expert repairman for work in Southern city on Victor instruments. Good opportunity for the right man, with permanent position in a new department. Address Box No. 235, care The Talking Machine World, 373 Fourth avenue, New York City.

WANTED TO BUY

WANTED TO BUY—Dealers' surplus stocks or close-outs of Zonophone Single Disc Records. Address "Zonophone," care The Talking Machine World, 373 Fourth avenue, New York City.

FOR SALE

FOR SALE—2,000 two-minute and 1,500 four-minute Edison Records. All new, clean stock. Give me your best offers. John Hindle, 324 Grove street, Jersey City, N. J.

ments, and thinks that perhaps two or three times that number could be disposed of per annum. American gramophones are now acknowledged to be much superior to the German makes and their reputation is gaining ground daily, while other foreign makes are losing the field which they hitherto held. The inquiry is filed under number 10,589.

RECORDING DICTAGRAPH

Perfect by K. M. Turner—Is Exciting a Great Deal of Interest in Many Circles.

K. M. Turner, the inventor of the dictagraph, has just perfected a recording dictagraph which not only overhears the conversation in the room where its presence is not suspected, but makes a full record of the conversation, whispers and all, on a phonograph cylinder located some distance away. This new and remarkable device of Mr. Turner has been on exhibition at his office at West 42d street, New York, the past week and has excited considerable interest.

Since the dictagraph was made famous by Detective Burns in his various investigations of criminal conspiracies, it has excited no end of interest and the secret of its construction has been sought diligently. Heretofore it was necessary to have a stenographer take down the conversation transported unknowingly from those within its radius, but the latest improvement obviates this, as a permanent phonograph record is made. This can be used in the law court, and the actual voice of the speaker duplicated to satisfy judge and jury of its accuracy. It is an interesting development.

CONDON PRODUCTS IN DEMAND.

"Our factory is working to full capacity to turn out our various new products," states an officer of the Condon Autostop Co., 109 Broad street, in a chat with The World. "Judging from the approval manifested by those members of the trade who already have seen our new automatic stop and needle cutter, these products will meet with an excellent sale in all parts of the country."

"The trade is particularly anxious to secure a sufficient stock of 'Noset,' the autostartstop, and we are doing our utmost to get this product in the hands of our trade at the earliest possible moment. At the present time the work is progressing very satisfactorily, and it will be but a very short while before we are in a position to take care of all the orders of our trade, no matter if they are large or small. Our new No. 14 fiber needle cutter is certain to meet with the hearty approval of our clientele, as all tests have pointed to it as being even better than the strong guarantee we give all purchasers."

JAP SUCCEEDS AS DEALER.

S. Yano Pays Particular Attention to Japanese Trade and Does Big Business in That Field.

An interesting visitor last week to the warehouses of the New York Talking Machine Co., 81 Chambers street, New York, was S. Yano, of 571 West 159th street, New York, an exclusive Victor dealer, and one of the clients of the New York Talking Machine Co. Mr. Yano, incidentally, is the only Japanese dealer in the eastern section of this country, and is known as "Graphophone Yano" by a host of friends in various parts of the country. He came East after the San Francisco earthquake in 1906, and has made a marked success in his special field of catering to the Japanese trade.

Mr. Yano has been connected with the talking machine industry for a number of years, and his wide knowledge of Japanese tastes and fancies has proven invaluable to the manufacturers in their choosing of Japanese record assortments and in labeling and cataloging these records. He carries a list of about 400 records always in stock, and solicits the Japanese trade in all parts of the country. Mr. Yano has a circular listing all his records, and distributes this to his trade to excellent purpose. His volume of business is surprisingly

heavy, considering his limited field, and each year's business shows a substantial gain.

Mr. Yano is a great believer in publicity, and advertises extensively in the publications that reach the Japanese people. In a chat with The Review, Mr. Yano pointed out that results from publicity in his field are somewhat slower than with American advertisers, as the Japanese people never do a thing hurriedly, but consider an offer carefully from all standpoints. An instance of this was noticed the other day, when Mr. Yano received an order for a Victor machine from a prospect who enclosed an advertisement taken from a 1907 paper, "Enterprise" is Mr. Yano's middle name, and whenever any Japanese imperial or touring party comes to these shores Mr. Yano is right there with a couple of Victrolas for demonstration purposes, and orders generally follow.

STORY WITH A MORAL.

Shows That Nobody Amounts to Much Who Doesn't Hustle.

There was a large Thomas cat that had its habitation in a store. It was reported to be a fine blooded animal from a family of distinguished rat destroyers. The cat was a beauty and everybody round the store took a turn at furnishing grub suited to the taste of a blooded cat.

It was observed, however, that there was no reduction of the rat or mice population, and the proprietor of the store commenced to inquire into the reason why. He first tried the cat on a rat that had been caught in a trap, but the feline expressed no interest or animation. He looked at the rat and then walked away. The storekeeper was disappointed, but not entirely discouraged. He thought perhaps that cat's specialty was mice, and as he had a mouse or two that had been caught alive in a trap, he turned them loose in front of the cat, but it paid no more attention to them than a sheep would to a rare done beefsteak.

"I think," said the storekeeper, "that I am onto this situation. I will fire the next employe who gives that cat anything to eat." For two days the Thomas cat did a good deal of howling and wore a look of injured innocence. He felt that he had been wronged, and was ready to start an insurrection, but as that didn't seem to get him anywhere, he turned loose on the rats and mice in a way that was surprising.

The second day after this change of programme the rats held a convention to consider what ought to be done. When the leading orator among the rats arose he said: "Fellow rats, this is no time for talk. What we want to do is to move. That cat hasn't any more natural ability than he had before, but he has concluded that he either has to hustle or starve, and I have discovered that when a cat gets in that frame of mind his neighborhood is no place for rats."

Many men and women, as well as cats, have never amounted to a whoop just because they never had to hustle.—Topeka Capital.

KESNER CO. IN TROUBLE.

The J. L. Kesner Co., which conducts a department store at Sixth avenue and 23d street, New York, went into the hands of a receiver on April 2 for lack of capital. A talking machine department was conducted, and few of the talking machine people are among the creditors. The liabilities are placed at \$870,000 and nominal assets at \$1,400,000. The business is being continued by the receiver.

The high school at Sac City, Iowa, was a recent purchaser of a Victrola XVI after an excellent concert had been rendered by the local Victor dealer, assisted by L. E. Gilbert, of Chase & West, Victor distributors at Des Moines, Iowa. Incidentally over \$40 was raised by the sale of tickets for the concert.

Some men are born good; some men acquire goodness; and others leave it to the kindly monument makers to find their virtues.

Every time you sell a \$2 "De Luxe" you have done

YOU have made a beautiful profit; you have made a certain and regular record buyer; and you have added one more completely pleased and *actively* interested customer, because, just as this reproduction of our April 19th Saturday Evening Post advertisement says:

"Only Columbia instruments have the true, round, natural tone; and when a man is investing \$200 that is the thing to make sure of."

"Only Columbia instruments have the features that make that tone possible; the perfect, sensitive, scientific reproducer; the continuous, uninterrupted increase of tone-arm and tone-chamber."

"Only Columbia instruments have the tone-control leaves, which control the volume of sound by precisely the same device as employed in the great pipe organs."

"Only Columbia instruments have the record compartments in the form of pivoted cradles."

So: These facts have produced such a demand for the "De Luxe" that it is now just where we want it—ready for a market that seems likely to make it even out-sell the "Favorite."

Columbia Graphophone Woolworth Building

Creators of the talking machine industry. Pioneers and leaders.
Largest manufacturers of talking machines in the world.

THE SATURDAY EVENING POST

April 19, 1913



No one thing gives so much pleasure, to so many people, for so long a time, at so little cost, as a Columbia Grafonola.

The world's greatest artists make records for the Columbia Company: Ysaye, Bonci, Destinn, Slezak, Fremstad, Hofmann, Zenatello, Nordica, Garden, Parlow, Harrold, Nielsen, Bispham, Scharwenka, Pasquali, White, Friedheim, Gay, Segurolo, Cavalieri, and scores of others.

Every great artist who has ever made records—without exception—can be heard on your Columbia Grafonola.

Demonstration at any time in the stores of all dealers in talking machines—or on approval in your own home. Write to us for catalogs and address of nearest dealer.

All Columbia Grafonolas will play Victor Records. Likewise, all Columbia Records may be played on Victor talking machines.

Columbia Graphophone Company, Box 384, Woolworth Bldg., New York

Toronto: McKinnon Building. Prices in Canada plus duty.
Singers on the Talking Machine Industry. Records and Gramophones. Write for a catalogue and a free copy of our book, "Music Money."
Half-a-thousand new Columbia dealers signed contracts last month—including about 80 of the largest and most active merchants handling furniture, musical instruments and general merchandise. Partly because they had read our book "Music Money" and we had proved every page of it. Write you for that book!



200 Columbia Grafonola done a good day's work

THE SATURDAY EVENING POST

Columbia Grafonola

"De Luxe"

Two Hundred Dollars

(Equipped with the new "No. 6" Reproducer)

Mahogany. Special oak finishes to order.

Circassian Walnut, \$250.

There are fourteen other Columbia models

from \$17.50 up to \$500.

Convenient terms of purchase may be arranged.



Only Columbia instruments have the true, round, natural tone, and when you are investing \$200 this is a thing to make sure of.

Only Columbia instruments have the features that make that tone possible—the perfect, sensitive, variable reproducer, the continuous, uninterrupted increase of tone-again, and tone-chamber.

Only Columbia instruments have the tone-control levers, which control the volume of tone by precisely the same device as employed in the great pipe-organs.

Only Columbia instruments have the record compartments in the form of pivoted cradles. Don't permit any other's conventional grooves to distract your attention from the above points. Check them up, one by one. It is your money.

WE want to ask you to digest those radical statements printed right under the picture of the Columbia "De Luxe" and which we have printed on the left hand side of this page.

Done it? All right, then—now one other thing for the good of your income: *Have* you had an opportunity to hear the records by Ysaye? Any of them—but say the Brahms "Hungarian Dance No. 5" for instance?

Mischa Elman says that Ysaye is "his master." And you can take your customer's money for those Ysaye records and feel that you are doing him a favor.

That is our aim—to enable the dealer to feel just that way in every Columbia sale he makes; and we are rapidly reaching it, clean through the whole line.

phone Company,
New York City

the talking machine art. Owners of the fundamental patents.
Write for "Music Money," a free book you ought to have.

RECORDING ARTISTS OF ALL CASTES IN INDIA

Calcutta, Madras and Bombay—A Recording Expedition of Over 12,000 Miles, Recording Only Oriental Artists—A Most Interesting Experience in Far Off Lands.

By T. J. THEOBALD NOBLE, a Prominent European Talking Machine Recorder.

Whilst in Turkestan (Central Asia), I received cables to the effect, "Will you oblige the company in going from Tashkend to Calcutta? It is important that you reach Calcutta in time to record for this season's market. *Book from Tashkend directly to Calcutta; it is better than returning to Europe to embark only at Marseilles or London.*"

The emphasis is mine, for one only had to consult a map (physical) of Asia to see how impossible and ridiculous such a suggestion was.



Recording in Pyjamas, Madras.

I replied to the sender (an American, strange to say), "Send along a Zeppelin and I'll risk it," and followed that up with another saying I was returning to Moscow, there to enjoy a rest after recording in a territory such as Turkestan, where they have not yet even the rude forms of civilization such as are found in West Africa.

On arriving in Moscow I received cables from Monsieur "P.," entreating me to oblige him by leaving for India, as this was to decide definitely whether he would continue or not with his business in that country. I decided to waive my holiday and I looked up the most expedient route for Calcutta.

It will perhaps interest my readers to consult a map of Europe and Asia and follow my perigrinations, which commenced three months previous to my departure for India. Leaving Moscow, my first call was Rostoff on the Don, then in the following order: Armavia, Vladikavkaz, across the Caucasian Mountains by automobile, Tiflis, Baku, across the Caspian Sea, Krasnovodsk, Askabad, Merv, Bokhara, Samarkand, Khokand and Tashkend, thence returning to Moscow via Kazalinsk, Orenburg, Samara, Kazan. One day in Moscow, off to Warsaw, Vienna, Venice, Bologna, Brindisi on to the steamer Port Said, transhipped on to another steamer for Bombay, calling at Aden. At Bombay, entrained for Calcutta. Arriving in Calcutta I figured that I had covered so far 12,000 miles. After the unenviable existence in Turkestan and the constant traveling and changing I was not sorry to step on board the steamer at



Recording in Calcutta.

Brindisi; it was a mail boat and I intermingled with men (mostly army officers) who spoke my own language. We arrived after a most enjoyable trip at Port Said at 2 o'clock in the morning, and I transhipped on to the British mail steamer S. S. Arabia, bound for Bombay. Once again I

was with and amongst my own language and people and the voyage was therefore most pleasant.

Along the banks of the Suez Canal I had my first glimpse of the Arabs. I was immediately struck with their sensual, deceitful and almost fiendish faces. After twelve days from Brindisi we arrived outside Bombay on the first of July. It was pouring with rain (monsoon) and there was a heavy swell on, which certainly did not improve matters, and my first impression of Bombay was vague.

Of Bombay I shall have more to say later, for my immediate departure for Calcutta prevented me seeing the town. I did, however, notice the Victoria Railway terminus, a magnificent structure voted to be the finest, architecturally, in the world.

The traveling to Calcutta was comparatively fast, and the carriages extremely comfortable. The land is cultivated and fertile, and as the train passes the fields with the various natives of all castes working, presents a moving kaleidoscope of color.

My first impression of Calcutta was one of surprise at its enormity. Fine buildings, shops, roads, etc., all exceedingly clean.

It was not my intention to stay in India very



A Canarese Artist.

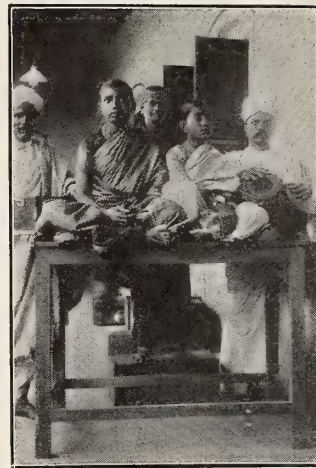
long, and of that I instructed our people, whom I asked to hurry things up. I was informed, however, that the word hurry is not in the native vocabulary. I therefore had a rumor circulated that I should only stay a few days in each town; this had the necessary effect of stimulating them to movement and hustle.

My first artist was an amateur, who called at the recording room to fix a date. He stated that he preferred me to bring the machine and record to his own residence, and as he sung better at night, the most convenient hour would be 10 o'clock. To this the manager for our agent, who was present, immediately acquiesced, much to my surprise. On remonstrating with him over the matter, he informed me that it was customary to record at the house of a "gentleman" and usual, too, at night. I peremptorily informed both the manager and artist that I maintained a principle of never visiting the house of an artist to record unless the exigencies of the case made it absolutely imperative. Furthermore, during my stay in India, I should hold to that principle; and I did. The following day I commenced adjusting my diaphragms to the room and the Indian climate.

My first artist was the amateur. He accom-

panied himself upon a diminutive harmonium; the left hand moving the bellows, the right hand playing the melody. There was a conspicuous absence of harmony in all the selections he sung, and I afterwards learned that harmony is unknown in India. All the accompaniment is with one hand playing of the harmonium, and chords are never used or understood.

There is also in Hindustani songs an absence of what is known and appreciated as melody in America. The singers appear to run up and down the harmonium ad lib, occasionally taking good



Girl Duettists in Bengalee.

notes and hitting a few notes giving spasmodic glimpses of real melody. I experienced greater difficulty in following the rhythm of these Hindu songs than even the Cossack chantings.

My next recording was another amateur who was accompanied by the harmonium and the proverbial tum-tum.

These instruments are very curious for, although the playing of them appears to be perfectly simple, they are in reality extremely difficult. Before deciding definitely on a tum-tumist, our agent heard eight of the accredited players. It was many days before I could follow even to a small extent—how the tum-tum was supposed to accompany the singer, and I do confess that to this day I cannot fathom how it is possible to accurately accompany an Indian song on such an instrument.

The artist sings up and down the keyboard, and to my mind there are no bars, rhythm or tempo, yet the tum-tumist crescendos, stops, commences and synchronises perfectly with the singing. It was and still is an enigma to me.

I can best describe the singing as a continual series of cadenzas which the harmonium synchronises with, whilst the tum-tum is giving out a continuous series of tappings, rising and sinking with the artist in a most mystifying manner.

At first I found it unmusical and weird, but eventually began to follow the songs with keen enjoyment and appreciation. My next artist was a woman; of pretty face and features, small of stature with a slender and well-shaped figure, timid and strangely childish in her mannerisms. She wore a small gold ring in her nostrils. She was, in short, the quintessence of daintiness.

Her singing was similar to the previous artist, but very much lighter, prettier and sweeter; she was singing in Bengalee, and the continuous series of cadenzas were most exhilarating and not too intricate to follow. She played the harmonium and was also accompanied by a tum-tum and joora.

The artist, unfortunately spoke no English, which was a pity, for our language from her lips must have been a pleasure.

A few days later I recorded the most expensive artist in India, Miss Cohar Jan, of Calcutta; we were compelled to pay the sum of £400 (\$2,000), for sixteen songs. She was able to sing in several languages, it was for that reason we paid her big money. Although in no way comparing with the charming artist who I had previously recorded, she was the most popular, and therefore the difference in fees was justified. The first and best voice, I had paid but £40 for eight titles, sung in Bengalee. Miss Cohar Jan had sung in Hindustani, Telegu and Persian.

Miss Jan was in the habit of singing for the rich Indian Princes, and at the weddings of rich merchants, and her fees averaged \$1,000 to \$2,000 per diem.

She is also the recipient of various kinds of jewels from her admirers, who lavish money and

presents on her to an amazing degree. She was accompanied by her own men on the tum-tum, harmonium and violin. The latter instrument is played in the same manner a carpenter saws.

She was everlastingly chewing the proverbial Indian *betal-nut, and it was the duty of one of her numerous retinue to carry round a large brass "spittoon" into which, before commencing to sing, she would expectorate. This was a nauseous procedure, but one that was consistently followed by all other artists in India. Miss Jan had an extraordinary control over her toes, and for our amusement would often beat time with them, needless to add the toes were all bejewelled with various trinkets. We were informed by her manager that the jewels which she was wearing possessed an intrinsic value of a lakh and a half of rupees (nearly fifty thousand dollars). During the recording of the female artists the important caste question arose and for awhile delayed us in recording. As in Turkestan, all female artists are looked upon as prostitutes, and are therefore casteless. The curious position arises that it is against the religion for a respectable man to touch, talk or do business with one of these so-called caste-less women. Our broker, Mr. Bose, a man held in great respect in Calcutta, informed us that he could not be present, so also did his manager, with the result that we were in a quandary how to proceed, for neither our representative nor myself were able to criticise the singing, it was therefore absolutely imperative that some so-called "respectable" man was present. After a day's delay it was discovered that so long as no outside person was aware of the meeting, and that the respectable one was merely interpreting, all would be well. I may add that several "respectable Indians" took advantage of this and were present at the invitation of the manager. So much so that I was compelled to offend the manager by telling him I did not allow friends into the recording room.

Books in their scores have already been written on the caste question, and therefore I do not propose to write on its obscurities, other than give a few of my personal experiences encountered in recording the different castes.

About this time I recorded a man who played two instruments like diminutive clarionets, "with his throat." They were placed one on either side of the throat and the music that emanated from them was comparatively loud. The man evidently had complete control of the muscles of his throat,

*The betal-nut is chewed together with a powder which causes a crimson stain to appear in the mouth making a particularly offensive appearance to the teeth and lips.

these muscles acting as a reproducing diaphragm. Placing the instruments over the particular part which he was able to control in some mysterious manner, he produced the music. The performance was uncanny, strangely "Indian." The singing of the women was much more interesting than the men, without exception. Strange to say, amateurs were the best of the men, and the professionals the best of the women.

The "real" ladies, I was informed, sing only in the precincts of their own homes. I was to have recorded a "real lady," but absolutely refused to travel to do so; further, it would have been necessitous to dismantle the machine and fix it up again for a couple of hours, again dismantling and fixing it for the regular recording in Calcutta. This to please the whim of a native "lady," and to acknowledge the rule of a ridiculous and prehistoric caste indiosyncrasy. I have mentioned that diaphragms are affected by the different climates and atmospherical conditions. I began recording with the diaphragms constructed for Turkestan, but found them too sensitive for use in Calcutta, I tried my European diaphragms, these were too hard, I accordingly constructed a number to meet the exigencies of the Indian climate.

All the Indian artists preferred to sit whilst singing, and therefore caused a certain amount of difficulty in bunching around the horns in focus.

After recording 420 titles in Calcutta, I left for Madras, to record Canarese artists. Of Madras at this point, I shall have little to write, for immediately on arriving I was stricken down with malaria fever, and was in bed for three weeks, afterwards proceeding to the town of Bangalore to recuperate and incidentally take a few records.

When I was convalescent we experienced considerable difficulty in obtaining a recording room,

for the hotel was full and there were no other buildings in the vicinity with spare rooms. We eventually were compelled to record in a large building, which was a home of rest for the native paupers. A stone building full of unfurnished stone rooms—fortunately there were few natives staying at the place.

The Canarese singing and songs was very much easier to follow than the Hindu, and there was a more pronounced rhythm. It was here I recorded my only duetists, two sisters, whose singing was very pleasing and the melodies were easy to follow. They kept time by beating with their hands on their knees. They were accompanied as usual with the harmonium and tum-tum. The girls were quite young and were protected by their parents; they never allowed the girls out of their sight, for they will make a living out of them both by singing and prostitution. The girls were, I was informed, aware of the existence before them and appeared resigned to their fate. I was fortunate in securing a photograph of the girls together with the parents and the accompanist, in position in front of the horns.

We were fortunate in securing another Indian woman who sung in Canarese, and although we dalled over the price for a couple of days, we secured her. Of her there is little to say other than she possessed a voice as large and as powerful as herself; standing five feet ten inches, with a splendid figure, the tallest Indian woman I had met. In the photograph can be seen the little pet dog which she is holding in her arms. I found the Canarese singing simple to record and was not sorry, for I was still very weak from the fever. We left for Madras after having recorded 40 titles in Bangalore.

(To be continued next month.)

FACTORS THAT CONTRIBUTED TO BUSINESS GROWTH

Of the Columbia Graphophone Co. Set Forth Most Interestingly by George W. Lyle, General Manager of the Concern—Moving This Week to New General Offices in the Woolworth Building, New York City—Bridgeport Factories to Be Enlarged.

Coincident with the removal of the executive offices of the Columbia Graphophone Co. to their handsome new quarters on the twentieth floor of the Woolworth building, New York, next Friday (April 18), comes the announcement that the Columbia Graphophone Co.'s factories at Bridgeport, Conn., will be considerably enlarged in the very near future. The mere announcement of the construction of additional facilities at Bridgeport, Conn., is nothing unusual, as the factories have

been added to and enlarged continually for the past few years. The combination of both office and factory expansion at the same time, however, lends an unusually interesting aspect to the contemplated changes that forcibly impresses the trade with the remarkable advances in popularity of Columbia products.

George W. Lyle, general manager of the Columbia Graphophone Co., and a tireless worker in behalf of the progress of the company, is naturally exceedingly pleased with the status of Columbia business. "Our business since the first of the year has really been remarkable," commented Mr. Lyle in a chat with *The World*. "We had naturally expected that we would show a certain increase over last year, but the gains to date have far exceeded all our expectations. Our factories at Bridgeport, Conn., are working overtime, and the need has become imperative for the construction of additional facilities to assist in filling our orders.

"Many features of our business are contributing to this splendid increase over last year, but a few of the important ones are the introduction of the Columbia Grand, the splendid list of artists being added to the Columbia library, our continual and intensive publicity, and chief of all, the quality and value of all our machines and record products. The introduction of the Columbia Grand has been one of the greatest incentives to the development of high class trade, and since its presentation to the public our dealers all report substantial increases in the sales of the higher-priced types of machines. Our list of artists is being daily augmented by the addition of world famous singers and instrumentalists, whose selections are meeting with wonderful success. Our national publicity is impressing the public with the quality and merit of the entire Columbia line, and this publicity is of inestimable benefit in the development of our trade. The quality and value represented in our machines and records is a matter of general knowledge, and with all these features contributing to Columbia popularity, I feel safe in predicting that 1913 will be the greatest year in our history."



Bell-Hood Needles

The Needle with a "Sounding-Board"

Unqualifiedly accepted by many as the best. *We know it to be the best.*

There is money in handling our needle. Many dealers have increased their receipts materially. It draws in business.

Our new 10 cent package proposition is proving a winner. Also 25c. and 50c. boxes.

Write for samples and unusually liberal discounts.

THE BELL-HOOD NEEDLE COMPANY

183 CHURCH STREET

NEW HAVEN, CONN.

THE TALKING MACHINE AS AN AID IN CARE OF DISEASE.

Insane Asylums, Almshouses and Hospitals Awakening to the Need of Good Music—A Rare Opportunity for the Talker Man to Open Up a New Field That Will Call Down Blessings on Those Engaged in This Good Work—Interesting Facts Worth Recording.

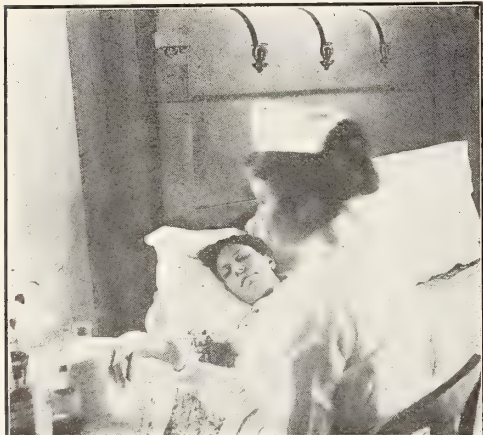
Within a few miles of the writer's home, situated among the fertile farms of central New Jersey, nestles the Burlington County Almshouse and Insane Asylum, and, if you care for a practical demonstration of the value of the talking machine among the aged poor and feeble-minded, I will be charmed to have you meet the visiting physician. We will call upon him at his home in Mount Holly, and, our errand explained, he will ring up his chauffeur, have his car brought round, and soon we will be flying up the South Pemberton road toward our destination.

Upon our arrival at the institution we are cordially welcomed by the superintendent, who assists the doctor in making our visit a memorable one.

"The advent of the talking machine in our midst has proved a great blessing," we are informed as we make our rounds.

"Mrs. Wm. C. Parry, a philanthropic woman of Hainesport, was the donor, and it must be a great satisfaction to her to realize how much cheer her gift has brought the human derelicts under our care here."

We pass from ward to ward in the asylum and everywhere peace and quiet and contentment reign. No dungeon cells meet our sight; no strait-jackets or other instruments of subjection one is so apt to associate with a place of this character are in evidence. In answer to our inquiries concerning them, we are told that in the most violent cases they are still occasionally necessary, but in most instances a warm bath and soothing music are sufficient to subdue the most unruly.



Hypodermic Syringe with Morphine Charge.

At the almshouse we find the inmates assembled in the living room, and a thrill of suppressed excitement circulates among them.

Mr. Dealer, did you ever attend an entertainment at the old town hall down home? If you did, and had pull enough with the management to be allowed to look at the rural audience through the peephole in the curtain, you gazed upon a similar picture.

Then, as we enter, the matron starts the phonograph. The record has engraved upon it one of Col. Stewart's funniest stories, and low ripples of laughter and subdued guffaws greet every witticism.

We linger through several selections, and never before have we witnessed a more attentive audience.

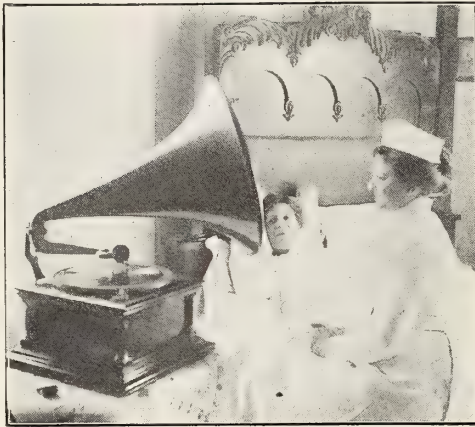
In a talk with the matron at the close of the concert we learn how much real enjoyment the talking machine furnishes these unfortunates.

"I do not know how we could ever do without it," she remarks by way of finale.

Hospitals, too, Mr. Dealer, are accepting the talking machine as a curative agent in certain forms of nervous diseases, and it is fast taking the place of drugs. Instead of resorting to the hypodermic syringe with its hellish charge of the devil's brew—morphine, which, while it soothes and exhilarates temporarily, floods the system of

the victim with the most seductive of all poisons—opium, the more advanced of the medical fraternity are experimenting with music as a harmless and effective substitute.

Dr. James E. McCambridge, a leading Poughkeepsie, N. Y., physician, has found music of great value in his battles with tuberculosis.



A Harmless and Effective Substitute.

Listen to what the Philadelphia North American has to say upon this interesting subject:

Poughkeepsie, N. Y., March 10.

Music, as an aid in the cure of tuberculosis, has proved its value at the Samuel W. Bowne Memorial Hospital in this city, one of the leading insti-

"THE LITTLE SARASATE."

Twenty Selections Played by the Juvenile Spanish Artiste Cristeta Goni for the Columbia Co.—Known as "Little Sarasate."

The Columbia Graphophone Co. will list in the very near future, both in domestic and export supplements, about twenty selections played by Cristeta Goni, the juvenile Spanish violiniste, known abroad and in this country as "The Little Sarasate." These selections constitute a splendid repertoire of all the Sarasate Spanish compositions, and this is the first time this library has ever been recorded. Those present in the Columbia laboratory when the records were tested say Miss Goni has produced some remarkably successful records.



Cristeta Goni.

Cristeta Goni is only eighteen years of age, but she has already achieved noteworthy fame both here and abroad as a finished artist in every respect. She is a pupil of the world-famous maestro and composer, Ambrosio, professor of the Grand Conservatory in Paris, who has proclaimed her

tutions in the State for the treatment of pulmonary diseases.

The hospital, which was erected by Mrs. Bowne at a cost of more than \$200,000, closed its first year of the musical treatment to-day, and reported a fifty per cent. gain from that cause in the results obtained.

Dr. James E. McCambridge, one of the leading physicians of the local hospital, said to-day that the music, heretofore used only in the treatment of insanity, had benefited his patients almost as much as the fresh-air cure.

"Music relieves the strain in the mind of the sufferer, and, when that is done and the patient has other than his troubles to think about, he is on the road to recovery," said Dr. McCambridge. "Tuberculosis, properly treated, is far from being the dread disease it is generally thought to be."

"We have made it a rule to have concerts frequently at the hospital, which was easy to accomplish because of the willingness of local musicians to donate their services."

Now, Mr. Dealer, the idea I have endeavored to convey in this story is that there is an opening for your goods in the hospitals, sanitariums, insane asylums and almshouses throughout the land, and that by a systematic canvass of the above named institutions near you you can make some substantial sales.

It occurs to the writer that the doctor's office and the dental parlor should have talking machines as part of their equipments also, for what will make a fellow forget his stomach ache or throbbing molar like a good tale well told or a cheerful singing tune?

I am very sure, Mr. Dealer, if you put this matter in an interesting light before the M.D.s and D. of D.S.s they will agree with me and become your patrons.

Give them a go anyway.

HOWARD TAYLOR MIDDLETON.

to be one of his most talented pupils. Miss Goni was honored by being called to play before their Royal Majesties the King and Queen of Spain, who signally honored her by arising in their seats in the royal box after the first number, a distinction never before accorded an artist by members of the Crown. In her recent tours of this country Miss Goni scored emphatic successes, and her two recitals in Carnegie Hall were unanimously commended by the press.

George P. Metzger, advertising manager of the Columbia Graphophone Co., returned to New York March 21 after a two weeks' stay in Yucatan, Mexico. Mr. Metzger states that his short trip was a most pleasant one, and that he was enabled to take care of an enormous bundle of work that would have used up about two months of his time at the office.

PHONOGRAPHISCHE ZEITSCHRIFT

BERLIN W. 30, GERMANY

The oldest and most up-to-date trade paper covering the talking machine line published in the German Language.

PUBLISHED WEEKLY. FOUNDED 1900

Circulates all over the world.

SPECIAL EXPORT NUMBERS appear in four different languages at regular intervals.

Subscriptions for this talking machine publication 10 Marks yearly. Sample copies sent free.

ANNUAL DINNER OF TALKING MACHINE DEALERS' ASS'N

Held at the New Grand Hotel on April 9—Dealers Have as Their Guests Prominent Manufacturers, Representatives, Jobbers, Attorneys and Men in Other Walks of Life Addresses of Particular Interest Delivered—Affair a Credit to the Association.

The Eastern Talking Machine Dealers' Association added to its laurels on Wednesday evening, April 9, with its third annual banquet at the New Grand Hotel, New York, when it had as its guests talking machine manufacturers, jobbers, dealers and men prominent in other walks of life to the number of eighty. The gathering indicated that the dealers' organization was a live body with a real purpose, and that the members were starting on their fourth year full of purpose and enthusiasm.

Election of Officers.

Previous to the arrival of the guests of the evening the dealers held their annual meeting for the election of officers, and the following gentlemen were chosen to preside at the head of the organization for the ensuing year: J. G. Brenner, New York, president; R. Montalvo, Jr., New Brunswick, N. J., vice-president; F. L. Steers, New York, secretary, and Henry Rau, Jersey City, N. J., treasurer.

Henry C. Brown's Interesting Address.

The office of toastmaster at the banquet was assigned to V. W. Moody, of the New York Talking Machine Co. He opened the feast of reason by introducing Henry C. Brown, the popular advertising manager of the Victor Talking Machine Co., who gave the talking machine men assembled some excellent points regarding advertising in general and that of the talking machine business in particular. Mr. Brown emphasized the desire of the Victor Talking Machine Co. to co-operate with the dealers throughout the country and to receive on his part the co-operation of all the dealers on matters pertaining to the development of all branches of the talking machine business. He commented upon the enthusiasm of the dealers regarding new types and features introduced in the Victor line, and said that though the company was constantly spending millions of dollars increasing its facilities to take care of the demands of the trade, those demands increased in the approximate ratio of three to two.

In closing his address Mr. Brown referred to his own particular department, that of advertising, saying that there was no deep mystery about the science of advertising and no real necessity for being familiar with an abundance of type faces or other details of the printing trade. Advertising, he said, was simply a practical application of ordinary common sense in the exploitation of certain products.

Wm. C. Freeman on Co-operative Publicity.

The next speaker was William C. Freeman, advertising manager of the New York Evening Mail, whose advertising talks are read and advertising policy looked up to and admired throughout the country. Mr. Freeman was present at the invitation of President Brenner, of the association, for the purpose of outlining a plan whereby the talking machine dealers of Greater New York could co-operate with a view to securing the greatest amount of effective newspaper publicity at a minimum amount of expense to the individual. Mr. Freeman handled the subject in a concise and non-technical manner and suggested several plans for using the daily papers, morning and evening, with a view to reaching as many distinct sections of the population as possible.

Mr. Freeman suggested that about seventy dealers should combine and take a space of five columns in the daily papers under a special heading, the center of the large space to be taken up with a snappy talk on talking machines in general and to be surrounded with uniform announcements of various dealers. Mr. Freeman drew some interesting comparisons between honest and dishonest advertising and told of the ideals of the clean advertising man in a manner that made a strong impression on his audience. It is the desire of the officers of the association to have as many dealers as possible join in an advertising campaign, to be supported

on a pro rata basis and with the object of benefiting the local trade as a whole.

Oldfield Bill Still a Menace.

Walter B. Raymond, a prominent attorney and the legal representative of the L. E. Waterman Co., the fountain pen manufacturers, was the next speaker, and had for his subject the Oldfield bill, with which he is particularly familiar through his active work in Washington in opposition to the measure before the sub-committee on patents. Mr. Raymond explained the nature of the Oldfield bill, what it claims to accomplish for the benefit of the public in the matter of reduced cost of living, and what its passage would mean to dealers in articles the selling price of which is fixed. He brought home to many of those present for the first time the true significance of the bill and the danger that lurked in it for every established dealer of patented and standard priced articles, should the measure become a law.

As for the dealers themselves desiring freedom in the matter of making their own prices, Mr. Raymond stated that the Waterman Co. had received replies from nearly 13,000 dealers in answer to a query regarding their desire in that matter, and, with the exception of only five, they were all in favor of fixed price maintenance. The attorney emphasized the fact that at the last hearings on the bill members of the committee were for the most part hostile to the fixed price system, being thoroughly familiar with neither the patent laws nor the business of manufacturing. He stated that to influence legislators against the bill, provided it came up again, it would be advisable for dealers in articles of fixed price to rouse public sentiment against the bill and push that sentiment to the fore in place of their own desires in the matter, with a view to avoiding any charge of selfishness. Mr. Raymond in closing sounded a warning regarding the probability that the "Seven Sisters" bills of New Jersey, President Wilson's pet legislation, would be placed before Congress for transformation into federal statutes. The drastic nature of several of the bills, especially the second one, would prove ruinous to owners of patents and manufacturers in all lines.

A Message from George W. Lyle.

The toastmaster next read a letter from George W. Lyle, general manager of the Columbia Phonograph Co., regretting his inability to be present, and enclosing an optimistic message to the dealers regarding the progress made in the manufacturing and selling of the Columbia graphophones and Grafonolas and the bright future of that line. Mr. Lyle particularly emphasized the recent Columbia advertising, which was calculated not only to arouse the interest of the prospective purchaser, but to actually bring him into the dealer's store.

George P. Metzger Outlines Publicity Campaign

George P. Metzger, advertising manager of the Columbia Graphophone Co., next addressed the dealers, and outlined in a general way the advertising campaign of that company and what it was intended to accomplish. He stated that it was the desire of the company to make the campaign reach directly into the home town of the dealer, not only through national advertising but through especial assistance rendered the dealer in his advertising in his own territory. For this service the dealer can demand expert advice, tested copy, advertising experience of the members of the Columbia Co.'s advertising staff, while still free to operate his local campaign in the matter of space and general arrangement to suit his own special requirements if he desired.

J. Newcomb Blackman's Lively Speech.

The next speaker of the evening was J. Newcomb Blackman, president of the National Association of Talking Machine Jobbers, who in his usual direct and forceful manner emphasized a number of the points made by previous speakers regarding

the benefits derived from fixed prices, and made some suggestions as to methods for successfully opposing legislation calculated to nullify that privilege. Mr. Blackman stated that much of the opposition to fixed prices and so-called "patent monopolies" arose from the fact that the opponents did not take the trouble to study the situation and did not really understand it. He recommended strongly that the position of the farmer and mechanic and other divisions of the public should be closely studied if those bodies were to be convinced that it was to their benefit to pay fixed prices for fixed and known values in merchandise. He stated that the natural selfishness of many people would have to be overcome if they were to be convinced of the real benefits of price maintenance.

Clarence Axman next read a clever and humorous paper describing the sorrows and joys of the talking machine dealer, following which the guests were dismissed by the toastmaster.

Mr. Blackman, as did the other speakers of the evening, illustrated his remarks with pointed stories of humorous character, and as a result the speeches did not lack interest for a moment.

The success of the banquet arrangements reflects great credit upon ex-Secretary J. H. Dodin and the other officers of the Dealers' Association, who put forth strong personal efforts to secure the attendance of the desired ones, and who saw to it that everything ran along smoothly from the opening of the attractive menu, with the Victor and Columbia trade-marks on the cover and fastened together with a talking machine needle, to the toastmaster's words of dismissal.

Those Present.

Among those present or represented at the banquet were: W. C. Freeman, Walter B. Raymond, J. Newcomb Blackman, Geo. P. Metzger, V. W. Moody, Marion Dorian, R. G. Caldwell, New York; Henry C. Brown, Camden, N. J.; J. G. Brenner, Isidor Zion, New York; T. Avon Entress, Union, N. J.; Frank C. Storck, Red Bank, N. J.; F. L. Steers, New York; Henry Rau, Jersey City, N. J.; H. Phillips, Greenwich, Conn.; M. J. Roth, New York; J. B. Cohen, Brooklyn, N. Y.; O. Pagani, New York; Irwin Moses, Hampden, N. J.; Geo. W. Morgan, New York; H. P. Low, New York; Sol Lazarus, New York; A. Lasus, New Rochelle, N. Y.; H. Jaffee, Hoboken, N. J.; J. Hunt, White Plains, N. Y.; M. Goransky, Yonkers, N. Y.; Albert Galuchie, Jersey City, N. J.; J. J. Cavanaugh, Brooklyn, N. Y.; August Bauer, New York; Chester I. Abelowitz, New York; W. O. Brown, Dover, N. J.; Henry Mielke, New York; J. E. Cocker, Elizabeth, N. J.; M. W. Gibbons, Brooklyn, N. Y.; Chester H. Hoffman, Brooklyn, N. Y.; Theodore Lohr, New York; Mr. Loeffler, Union Hill; David Switky, S. A. Sherman, New York; Jas. T. Coughlin, New York; C. J. Iannell, New York; Fuller, Bagley & Beers, New York; R. Montalvo, New Brunswick, N. J.; A. H. Dodin, New York; Homeluck & Newcomer, Elizabeth, N. J.; Leon L. Gumbiner, A. H. Jacot, Saul Birns, S. B. Davega, Lipman Kaiser, R. F. Bolton, Joseph F. Collins, New York; E. Paul Hamilton, R. H. Morris, Brooklyn, N. Y.; E. G. Schloss, New York; Mr. Goldsmith, N. Goldfinger, Emanuel Blout, I. Davega, New York; C. F. Bruno, Chas. Bobzin, New York.

EXHIBITING AT WOMEN'S CLUBS.

Edison Disc Phonographs Securing Splendid Publicity in This Way.

In the new plan of publicity for the Edison disc talking phonographs and records F. K. Dolbeer, general sales manager, has adopted a new policy, and that is of exhibiting at various women's clubs throughout the country. At the head of this department is Mrs. Ilsen, and at the present time she is in Washington giving Edison concerts at club meetings. A recital was held recently by her at the Willard Hotel in Washington, over 1,000 people being seated in the ballroom to hear the new products.

As this article is written, the Sorosis Club is being entertained by Thomas A. Edison, Inc., at its New York offices, 10 Fifth avenue.

TALKING MACHINES LOST AND DAMAGED BY FLOODS.

Disasters in Middle West Have Their Effect on This Trade as Well as Others—Some of the Cities and Towns That Suffered Heavily and the Dealers Located Therein—Some Late News Regarding the Present Situation—Endeavoring to Get Things to Rights.

(Special to The Talking Machine World.)

Cincinnati, O., April 11, 1913.

Since the last issue of The World, Ohio and other Western States have been visited by one of the most disastrous floods in the history of this section, causing a loss estimated by the Governor

and the business stores in Dayton that are habitable are being fitted up and new stock being secured. Some of the views which appear on this and adjoining pages will give an idea of the tremendous scope and damage caused by the flood.

The loss to the trade, from the standpoint of the

was practically untouched by the flood, it was a month of big business, a record business especially, showing an increase of 100 per cent. over the same month last year.

"Communication with the East was only cut off for one week, and our supplies were sufficient to run us a great deal longer than that time. Accordingly, as far as retail trade was concerned we did not suffer at all, and on the contrary the department made a most excellent showing.

"In regard to the recent flood, there were many locations which suffered, but to those who have had no experience with river floods the damage



Wurlitzer Store on Ludlow Street, Dayton, O., After Flood.



Street Scene in Hamilton, Note Aeolian Store Marked.

of Ohio at \$300,000,000. Over one-half of Columbus was washed away, and at Dayton, O., the entire business district was under water from 10 to 15 feet, six thousand houses being destroyed, the entire property damage in that city being estimated at \$50,000,000.

In other towns along the big Miami River—that is, Miamisburg, Franklin, Middletown and Hamilton—the destruction was enormous. Hamilton was almost a total wreck, at least in that part of the town where the factories were located.

At the Wurlitzer store in Dayton the water went

talking machine industry, by reason of the flood, will not be great. The damage appears to have been principally confined to the houses specializing in small goods at Hamilton and Dayton. Cincinnati was not touched.

From reports, George Krebs, at Hamilton, and the Soward Music Co., at Dayton, will be the heaviest losers among the talking machine people. No

is apparently much greater than in reality. The towns which suffered from the overflow of small rivers and creeks are heavy losers. These waters raised almost in an hour or two, and there was no provision made for such an overflow.

"The stocks of dealers were affected to a small degree only, as the Victrolas could be handled very quickly; also records moved immediately in case



Extended River Bed at Dayton.

within a foot of the ceiling, but fortunately the biggest part of the stock was on the second floor, which was saved.

While the water was exceedingly high in Cincinnati, the loss was comparatively trifling, the business section wholly escaping. A great many piano houses were among the sufferers in the various



A House in the River District.

figures can be obtained. The losses there, it is known, are total.

The Aeolian Co. is credited with having 100 Victrolas at Dayton, and a majority of these were swept by water. The Dayton stock of the Rudolph Wurlitzer Co. is a total loss.

The deluge shows that the records will not stand water, for those recovered have been tried and found wanting in many respects. The question of exchange now comes up. The disposition of the factories in this respect is a matter yet to be settled.

The situation in the Ohio territory is fairly well



Remains of Three Business Houses on Main Street.



Depot Union Station, Dayton.

cities, and it is expected that the total losses suffered by the piano and talking machine dealers will approximate between \$800,000 and \$1,000,000.

At this writing business men are making magnificent efforts to get into working harness again,



Showing High Pole Placed Between Houses by Flood.

explained in the following report from Manager Dittich, of the talking machine department of the Rudolph Wurlitzer Co.:

"The month of March was an unfortunate month in many particulars, but in Cincinnati, which

the racks were sectional and not built as permanent fixtures.

"The Ohio River was back in its banks a week after it had risen and trains were running. With the exception of the damage done to buildings, the communities along the river are practically as they were before."



Steinway & Sons Warerooms.

Fully ten pianos floated out the two front windows.

Manager Whelen, of the Columbia Graphophone Co., seems to be more than pleased with the March business. In speaking of the prevailing conditions, he said: "I have no complaint to make relative to the March business; it was good, very

good, in every department, wholesale and retail, as well as Dictaphone. Of course, the latter part of the month and the first part of this month business was at a standstill, owing to the dreadful flood catastrophe, but the balance of March

in the Cincinnati schools, purchased a Columbia Grafonola Mignonette and is delighted with the same. The Columbia Co. is making rapid strides in the educational field, and while the progress in this field is slow, the seed is well planted and something will happen

and happen big for the Columbia along next September when schools re-open.

The Seward Music Co., of Dayton, pioneers in the musical line, just recently took on the Columbia line with a large representative stock, but unfortunately were seriously crippled by the flood. Many

other Columbia dealers were damaged by the high water, but the factory was able to meet the demand for new stock, and conditions will soon be normal.



Wreck of Modern Bridge in Dayton.

made up for this paralyzed condition and the final showing was far ahead of March, 1912.

"In the machine line the \$50 Grafonola Favorite has been the leader, with the \$200 Regent and the

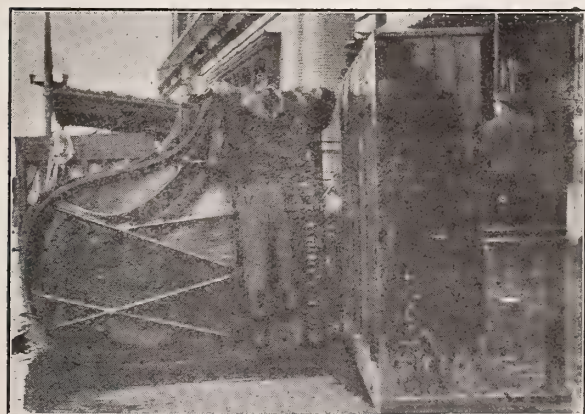


Inside Starr Wareroom.

First floor. Note water mark on wall. Starr Minum Grand in foreground.

\$150 Nonpareil close after the Favorite. The Columbia Grand has also been a great source of interest to the general public. We are proud of the record we have made this past month in taking care of our enormous sales, as we are able to make prompt deliveries on nearly all types, thus avoiding the disappointment coincident with delays in shipments—that is, up to the time that freight was going in and out of the city. But now matters are moving along again and we are making progress in getting out delayed shipments."

Prof. Carl Ziegler, director of physical culture



Recovered Pianos in Front of Wurlitzer Store.



Typical house scene near the levee on Monument Road.

The Gobrech-Geyer Co., of Norwood, has joined the Columbia ranks, having purchased a large representative stock of goods, and has opened a



A Musical Derelict at Riverdale.

beautiful Grafonola department. We wish them every success in the new department.

BARS MUSICAL AUTO HORNS.

The musical automobile horns which threatened to fill the main streets of Paris with snatches of popular or classical airs instead of the usual "honk, honk," have come to a quick finish in France.

A test case was brought against two motorists of Douai, who enlivened the night trumpeting the leitmotiv of "Die Walküre," and it has been decided that these instruments are illegal. The decision brought out a judicial definition of the word "horn," which had hitherto been rather widely interpreted.

"The latter," said the judge, "must be a simple wind instrument for the purpose of sounding an alarm and used to warn the public, not to amuse

it. It must give forth a single note which should be grave, even sinister, in order to call attention to the impending danger. The new fanfare horns," added the judge, "lack seriousness, and are therefore outside the meaning of the act."

PERSISTENCE THAT WON OUT.

The Tactics of a Glass Cutter Salesman That Offer a Lesson for Salesmen in Other Lines of Business—Might Not Work in Every Case.

A lesson in the value of persistency is to be found in the following anecdote, which conveys a lesson to the talking machine salesman who often loses heart:

"The cheerful agent stepped into the business man's private office and set his grip on the floor.

"'I have here,' he said, 'a patent glass cutter for 25 cents. It is known as—'

"'Don't need any glass cutter,' snapped the business man.

"'Ah, you don't need a glass cutter! Well, then, I have here a vacuum cleaner that sells for \$40. It is now in use in thousands of homes. It is—'

"'I don't need a vacuum cleaner.'

"'Well, perhaps not; but then I have something else here that will certainly interest you. It is a phonograph that retails for the small sum of \$11. There isn't another phonograph in the world that—'

"'I wouldn't buy a phonograph on a bet!' growled the business man, getting red in the face.

"'Well, I am surprised! But then, I have here a camera which sells for \$27. It will take the widest scope—'

"'No camera to-day' yelled the business man.

"'Well, then, I have a four-hundred-and-twenty-three-dollar automobile, which combines all the necessary points of the higher priced machines and—'

"'For the love of Mike!' screamed the business man, 'I'll take a glass cutter. Here's your quarter. Now get out!'

"'Thank you,' said the agent. 'That's all I had to sell in the first place.'"

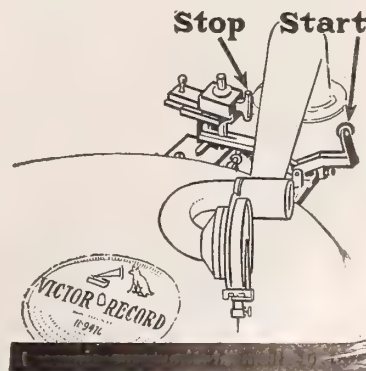
Simplex Automatic Start and Stop Device

LISTED BY 95% OF VICTOR JOBBERS

WHY?

STANDARD GRAMAPHONE APPLIANCE CO.

173 Lafayette Street, New York, N. Y.



GODOWSKY SIGNS WITH THE COLUMBIA CO.

Celebrated Pianist Will Make Records of His Best Known Piano Pieces—Noted for His Marvelous Technique and His Authoritative Interpretation—Scored a Great Success in Recital During Season Now Coming to a Close—Records Ready in Near Future.

The educational value of the talking machine is being recognized more widely every day by eminent musicians throughout the world, and every day men of international importance in the vocal and instrumental fields are acknowledging its artistic status.

Only last week Leopold Godowsky made arrangements with the Columbia Graphophone Co. to make records of a number of his selections which are so much admired by the music loving public, and he made his first "masters" at the laboratory in New York this week.

Lovers of good piano music are to be congratulated on thus being enabled to hear this famous artist, who has won a reputation as one of the most brilliant pianists of the age.

Godowsky is not only a composer and musician of wide attainments, but as an executant he ranks supreme. His technique is not only dazzling, but impeccable, and beneath his brilliancy there is a profound sentiment and a beauty in phrasing and tone coloring that fascinates those who are enabled to differentiate in those qualities that go to make up the best in piano playing.

Godowsky was born in Poland in 1870, and studied in Paris with Saint-Saens from 1887 to 1897. He visited the United States in 1884-5, and again in 1890, when his remarkable ability made a deep impression. He was again heard in this country in an extended tour during the past season, adding tremendously to his former triumphs. His playing, both with leading orchestras of the United States as well as in recital, evoked the plaudits of discriminating critics in this country, as it did in Europe.

Godowsky is a composer of considerable merit, and has to his credit more than one hundred MSS. works. In recognition of his supreme art, Godowsky, through the appointment of the Emperor of Austria, holds the position of head of the Master School for Piano at the Vienna Conservatory, and by virtue of his position as imperial and royal professor he holds the rank in Austrian civil service equal to that of a colonel in the army. Godowsky also stands high as an instructor. He is a man of wide sympathies musically, and an authority whose position is recognized throughout the world.

It goes without saying that the musical public will be intensely interested in the records made by this artist, as in this way Godowsky's individuality of "style" and his interpretations are placed on record permanently for the use of his many admirers in this country. The Columbia Graphophone Co. is to be congratulated on adding this celebrated artist to its list.

It will be interesting to those who have not had the privilege of hearing Godowsky in concert or recital to read what an eminent critic said regarding his playing. "Godowsky is the greatest technician who has ever been heard, and at the same time he remains a good musician," said the critic. "This is a rarity. Sovereign technic, an ability to which nothing seems impossible or even difficult to execute, is apt to mislead in all of the arts to a trifling demonstration of such powers. People who are possessed of a sufficient artistic seriousness not to fall into external show, when they have no fight at all with the material side of the question, are easily led into grouping and hyper-searching. Those who have not been born or educated up to such artistic seriousness arrive at playing allegro movements in prestissimo time and lose all respect for the art work. Every superfluity of power, every over-measure of ability must find an outlet. Godowsky also has a good deal of superfluous power, which through interior necessity he must emanate. And as he cannot get rid of it in playing the existing piano literature he has constructed for himself a particular field of piano literature. He has combined Chopin studies in such a manner that he is able to play always two of them at the same time. He has

trimmed and decorated Weber's 'Invitation a la Danse' with incredible difficulties. If the combinations which Godowsky has thus effected were only the artisan deterioration of works, which in their original form have become holy and beloved to us, then it certainly would be appropriate to be provoked over such misapplications. This, may, however, as Godowsky's Chopin studies evince a thoroughly refined artistic taste, never do violence to the spirit of the original; there is nothing in them



Leopold Godowsky.

that is provoking. Whoever was able to combine the originals in such an intellectual and sensuously refined style, to him they are certainly as holy as they can possibly be to the objecting party. He can perhaps conceive them even a good deal more profoundly, and has lovingly made them his mental property."

THE GRAFONOLA IN TEXAS.

Will A. Watkin Co., of Dallas Enthusiastic Over the Columbia Line and Its Possibilities—Used by Teachers for Demonstrating Voice.

(Special to The Talking Machine World.)

Dallas, Tex., April 7, 1913.

It would be difficult to find any one in the South more enthusiastic regarding the talking machine and its possibilities than those connected with the Will A. Watkin Co., the old established and prominent piano and music house of this city, who have been featuring the Columbia Co. line with flattering success. In discussing the success of that department of the company's business, Robert N. Watkin, treasurer of the company, said recently to The World:

"Five years ago we began the sale of the Columbia line of Grafonolas and records, and have never had reason to regret it, for the Grafonola has made good music possible to thousands of Texas homes. It can sing with the voices of the great artists whom you may never hear; it can give you the tone of the violin and even of the orchestra.

"Voice teachers associated with us have used the Grafonola in the Watkin studios for demonstrating the voice. Schools have adopted them. The president of our company played pipe organ accompaniments to solos on the Grafonola in the church. The Grafonola has great possibilities and we are glad to have a part in spreading its gospel."

THE JOBBERS CONVENTION.

Committee Having Charge of Arrangements for the Coming Convention of the National Association of Talking Machine Jobbers at Niagara Falls July 7-8 Are Busy Perfecting Plans Expect Banner Attendance.

As announced exclusively in last month's issue of The World, C. N. Andrews, of Buffalo, N. Y., was appointed chairman of the arrangements committee which will handle the many details incidental to the holding of the annual convention of the National Association of Talking Machine Jobbers. The other two members of this committee, who were appointed by President Blackman two weeks ago, are C. L. Wiswell, of Lyon & Healy, Chicago, Ill., and W. O. Crew, of the Elmira Arms Co., Elmira, N. Y.

Chairman Andrews of the arrangements committee has already started to do some active work for the success of the 1913 convention, and his first report, which should be carefully read by every member of the association and all who contemplate attending the convention, is as follows: "The annual convention of the National Association of Talking Machine Jobbers will be held at the International Hotel, Niagara Falls, N. Y., on July 7 and 8. The committee has been fortunate in securing special rates for the association's members and convention visitors from the hotel management. Accommodations will be on the American plan at \$3.50 per day without bath, and with bath, \$5 single or \$9 for two.

"The hotel has placed at our disposal during the days of the convention a large and well-furnished assembly room for meetings and gatherings of the association. At the present time the committee is not quite ready to announce a definite program, but it is probable that when the May issue of The World is published most of the program will be contained in it.

"Artistic and valuable literature advertising the attractions of the 1913 convention city, Niagara Falls, will be obtained by the committee and sent out by Secretary Louis Buehn of the association.

"Regarding the selection of July 7 and 8 as the dates of our next convention, it might be well to say that practically without exception all suggestions received as to the dates most desirable for the convention were July 7 and 8. Owing to the fact that most jobbers like to get their work settled about the first of the month and get out their bills, statements and checks before leaving for the convention, together with the desire of a considerable number of members who always like to be home on the Fourth of July, the 7th and 8th of the month seemed to be the most satisfactory all around.

"Those members coming from a long distance will have from four to seven days to travel in, visit the factories on the way to the convention or on the way back, and return in good season to their respective homes without taking much actual time from business. From information already received by the committee, it would appear that there is going to be a banner attendance at this year's convention, as the location of our meeting place is very central and Niagara Falls is one of the show-places of America from a scenic standpoint. The arrangements committee will certainly do all in its power to make the 1913 convention an emphatic success and a scene of pleasure and interest to all who attend."

Blessed is the man who has good friends to blow his horn.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., of THE TALKING MACHINE WORLD, published MONTHLY at NEW YORK, required by the act of August 24, 1912.

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THE TALKING MACHINE WORLD, Per EDWARD LYMAN BILL, Editor

Sworn to and subscribed before me this 19th day of March, 1913

[SEAL]

EUGENE R. FALCK, Notary Public 4
My commission expires March 30, 1914

FLOOD REPORTS FROM INDIANAPOLIS EXAGGERATED.

Talking Machine Men Say That Conditions Have Not Been as Bad as Printed in Newspapers—Much Damage Done by Flood in Residence Districts but Business Section of City Was Not Touched by Water—Flood Experiences of Talking Machine Men.

(Special to The Talking Machine World.)

Indianapolis, Ind., April 10, 1913.

Though many were the reports to the contrary, the Hoosier capital is still on the map and only a portion of it was flood-stricken. The talking machine men of this city desire the trade and their friends to know that conditions here are not as appalling as painted in some newspapers. The damage done by the flood, however, will be felt here for some time, and everybody is glad that it wasn't as bad as it might have been.

The business district of the city was not touched by water. West Indianapolis suffered the greatest damage, but the work of rehabilitation has been rapid and those living in the flooded district are "getting on their feet again." Broad Ripple, eight miles north of Indianapolis, was almost under water. The north half of the village was covered with water and several hundred were made homeless for a few days. In the territory between North Illinois street and College avenue and between Thirtieth street and Fall Creek, the water did considerable damage. The cellars of the houses in this part of the city were filled with water; a number of foundations were washed out and several houses have ruined hardwood floors.

As far as business is concerned, there is little at this time. Business was fairly good with some houses when the flood began, but all are now experiencing a lull in sales.

Employees of the local branch of the Columbia Co. had a variety of flood experiences. T. J. Lynch, whose home was in the flooded district of West Indianapolis, was cut off from the city proper, and during an absence of three days he gave succor to the flood refugees.

C. V. Weaver, who lives near a quiet, unassuming little stream in the southeast part of Irvington, a suburb east of the city, found that the "quiet little stream" could become quite obstreperous. The heavy rains increased its volume of water and in some manner it hurled a log out of its waters to Weaver's chicken shed, a distance of some thirty feet. The chicken house was partially demolished and a number of chickens were killed.

Clytus Earle, errand boy, lives in Broad Ripple. The water almost covered his home. He was unable to get to the city for about a week after the waters had subsided.

A. W. Roos, manager of the talking machine department, and Thomas Devine, manager of the Dictaphone department, received a large number of telegrams from business and personal friends and relatives inquiring as to their safety. "I didn't know so many people were interested in my welfare," remarked Mr. Roos.

C. A. McDougall, who spent several years in talking machine work on the Pacific Coast, has accepted the position of head retail salesman at the Columbia store here. His long experience in the business is proving of value to him in his new position.

Miss Lazarus, manager of the talking machine department of the local branch of the Aeolian Co., says she had more business this month than in March of 1912. Though the flood has interrupted some sales, the record business with the Aeolian Co. has been exceptionally good. Miss Lazarus recently returned from her home in Arkansas, where she went to attend the funeral of her father.

The home of W. S. Barringer, manager of the Stewart Talking Machine Co., was in the flooded district north of Fall Creek. The water only filled his cellar, however. To be on the safe side, he sent his family to the home of Alexander M. Stewart, owner of the company.

Willis M. English, assistant manager of the Stewart Co., was in Dayton, O., during the flood there. He was a captive in the Algonquin Hotel. The water came almost to the second story of this building, according to Mr. English. While watching the raging waters, Mr. English saw a Victor

machine floating along with a piano as a companion.

The Wulschner Music Co.'s talking machine department made a number of sales in the last week. One man who had bought a Victor machine there said the last he saw of it the machine was whirling around in the water.

The Kipp-Link Co. is sending the new Edison disc machine to dealers throughout the State. These machines are being placed with the dealers for the purpose of getting orders.

It is believed that the local talking machines houses will suffer most from the fact that persons in the flooded districts will not have money to invest in records or machines very soon. Very few machines will be water damaged, it is said. Up to date few reports have been made of damaged machines.

PORTABLE TALKING MACHINE.

Traveling men in Europe are displaying much interest in the portable talking machine called the Primaphone, which is being sold in London, Eng., with some success. It is a combination of a talking machine and a leather-covered case. The instrument sells in three models from \$25 to \$50. In the cheaper styles the case is oak. In the more expensive styles it is mahogany, with nut-brown

leather cover. The Primaphone is seventy-seven inches broad and long by nine inches high. It is collapsible and easy to carry. Nothing in tone is sacrificed, according to the promoters. The machine has a fixed or immovable tone arm, patent insulating rubber telescoping tube and patent guide rod, which governs the soundbox. It has three types of needles. It is designed for district offices, engineers and others who have a lot of traveling to do, especially in India and the colonies, who wish to take their instrument with them.

INCORPORATED.

Among the recent incorporations filed with the Secretary of the State at Albany, N. Y., was that of the Talking Moving Picture Co., Inc., of Syracuse, N. Y., for the purpose of producing talking moving pictures. The capital stock is \$50,000. The incorporators are: Richard S. M. Mitchell, Edward Newcome, Robert J. Cooney, of Syracuse.

EDISON JOBBER IN CLEVELAND.

(Special to The Talking Machine World.)

Cleveland, O., April 10, 1913.

H. D. Berner has succeeded Lawrence H. Lucker as the Cleveland jobber of Edison products. Both Mr. Berner and Mr. Bloom were recent visitors to the Edison factory.

AN OPTIMIST DEFINED.

"What is an optimist?"

"A man who thinks that if he puts 'Rush' on a letter it will be delivered sooner than it would be otherwise."—Chicago Record-Herald.

HAIL COLUMBIA

JOBBER and DEALERS

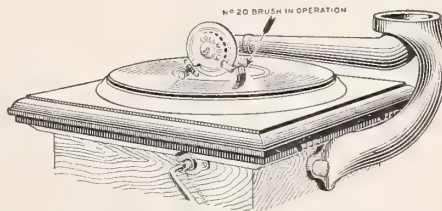
We want you to know the

No. 20
RECORD BRUSH



No. 20
RECORD BRUSH

List
25c.



List
25c.

Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.

FOR COLUMBIA CONCERT GRAND SOUND BOX

PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record Grooves wear the Record out quickly and grinds the Needle so it cuts the Record. **Save the Life of Your Records.**

FREE SAMPLE to Jobbers and Dealers who have not tried this model.

DEALERS should get supply from their regular Jobber. If he will not supply you, write us for name of one who will.

Manufactured by

Blackman Talking Machine Company

97 CHAMBERS STREET, NEW YORK CITY



**Bought for 10 cents and sold at 10 cents
—the Columbia "Demonstration" Record
is not only about the most effective ad-
vertising you can do, but the cheapest.
Free advertising that works overtime
for you.**



**Columbia Graphophone Company
Tribune Building, New York**

DETROIT PIANO HOUSES TAKING ON "TALKERS."

Marked Development Along These Lines Recently—Some of the Largest Piano Houses Working Up Large Trade—American Phonograph Co. Featuring Edison Line—Victor Dealers Find It Difficult to Get Sufficient Stock—Mahogany a Favorite with Retail Trade.

(Special to The Talking Machine World.)

Detroit, Mich., April 11, 1913.

Another Detroit piano house entered the talking machine field this week—the Gersanbeck Piano Co., on Mack avenue, taking on the full Columbia line of machines and records.

More and more are the Detroit talking machine dealers and the piano dealers coming to realize that their interests are in common, and that the carrying of the two lines in one store creates business for both. The talking machine people have been aware of it for several years. The jobbers like to place agencies with piano houses. Practically all the people who visit a piano store are in some way interested in music. Therefore they are, in a degree, talking machine prospects.

If they already have pianos, perhaps they like a variety in their music, and it doesn't cost very much more to buy a talking machine too. If they cannot afford a high-priced piano, and don't relish one of the hundred to two hundred variety, the hundred to two hundred dollar talking machine is the happy solution, even if they prefer pianoforte selections, for nowadays there are piano records by the score, made by the very best artists. If they own a piano, and cannot play it very well, they may desire to trade it in and take a first-class talking machine. This is especially the case if they feel they cannot afford a thousand dollars or more for a player-piano. Many piano stores handle sheet music and small goods. The patrons who call for that sort of merchandise are the best sort of prospects for talking machines.

In almost every home where there is a piano, it is the young folks who use it. The older ones may have had a fine musical education, but they have practiced less and less as their years have advanced. It is very hard work to practice sufficiently to keep in trim, and aging energy does not respond to the necessity. Without the practice they cannot perform in a manner pleasing to their educated ears—so they drop it. But in the talking machine they can have the best of everything without the hard work of practice. Naturally, they buy it at the store where they have been acquainted for years as a piano buyer and music buyer.

"All it needs to sell a talking machine to the average person is to call his attention to it," said S. E. Lind, of the Columbia Co., in discussing this question with The World representative. "In a piano store the attention of musical people is called to talking machines because they practically can't escape it. This, alone, means hundreds of sales in a year."

The Farrand Co., Grinnell Bros. and the Cable Piano Co., three of the largest piano houses in the city, carry talking machines. Among the smaller ones are Adler's Music House, the Tin-

nette Music House and the Gersanbeck Piano Co. All of them agree that the combination is an ideal trade winner.

M. Adler was for many years with the Clough & Warren Piano Co., one of their best salesmen. Five years ago he resigned to go into business for himself. He started with pianos, and soon put in the Columbia line. The latter business has grown until it now occupies more than half the store.

A notable change in the field within the last month has been the retirement of Grinnell Bros. from the jobbing business of the Edison line here. This is now exclusively in the hands of the American Phonograph Co., who have been Edison jobbers for about as many years as Grinnell Bros. have. Grinnells will continue to handle the Edison in a retail way. "We did not feel that we could do justice to both lines in the jobbing field," said Manager Harry Rupp, of Grinnells' talking machine department, referring to the Victor and Edison competition. "Our relations with the Edison people have been of the very best. That is why we retain a retail representation."

For about two weeks one of Grinnell Bros.' show windows has been devoted to the "Victor Theater" advertisement, and there is an audience in front of it continuously. The scenery of the miniature playhouse is fine and realistic, luring the passersby to stop many minutes, until the rotation of acts is completed. It is a most effective means of calling attention to the talking machine and what it will bring into the home. Besides the theater, the window is loaded with records and machines.

The large Victor dealers, like the Farrand Co. and the Max Strasburg Co., have placed orders with Victor jobbing houses all over the country to send whatever Victors they can, of the higher priced styles, and send them whenever they can. They are thus getting a fair-sized stock, but none too many. The orders thus placed are standing orders, and there are no indications now that there will be any necessity of cancelling them—at least not before New Year's day.

The Victor automatic brake has just arrived and is creating a universal interest among talking machine owners. It undoubtedly will do a lot to further popularize the already much-sought machines. It is being furnished as part of the regular equipment on the styles costing \$100 and upward.

"I had a first-class example a couple of days ago, of the axiom that if you don't carry the stock you can't get the trade," said Max Strasburg to-day. "We had three golden oak Victrola clevens on the floor. There is comparatively little call for golden oaks, and I thought we were stuck. Perhaps that's what the jobber thought who sent them to us. I was thinking about send-

ing them back, when in came three sisters, all wealthy and evidently of the same taste, for they took those golden oaks, one each, and paid the spot cash for them. They reside in different parts of the city."

Detroit demand in the high-priced machines is running almost entirely to mahogany.

OPEN EXCLUSIVE EDISON STORE.

Minnesota Phonograph Co. Open at 833 Nicollet Avenue Minneapolis With Lawrence H. Lucker in Charge—New Quarters for the Columbia in St. Paul—Manager Herdman a Hustler—Dyer Victrola Recitals Attract—Piano Houses Take on "Talkers."

(Special to The Talking Machine World.)

Minneapolis and St. Paul, April 10, 1913.

An exclusive Edison store was opened the other day at 833 Nicollet avenue, Minneapolis, by the Minnesota Phonograph Co. The old retail store and distributing headquarters at 525 First avenue S. will be retained without change. The company recently has given particular attention to the Edison disc machines with phenomenal success, according to Lawrence H. Lucker, head of the concern. "We are doing a greater business now in Edisons alone than the whole of our Victor and Edison business a year ago. The prospects for the talking machine trade never were better than at present. Everybody must have a machine, and a fairly good one."

C. P. Herdman, the new manager of the Columbia Phonograph Co.'s branch in St. Paul, is planning to inject a lot of ginger in the talking machine world of that city. He has arranged to get over on Music Row, namely, Sixth street, and has leased the premises at 17 East Sixth street, where he will have the Cable Piano Co. on one side and Howard, Farwell & Co. on the other, and in the next block the Raudenbush and Falk stores. Mr. Herdman, three weeks out from Indianapolis, is devoted to the phonograph business, and particularly as exploited by the Columbia Co. The new store will be occupied about May 1.

W. J. Dyer & Co. have been giving Hanky-Panky concerts and Harry Lauder recitals with the Victrola, and these demonstrations have been signally successful, particularly in selling records.

The first of the Columbia grands in the Northwest reached the Minneapolis branch this week, and the two instruments were disposed of at once. Four others on the way virtually are sold, in the opinion of Manager Wheeler. "You never saw anything like the enthusiastic interest these machines have excited. This surely is the phonograph age."

The piano houses must bow to the rule of the talking machine. The Cable Piano Co., which installed this modern department in the new St. Paul store, is about to make a similar innovation at its Minneapolis store.

Foster & Waldo, the Metropolitan Music Co. and the New England Furniture Co., general distributors for the Victor machines and records, report highly satisfactory trade, bountiful prospects for the future and collections good in every section of the Northwest.

RECOVERING FROM FRIGHTFUL TORNADO IN OMAHA.

An Interesting Account of Catastrophe From A. Hospe of the A. Hospe Co.—Business Center Not Affected, the Loss Being Confined to Residential Quarters—Great Loss of Talking Machines and Pianos Sold on Instalments a Severe Blow to the Dealers.

The people of Omaha with that indomitable courage which is characteristically American when confronting a great disaster, have been working like trojans for the past week, getting order out of chaos, relieving the wants of those in need, and are fast getting the city into ship shape.

A report from our correspondent at that point, just as we go to press, is most optimistically worded, and everyone is manifesting that spirit of Ne-

braska push that will overcome even as great a calamity as that caused by this fearful tornado, which swept a clean path of from two to four blocks wide and a distance of at least six miles through the city, causing great loss of life and property on Easter Sunday.



Looking Southeast from 23d and Lake Streets, Omaha, Neb.

The Schmoller & Mueller Piano Co., in a letter to The World, says: "No piano houses damaged by the tornado that we know of. Have lost considerable through damaged instruments out on rent and instalment."

A. Hospe, president of the A. Hospe Piano Co.,

is recovering. It happened to be a piano mover, who was dressed ready to leave the house, and when the tornado hit his house and him it denuded him of every vestige of clothing, and I understand they found him in the crotch of a tree, with the house rammed up against an adjoining building, together with all his belongings and a piano which was purchased from us. Then it was all destroyed by the fire which followed almost immediately.

"I imagine there are from 1,200 to 1,500 houses that are past salvage; some were burned and others partly so, and it took residences of the finest character and destroyed most of them. The death list so far is about 140 and the property loss about \$10,000,000.

"It started in the southwest corner of the city and landed diagonally across, about six blocks wide, toward the northeast end of the city.

"Our loss is an indirect one. We probably had about thirty-three pianos in the path on which we had claims, some partly paid for and others nearly so. We had a



great many talking machines that were destroyed, in which we are interested. Our loss will be very little compared with that of the many who lost everything.

REAL BLACKMAN EXPANSION.

To Occupy Reade Street Side of Present Building on May 1—Show Window Rearranged in Attractive Manner.

"We are all right inside, and with a man or a concern that's what counts," is the original text of a sign at present suspended over the entrance to the Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison distributors. The entire front window has been demolished, plasterers and masons are as busy as bees, and the entire store front is "decorated" by means of carpenters' and contractors' equipment.

When asked the meaning of this unwonted demolition, J. Newcomb Blackman, president of the company, stated that the building authorities had discovered that his show window extended a few inches beyond the building line of Chambers street when they decided to widen Chambers street. Mr. Blackman took advantage of this opportunity to order an entire new construction for his show window, with the object of making it more attractive and commodious than ever before. When completed the window will have no steel girders in the middle, but be one artistic display.

Incidentally, Mr. Blackman remarked that by the first of May his store and warerooms will run all the way back to Reade street, thereby giving him two entrances and three floors from street to street. This additional room has been made necessary by the rapid growth of the Blackman business, which is steadily increasing year after year.

GRAFONOLA CO. IN ROCHESTER.

New Company Incorporated with Capital Stock of \$40,000 to Take Over Columbia Co.

(Special to The Talking Machine World.)

Rochester, N. Y., April 10, 1913.

A new corporation, known as the Grafonola Co., has been organized with an authorized capital stock of \$40,000 and has obtained from the Columbia Phonograph Co. exclusive selling rights in a territory bounded by Oswego, Syracuse and Elmira on the east and extending to Erie County on the west.

Officers of the Grafonola Co. are: President, N. E. Hutchins; vice-president, Herman B. Brown; secretary, Nelson A. Beardsley; treasurer, George P. Culp. The business of the Columbia Phonograph Co., General, at 38 South avenue, has been taken over by the new corporation.

DOLBEER'S VISIT TO THE WEST.

Held by Floods for Three Days in Columbus—Recent Visitors to Edison Factory.

F. K. Dolbeer, sales manager of Thomas A. Edison, Inc., Orange, N. J., has just returned from a visit to the Middle West. He left on a Monday on the "Twenty-four hour flyer" for St. Louis, but did not get into St. Louis until the following Saturday. He was held up for three days—Tuesday to Friday—in the station at Columbus because of the raging floods.

Mr. Dolbeer fared exceedingly well, as the dining-car had a full larder and plenty of water, while the train was electrically lighted and heated. Mr. Dolbeer and the travelers on this train probably fared the best of any during the flood.

Among those visiting the Edison factory recently were the following: W. O. Pardee, F. H. Silliman and H. L. Ellenberger, of the Pardee-Ellenberger Co., New Haven, Conn.; Louis Sloss, John Mullins & Sons, Newark, N. J.; Melville Clark, Clark Music Co., Syracuse, N. Y.; J. A. Clem, J. A. Foster Co., Providence, R. I.; C. B. Haynes, Richmond, Va.; Ernest Stiller, Stiller Photo & Supply Co., Green Bay, Wis.; Mrs. M. S. Gielow, Washington, D. C.; Edmund E. Buehn, Buehn Phonograph Co., Pittsburgh, Pa.

A LIST OF OPERA ARTISTS.

A book that has been issued by Thomas A. Edison, Inc., is called: "A List of Some of the Opera Artists Who Have Made or Will Make Records for the Edison Phonograph." It is a book of sixty-four pages, each page bearing the picture and a short history of one of the noted singers.

TO OPEN NEW STORE IN ALBANY.

(Special to The Talking Machine World.)

Albany, N. Y., April 10, 1913.

The American Phonograph Co. is contemplating the opening of a new talking machine store where Edison goods will be featured strongly. N. D. Griffin was a recent visitor at the Edison works at Orange, N. J.

NEW AGENCIES ESTABLISHED.

During the past month the Columbia Graphophone Co. has added the following representative houses to its list of agencies: Bell Bros. Piano Co., Muncie, Ind.; H. Fraiberg & Sons, Cleveland, O.; E. M. Chase Co., Manchester and Boston, Mass.; Clark & Jones, Birmingham, Ala.; W. A. Kulp, Braddock, Pa.; Continental Furniture & Household Distributing Co., New York, N. Y.; Gebrecht-Geyer Co., Norwood, O.; John L. Sherman, Westport, N. Y.; F. G. Smith, Newark, N. J.; Schmoller & Mueller Piano Co., Omaha, Neb.; Bon Marche Department Store, Lowell, Mass.; Taylor's Music House, Springfield, Mass.; Meakins, Packard & Wheat, Springfield, Mass.; Bernard Music Shop, Springfield, Mass.; Tamarack Co-operative Association, Calumet, Mich.; George Toth, South Bend, Ind.; Alfred Telfer, 631 Broad street, Bayonne, N. J., and Otto Dornyak, Perth Amboy, N. J.



Piano That Survived in Gibbs' Home.

gives some interesting details as to the extent of the tornado in the following letter addressed to Edward Lyman Bill, in which he says:

"Allow me to thank you for your telegram of sympathy. We are all unharmed and all those of our employes likewise, with one exception and he

Want Talking Machines and Accessories.

Messrs. Allan & Co., talking machine jobbers, Melbourne, Australia, would be pleased to hear of anything new in talking machines or accessories. When writing send catalog and prices. Where possible would be pleased to receive samples.

MAX LANDAY MARRIED.

The Popular Talking Machine Man and Miss Fox United in Marriage at the St. Regis.

A social event of the season was celebrated last Tuesday, April 8, at the fashionable and exclusive St. Regis Hotel, New York, when Max Landay, the popular Victor distributor, forsook bachelorhood and was married to Miss Ida R. Fox, of 45 West Ninety-first street, New York. One of the largest wedding halls in this sumptuous hotel had been set aside for the wedding, and many business acquaintances of the bridegroom were in attendance, in addition to a host of friends and relatives of the bride and groom. Telegrams of



Max Landay.

congratulation and felicitation were received by Max Landay from members of the talking machine industry throughout the country.

Mr. and Mrs. Landay are at present away on a fourteen days' honeymoon in the near vicinity, and on their return to New York, about April 22, will go to the summer home of the bride's father at Far Rockaway, N. Y. On June 7 they will take passage on the new and immense ocean liner, the "Imperator," to tour Europe for a period of about three months on their "real" honeymoon. Incidentally, this will be the first trip of the "Imperator" from New York to Europe.

While in Europe, Mr. and Mrs. Landay will visit the old home town of Mr. Landay, Glasgow, Scotland, where a married sister of Mr. Landay

still resides. The honeymooners intend to "take in" everything in Europe worth while, and will, of course, visit Paris, Vienna, Berlin and Switzerland. Subsequent to their return to New York, Mr. and Mrs. Landay will reside in one of the new apartment houses now going up in New York's best residential district.

CONDITIONS IN BALTIMORE.

Leading Establishments Make Satisfactory Reports and There Continues to be a Steady Expansion of Interest in the Talking Machine Line Judging From the New Concerns Taking on These Specialties.

(Special to The Talking Machine World.)

Baltimore, Md., April 8, 1913.

With but few exceptions all the dealers in this city and vicinity have very good reports to make concerning the March business. While there are one or two dealers who say that their showing for March was not what they expected, the remainder of them say that the receipts for the month show an increase over those for March of last year, and in some cases were better than the two previous months.

Manager F. A. Dennison, of the local branch of the Columbia Graphophone Co., has every reason to be pleased with March results. He says that the receipts for the month were the best that he has had for any month for a year, barring December, and they compared very favorably even with that month, and they were far ahead of last March. In fact, business has been so good that Mr. Dennison has augmented his force and has also put on one new wholesale man and two dictaphone men. Robert Johnston has been placed in charge of the dictaphone department, and he has as his assistants H. A. Jackson and W. Ruger.

The Columbia Graphophone Co., through Manager Dennison, has established an agency with Besche Bros., 1041 Light street, where he has put in a complete line of machines and records. Besche Bros. conduct a large department store in South Baltimore, and it is the aim to have them look after the South Baltimore business for the Columbia line, which is expected to add largely to prosperous business.

The Victor and Edison lines have more than held their own during the month, especially with regard to E. F. Droop & Sons Co., who handle both lines. Manager W. C. Roberts stated his entire force has been kept on the go all through the month and have come out with flying colors. He has had particularly pleasing results with the new Edison blue amberol records, which have been in big demand. The Victrolas have come in for their share of sales, and altogether Mr. Roberts says that he has no fault to find with the general results for the month.

The Victors have also been going good at Cohen & Hughes', according to announcement by Manager M. Silverstein, and he also predicts a continuance of the good things all during the spring, judging by the way prospects come in. Mr. Silverstein has had a number of pretty window displays, of which he makes a specialty and personally supervises, and these have attracted very favorable comment.

Columbias and Victors have also had a good run at the store of the Gordon Talking Machine Co., and Manager Thomas Gordon looks for a continuance of a good business during the spring. Joseph Fink, who is associated with the Gordon Co., has come in for several nice sales during the month.

Manager C. E. Stran, of the Lyric Music Co., says that he has no kick coming with the month's results with Columbia and Victor lines. While Mr. Stran is a newcomer in the business so far as conducting business on his own hook, he has built up a nice trade.

Hammann & Levin also make roseate reports about the conditions of their Victor trade, and look for an uninterrupted run on the trade right through the spring months.

Trouble may be the true test of manhood; but it sometimes seems that the testing process is entirely too long!



NYOIL
For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

"GRAPHOPHONE GIRL" FOR LONDON.

Miss Adelaide Francis to Appear in Prominent English Music Halls Beginning Next Month.

Miss Adelaide Francis, known on the vaudeville stage as "The Graphophone Girl," and whose clever "sister" act, wherein she uses a Columbia graphophone to reproduce records of her own voice in



Miss Adelaide Francis.

duets and dialogues, was described at length in a recent number of The World, announces that she has been booked to appear for a number of weeks in some of the largest music halls in England, and will open in London on May 12. Miss Francis, who has been playing over the "big time" in this country, sails for England on the "Adriatic."

The talking machine is a subject of even greater interest in England than it is in this country, and the representative who booked "The Graphophone Girl" considered the act to be a novelty that was assured of success.

BISPHAM TO AUSTRALIA.

David Bispham, the prominent American baritone, whose records have proven to be among the best sellers every introduced to the trade, has just finished a most successful season of 105 concerts, and is about to start on a tour of fifty more recitals in Australia. Next season Mr. Bispham begins a contract with Werba & Luescher to star in Leo Fall's one-act operetta, "The Jolly Peasant."

The Columbia Graphophone Co.'s two-page spread in the April 19 issue of the Saturday Evening Post will feature the Columbia Grafonola "De Luxe" that retails at \$200. Incidentally, this unusually attractive advertisement will be one of the first general pieces of publicity to contain the new address of the Columbia Graphophone Co., the Woolworth building, its new home after April 18.

"DUSTOFF"

RECORD CLEANERS

Get into the minute sound grooves of the record as nothing else can because of the special processed high-nap cleaning fabric employed. "DUSTOFFS" cannot scratch the record and to use it is only necessary to simply brush across face of record a few times.

The use of "DUSTOFFS" before playing ensures a wonderfully clear and distinct tonal reproduction free from blurs, scrapings or harsh sounds, and moreover through the removal of the dust and dirt in the reproducing point track lengthens the life of the record.

Two models are made:

"DUSTOFF" de Luxe, 50c. each, retail. (Shown above.)

"DUSTOFF" (Regular), 15c. each, retail. (Shown below.)

A very liberal trade discount applies.

"DUSTOFFS" can be used on Victor or Columbia or any other records.

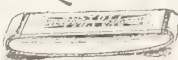
YOUR JOBBER CAN SUPPLY YOU or write us direct.

"DUSTOFFS" are excellently adapted for use as advertising media with your ad reproduced on labels or on boxes. Write for details.

Minute Shine Co.

Sole Mfrs.

284 S. Canal St.
Providence, R. I., U. S. A.





Have you ever taken paper and pencil and figured out comparative profits, or are you regulating your business program by force of habit?



Columbia Graphophone Company
Tribune Building, New York

ADDITIONS TO MILWAUKEE'S TALKING MACHINE HOUSES

Bradford Piano Co. Takes on Victor Line—Several Removals to Be Announced at Early Date—Business Good with Edison Line—New Columbia Grand Makes a Strong Impression—Trade Generally in Talking Machines Very Satisfactory—Other News.

(Special to The Talking Machine World.)

Milwaukee, Wis., April 10, 1913.

Spring weather of the finest variety has arrived in Wisconsin and is doing much to add life to the talking machine business. People are able to get about more readily and are more inclined to visit the talking machine shops. All the down-town stores, as well as those in the outlying sections of the city, seem to have caught the spring spirit, and most of them are showing fine window displays.

Local jobbers say that trade is much better than at this time a year ago, although business in 1912 was highly satisfactory. Most dealers about Wisconsin seem to be rather low on stocks and have been ordering well ever since the holiday season. Jobbers are finding little difficulty at this time in getting enough machines from the factories to meet the demands of the trade, although complaint is heard in some instances that it is hard to get records. The new April records have been taking exceptionally well.

Business in all lines in Milwaukee is highly satisfactory this spring, and this is bound to react favorably upon the talking machine trade. All the big machinery manufacturing concerns are operating full blast, everybody who wants to work can find a job, and there seems to be plenty of money in circulation. Conditions about the State are favorable. Farmers are prosperous, as a result of the bumper crops harvested last fall and because of the high prices which have been received during the past few months for live stock and dairy products. The soil seems to be in fine condition this spring and the outlook seems bright for another year of prosperity for the farmer.

Bradford Takes on Victor Line.

The J. B. Bradford Piano Co., 411 Broadway, Milwaukee's oldest piano house, established in 1872, has taken the agency for Victor machines and records. The initial order for machines and records was secured by Harry R. Fitzpatrick, manager of the Wisconsin Talking Machine Co. The Bradford house carries a strictly high class line of pianos and has an exceptionally good class of trade with people who are bound to buy Victor goods, so officials of the company are confident that they will meet with success in the new venture. The greater portion of the first floor of the Bradford building has been remodeled for the new Victor department, three handsome demonstration booths and two large display parlors have been opened in the quarters formerly occupied by the company's player department. The company is spending several thousand dollars in rearranging and remodeling the entire four-story building at 411 Broadway. Thomas DeSwarte, treasurer of the J. B. Bradford Piano Co., has general supervision of the new Victor department, although Miss Jule Steiner, a very capable young Milwaukee lady, recently secured by the Bradford house, is in direct charge. Mr. DeSwarte says that the Bradford house disposed of

several Victrolas during the first two weeks that the line was carried. The formal opening of the new department will not be held until the work of remodeling the entire building has been completed.

Another House May Fall in Line.

It is reliably reported that the Milwaukee branch house of a well-known Chicago piano concern is seriously considering the plan of taking up the agency for the Victor line. The fact that the Chicago retail store of the company recently took on the line and is meeting with such success is acting as a strong inducement for the company to follow the same scheme in Milwaukee. Despite the fact that most of the larger piano stores in Milwaukee carry the Victor line, all of them seem to meet with an excellent business.

Heller Piano Co. Removes.

The Heller Piano Co., which took on the Victor line some months ago, has moved from the Welch building, corner of Grand avenue and Seventh street, where the entire first floor is being occupied. The company has more than 10,000 square feet of floor space available in the new store, while the window display facilities are among the best in Milwaukee. Large and handsome quarters for the Victor department are being arranged.

Doing Well with the Edison Line.

The Milwaukee Phonograph Co., 349 Broadway, which took over from the Thomas A. Edison Co., Inc., some months ago the Edison jobbing business in Wisconsin, formerly conducted by Lawrence McGreal, now sheriff of Milwaukee county, is meeting with an excellent trade, according to William A. Schmidt, manager of the new concern. Many new dealers have been secured all over Wisconsin. The new Edison disc machine is meeting with a brisk demand and dealers are busy getting the new machine in stock. Both the new disc and the Amberol records are selling well.

Victrola Business Increases.

The Victrola business at the Edmund Gram Music House has been increasing so rapidly of late that Mr. Gram and Paul A. Seeger, manager of the Victor department, are seriously considering the proposition of moving the department onto the first floor, where larger quarters would be available. Should this be done, handsome booths of mahogany and ivory, conforming to the Roman Ionic interior of this floor, would be arranged. Both Mr. Seeger and his assistant, Ernest F. Leicht, report that trade in both machines and records is highly satisfactory.

Take on the Victor Line.

The Gross music house of Lancaster, Wis., has taken the agency for the entire line of Victor machines and records and is meeting with much success.

Enterprising Methods Pay.

J. H. Becker, Jr., manager of the Victor department at the Espenhain department store, is meeting with an unusually heavy business in records, due in

part, he believes, to the hundreds of circular letters which he has been sending out to the trade and to the regular daily concerts which are given at the Espenhain store.

Good Publicity Work.

Miss Elizabeth Hughes, manager of the Victor department at the Edward Schuster & Co.'s department store at Third and Garfield streets, is doing some very clever work in getting out special announcements and circular letters which are bringing results. Miss Hughes is giving daily concerts and the crowds which have been attending are sure proof of their popularity. Miss Hughes has been meeting with unusual success in the sale of Victrolas XI, XIV and XVI.

In the City.

Roy J. Keith, of The Talking Machine Co., of Chicago, and U. P. Gibbs, of Chicago, representing the Rudolph Wurlitzer Co., were recent visitors in the Milwaukee trade.

Columbia Grafonola Grand Admired.

The new Columbia Grafonola grand, the new \$500 instrument, has made its appearance at the store of A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer. The machine is so entirely different from anything placed on the market before that everybody is taking an interest in it, and Mr. Kunde is confident that he will meet with a good demand for the line. General business is very good at the Kunde establishment in both machines and records. Mr. Kunde has secured several new Columbia dealers during the past month.

Mr. and Mrs. Kunde have just moved into their handsome new residence, which they purchased some time ago at 820 Forty-first street.

Miss Gannon's Father Ill.

Miss Gertrude F. Gannon, head of the Wisconsin talking machine, Victor jobbing concern, is visiting her former home in Dixon, Ill., where her father, Martin Gannon, who recently underwent an operation for appendicitis, is very ill. Her sister, Mrs. Lawrence McGreal, is also in Dixon.

To Occupy New Store May 1st.

Miss Gannon expects to move her retail Victor store on May 1 into the building at 312 Grand avenue, on which she recently secured a lease for a ten-year period. Miss Gannon has leased the two upper floors and will occupy the entire first floor, where she will have more than twice the space now available in the present quarters at 213 Grand avenue. The store will be entirely remodeled, handsome new booths will be installed and nothing will be left undone to make the place one of the finest retail Victor stores in Milwaukee.

SOMETHING ENTIRELY NEW.

(Special to The Talking Machine World.)

Cleveland, O., April 10, 1913.

The Union Manufacturing & Plating Co. announce in this issue of The World something entirely new and novel—the "Union No. 1 Attachment" for the Edison disc machine. A call at the company's factory found a large force of mechanics, under the direction of H. B. McNulty, busy constructing the attachments. A demonstration of its utility was made, and it works to perfection.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Talking Machine Trade Generally in a Healthy Condition—Strong Competition Enlivens Record Business—Low Prices on Exported Goods—Edison Goods to Be Shipped Direct from Orange, N. J., Plant After June 1—Bankruptcy Law Revised—Some Recent Record Lists and Their Contents—Talking Machine Societies Increasing in Popularity—Annual Beka Reports Most Satisfactory.

(Special to The Talking Machine World.)

London, E. C., March 31, 1913.

Talking machine trade this side is more or less in a state of transition from the rush time to that of the quiet period. Things are, however, shaping out well, though some complain of bad trade. Time of year considered, I am of opinion that the talking machine industry is generally in a most healthy condition. This is clearly emphasized in comparison with even time last year, which was not considered unsatisfactory. Sales have gone up despite, or rather because of, the keener competitive situation, for it is a fact without question that the more makes of records there are on sale—and the British market handles quite thirty—the more the public seem to respond and be influenced by the gigantic potentialities of the ubiquitous talker. About every firm is in the happy position of being able to say, "We have done better," and this is the tone and spirit which animates the whole trade to-day and is moving it to greater efforts than ever before. Future prospects are bright. In the industrial field labor is good, better wages are being paid, and the masses generally were never more prosperous. Industrial disputes are conspicuous only by their absence, and to say the least, given a continuance of these conditions, the record and machine trade bids fair to continue along a satisfactory and progressive path. The big houses will as usual maintain throughout the summer newspaper and other forms of publicity, and this, conjointly with their efforts in other directions, must insure a steady public demand and stimulate the increasing use of the talking machine for outdoor entertainment.

Export Trade Possibilities.

In the export field satisfactory business prevails, and of late some very nice orders have reached this country. A recent example was a shipping contract for 100,000 records—of course, for delivery as required over a stated period. But what of the price? In this particular instance I cannot speak, for I do not know; but according to certain figures disclosed to me on different occasions, the general method is to cut very low. I have in mind a case where a large export order was signed on terms which could not possibly have left a margin of more than one halfpenny profit per record. This keen condition of things coupled with the general practice of contracting through London shipping houses doubtless to some extent explains the seeming indifference of our manufacturers to modern methods of cultivating foreign or colonial trade. The medium of the press is not sought to the extent it should be. American and Continental houses do not neglect this channel, and the substantial orders they receive is eloquent testimony of its value. A conservative outlook, and in some cases lack of capital bars to the British record houses a share of this trade—more profitable direct than through the cut-price arrangements made with London shippers.

Edison Goods Direct from Orange Plant.

An important statement of extreme interest to all Edison traders was recently made public here by Thomas A. Edison, Ltd., to this effect: After June 1, 1913, the parent company, Thomas A. Edison, Inc., will take over the control and supply of Edison phonographs and records direct from Orange, N. J., U. S. A. Particulars of the change were given in a letter sent to the entire trade by

Thomas A. Edison, Ltd., in which the company thank the Edison factors and dealers for their support in the past, and request on behalf of Thomas A. Edison, Inc., a continuance of their favor under the new arrangement.

The foregoing is self-explanatory. In order to remove any misconception in the minds of traders, I have made inquiry of Thomas A. Edison, Inc., and am authorized to say that the supply service will be unaffected, arrangements having been made to insure prompt despatch of all orders. Recording will, of course, be continued in London, and the English travelers are due to make their round of the factors here as formerly. In adopting this new plan the parent company, Thomas A. Edison, Inc., is carrying out Mr. Edison's policy of concentrating the manufacturing and despatch departments at Orange in order to centralize the business and increase the service facilities.

A Welcome Revision of the Bankruptcy Law.

In Parliament last week the second reading of a new bankruptcy bill was moved by Mr. Sidney Buxton, president of the Board of Trade. It had the support of the various chambers of commerce. In effect the measure would simplify the laws relating to bankruptcy and make them more summary. It also, in various ways, sought to hit the dishonest, evasive and reckless debtor. Among the things that it did was to make it an offense for an undischarged bankrupt to engage in business under cover of an assumed name without disclosing his condition to his new creditors. With regard to the property of a bankrupt, if the person dealing with the bankrupt was aware of his bankruptcy, he would not be protected against the claiming trustee. In the case of second bankruptcies the law was to be modified so that, in regard to the assets, the creditors of the second bankruptcy would be allowed to rank equally with those of the first. The measure also contained a provision bringing married women engaged in trade, either separately or in conjunction with their husbands, within the scope of the bankruptcy law. In addition, it was proposed to extend the control of the bankruptcy court over foreign firms—where such firms had a branch or agent or partner here to treat the firm as an English firm. By still another provision of the bill the money-lender would, in future, be prevented from claiming exorbitant rates of interest in regard to bankrupt estate.

Growing List of Double Sided Records.

The number of records double-sided by "His Master's Voice" Co. is growing apace, and quite a substantial repertoire is now available, in which is included topical and popular selections covering every class of music appealing to a select public. This month the Gramophone Co., Ltd., offer an especially attractive batch of instrumental issues, and, as will be seen, a fine discrimination has been exercised in their choice of titles. All are really good records, characterized as usual by perfect recording, the balance and arrangement of the various instruments insuring absolute absence of discord. These double records are a treat to listen to, and typical examples may be found in the following: "Moonlight Dance" (Frick) and "The Belfry Serenade" (J. S. Howgill); "The Girl in the Taxi," selection, Clara Gilbert, and "Rose of Castille," selection (Balfe), Band of H. M. Coldstream Guards; "Der Rosenkavalier," waltz (Strauss) and "Felicité Valse," James Bowler; "Billy Possum's Parade" (E. Reeves) and "At the Devil's Ball," two-step-March (Irving Berlin), Gottlieb's Orchestra; "Milady Rosemary" (Roy Bernard) and "Forget Me Not," intermezzo (Macbeth), Mayfair Orchestra; "Laughing Love," two-step (Christine), and "Love's Dance," two-step (Karl Hochna), Palais de Dance Orchestra.

To the supplement of single records contributions by two artists new to "His Master's Voice" lists are to be noted. Mme. Alice Wilna possesses a

beautifully sweet soprano voice, the delicate shade of which is exemplified in a pretty little love song entitled "Nifanwy." The other artist referred to is Miss Florence Hinkle, whose first record, "Depuis le jour," from Charpentier's popular opera, "Louise," is most excellent. The complete list is as follows: "Die Meistersingers"—Dance of the Apprentices (Wagner); "Die Meistersingers"—Procession of the Meistersingers (Wagner), New Symphony Orchestra. "I Fear No foe" (Pinsuti), Mr. Peter Dawson; "The Song of the Flea" (Moussorgsky), Mr. Robert Radford; "The Jolly Old Bachelor" (Morgan), Mr. Harry Dearth; "Molly Ochoone" (Laura Lemon), Mr. Charles Trel; "Stars May Forget" (R. Groome), Mr. Thorpe Bates; "Bird of Love Divine" (Haydn Wood), Mr. Hubert Eisdell; "Birds in the High Hall Garden" (Somervell), Mr. Percy Whitehead; "Abide With Me" (Liddle), Mme. Edna Thornton; "Gems from 'Cavalleria Rusticana'" (Mascagni), Grand Opera Company; "Angels Guard Thee" (Godard) (cello solo), Mr. W. H. Squire; "Moonlight Sonata," Part I (Beethoven), Mr. Mark Hambourg; "The Girl in Brown" (J. W. Tate), Miss Clarice Mayne; "Don't Play in the Shadows" (David-Arthurs-Finck), Mr. Wilkie Bard. Celebrity Records: "Zigeunerweisen" (Sarasate) and "Canzonetta" (Tschaikowsky), both by Kubelik.

New Company.

Perfectophone (Northern), Ltd., manufacturer of talking machines. Capital, £1,000. Office, 30 Brown street, Manchester.

T. Edens Osborne Again Heard From.

The subjoined advertisement in the form of an editorial paragraph which recently appeared in a Belfast magazine is worth quoting. It reads thus:

"Those who reside in the country, village, on the farm, or far removed from the pleasures of town or city cannot now complain of quietude, dullness, or monotony of their lives, for just as the telephone annihilates distance and enables people to converse with each other, though separated by hundreds of miles, so the Edison phonograph, gramophone or zonophone records, which can be conveyed through the post without breakage, will enable those who possess 'talking' machines to enjoy the world's best musical talent in their own home, 'far from the madding crowd.' Records of celebrated bands, vocalists, etc., can be had from Mr. T. Edens Osborne, 4 Donegal square W., Belfast, who will send, post free, catalog of instruments and records to prospective purchasers. He holds the largest stock of these goods in North of Ireland."

It is an excellent method of cultivating postal trade, a field of activity frequently overlooked by dealers. By the way, Mr. Osborne advises me that he will take possession of more commodious premises as from May 1. The new address is 11 Wellington place, Belfast, Ireland.

Talking Machine Societies Popular.

An excellent business feature this side is the rapid expansion of the talking machine society movement all over the country, and soon practically every town of importance will, I venture to predict, glory in the possession of a local talking machine parliament. Nothing is better calculated to bring home to the owner the potentialities of his instrument or to sustain his interest therein. Record manufacturers themselves have accorded their whole-hearted support to the movement, and in some cases consented to occupy the presidential chair. The West London Phonograph and Gramophone Society claims the unique distinction of being the first of its kind, and your correspondent is proud of being the first to offer the movement encouragement in the press this side. But that by the way.

The West London Society has made a special feature of devoting an evening occasionally to a demonstration of one particular line of product,

FROM OUR LONDON HEADQUARTERS—(Continued from page 44).

which has proved a popular plan with the members. On February 27 it was an "All-Marathon" night, and on March 27 an "All-Columbia." Your correspondent filled the dual role of representing the British and American press. Quite a large number of members, some with their lady friends or wives, assembled at Bellowe's Restaurant, High road, Chiswick, and soon after 7:30 p. m. Mr. Laurie Craig, a prominent local dealer and president of the society, in a few choice words introduced Mr. Sidney Tootill, of the Columbia Graphophone Co., who had kindly consented to occupy the chair for that evening. He was ably supported by Mr. Herbert C. Ridout, who, as the Columbia advertising manager, enjoys a big reputation in talking machine trade circles. A few introductory words, and Mr. Tootill announced the first item on the program, on which records of every phase of music were represented. The Trinity chimes of New York, the British Army Quadrilles by the massed bands of the Guards met with signal marks of approval, while much praise was extended to most other of the records demonstrated. A long program was gone through, to the evident satisfaction of a large and critical audience of enthusiasts whose attention and interest never for one moment wandered. A tribute indeed to Columbia-Rena record quality and the thorough manner in which the company carried out their part of the evening's enjoyment. After the usual expression of thanks to the chairman, and his acknowledgment, another successful evening passed into the society's history.

It should be mentioned that the Columbia Graphophone Co. generously provided the machines and records, program and other literature.

A brilliant descriptive fantasia of military life, covering almost all the incidents of a day in a regiment on active service, is "The British Army Quadrilles" by the massed bands of the Guards, issued on two Columbia-Rena records this month. Feeling that so monumental a work should be treated on a scale as nearly as possible approxi-

imating to the recognized public performances, the Columbia Co. engaged special detachments of three great guards and massed them under the baton of Mr. F. W. Wood, the bandmaster of the Scots Guards.

No Break in Advertising.

The Columbia Graphophone Co. advise me that their advertising, which has for three years been conducted on the all-the-year-round principle, will be continued right throughout the summer as heretofore. Well may Columbia lay claim to "forcing the pace."

Make Excellent Annual Report.

After deducting working expenses, 133,152 marks, the directors of the Beka Record A. G. report a net profit for the past fiscal year of 450,444 marks. With the increased capital raised in 1912 several developments were made possible, and expenditures in that regard show a splendid result. The chairman is able to make the very gratifying announcement that their trading figures for January, 1913, are up about thirty per cent. in comparison with even time last year. After writing off 85,808 marks, and making allowance for eight per cent. on 500,000 marks new shares, a dividend of twelve per cent. is proposed. The reserve carried forward this year is 50,803 marks. The position of the company is regarded as very satisfactory, and the future is one of good promise from a trading point of view.

Preparing for Quarterly Report.

Notice is given by the Gramophone Co., Ltd., that their transfer books will be closed March 25 to 31, inclusive, for the purpose of preparing the quarterly dividend. The financial papers, by the way, report that "His Master's Voice" Co. intend issuing £300,000 of five per cent. debentures at par.

Blue Amberol Records for May.

The fourth, or May, list of Blue Amberol records is an exceptionally pleasing one in its excellent variety of titles, and may fairly be regarded as a typical example throughout of Edison quality.

In my previous report currency was given to the issue of the first new Amberol grand opera records, and in the list under review dealers will be glad to know that a further batch is included. It need hardly be emphasized that the introduction of records bearing excerpts of some of our most popular operas has met with such a reception as tending to indicate very clearly the extraordinary demand which exists even among the less educated class for the best music. In all there are five grand opera titles, as follows: "Paganini"—Masked Ball (Verdi), Melitta Heim; "Mi Chiamano Mimi"—My Name is Mimi ("Bohème") (Puccini), Lucrezia Bori; "Prologo"—"I Pagliacci" (Leoncavallo), Carlo Galeffi; Vissi d'arte, vissi d'amore—"Tosca" (Puccini), Adelina Agostinelli; "Dei miei bollenti Spiriti"—"La Faviati" (Verdi), Elvino Ventura.

The Blue Amberol regular list is notable for the inclusion of well-known selling titles, and attention is also directed to some pleasing ragtime issues by the famous comedians, Messrs. Collins and Harlan. The complete list is as follows: Selection from "Veronique" (Andre Messager), National Military Band; "Sally in Our Alley" (Henry Carey), Charles Compton; "I Do Like You, Susie" (Murphy and David), Stanley Kirkby; "Catch Me if You Can," dance (Jocelyn Noel), Alexander Prince; "The Toreador's Song"—"Carmen" (Bizet), Peter Dawson; "Finlandia," tone poem (Sibelius), National Military Band; "Jesus, Lover of My Soul" (Rev. J. B. Dykes), Williamson and Kinniburgh; "The Burglar Rag" (Brady, Mahoney & Ferguson), Jack Charman; "Patricia" (Weston, Barnes and Scott), Miss Florrie Forde; "It's Mine When You've Done With It" (Godfrey and Williams), Billy Williams; "In Sheltered Vale" (Gluck), T. F. Kinniburgh; "The Moon Has Raised Her Lamp Above" (Benedict), Pike and Dawson; "She's the Lass for Me" (Lauder), Harry Lauder; "With Sword and Lance March" (H. Starke), National Military Band; "I Want to

(Continued on page 46.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality



To H. M. the SHAH OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavn, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros. Rissik St., Johannesburg; Mackay Bros & McMahon, 443 West Street, Durban; Ivan H. Haarburger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghata Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd. -

21 CITY ROAD
LONDON, E. C.



FROM OUR LONDON HEADQUARTERS—(Continued from page 45).

Be Down Home in Dixie" (Berlin and Snyder), Collins and Harlan; "Just That You Are You"—"The Merry Countess" (Strauss), Walter Van Brunt; "Row, Row, Row"—"The Follies of 1912" (Monaco), Collins and Harlan; "The Preacher and the Bear" (Arzonio), Arthur Collins; "Spirit of Independence March" (Holzmann), New York Military Band; "Bridal Chorus"—"Lohengrin" (Wagner), Metropolitan Quartet; "Dialogue for Three" (Hamm), Spindler, Santangelo and Giammatteo (flute, oboe and clarinet); "Venus Waltz"—"Oh! Oh! Delphine!" (Ivan Caryll), American Standard Orchestra; "Everything's at Home Except Your Wife"—"Oh! Oh! Delphine!" (Ivan Caryll), Walter Van Brunt; "Orpheus Overture" (Offenbach), American Standard Orchestra; "Take Me to That Swanee Shore" (Muir), Collins and Harlan.

Effect of the Value of Advertising.

Speaking at a meeting at the Hotel Cecil, held to inaugurate a national campaign to "advertise advertising," Mr. T. J. Barratt, chairman of Pear's Soap, quoting one of his own speeches, delivered in 1889, said: "There is yet a more exceptionally important fact to which I would draw your attention. It is commonly supposed that advertising necessarily increases the cost of the advertised article, but our very lengthened and extensive experience proves to be entirely to the contrary, for in consequence of that expenditure the greatly increased output has resulted in enabling us so to reduce all our costs of production that our specialty to-day is obtained by the public at over thirty per cent. less than the price charged without that advertising expenditure." Mr. Barrett added: "To-day, after twenty-three years' lapse of time, bringing my total to some three millions spent in advertising, my experience permits me to endorse that statement."

Sir Joseph Lyons is responsible for a very pertinent phrase—"Advertising is a good thing if you are advertising a good thing."

As Mr. Barrett truly remarks, the reduction of cost usually follows increased sales, and this very aptly illustrates the position in the cheap record field. Many of these would not have seen the light but for the remarkable state of trade prosperity. An eighteenpenny record at a profit is only possible by reason of the huge factory facilities of manufacture consequent upon a greatly increased demand for the parent product—due to publicity.

Strong Zonophone Record List.

A strong array of tip-top artists offer their best in the latest supplement of Zonophone records. Their contributions cover a wide field, and include all the best and most recent successes of the concert and music hall world. Agreeably with the usual excellent standard of recording maintained by this company, the following records call for special praise in that regard: "Hitchy Koo" (Muir and Abrahams) and "Gaby Glide" (L. A. Hirsch); "The Bonnie Blue 'Kerchief" (R. S. Barnicott) and "Mifanwy" (D. Foster), Esther Yunson; "None Shall Part Us" (Iolanthe), and "Stay, Frederick, Stay" (Sullivan), Mme. E. Jones Hudson and Mr. P. Dawson; "The Girl in the Taxi Waltz" (Gilbert) and "The Girl in the Taxi," selection (arranged by O. Fetras), Peerless Orchestra; "The King's Guard March" (J. H. Keith) and "The Red Marines March" (German), Black Diamonds Band; "A Tripoli March" (E. Arona) and "Allons y doucement March" (Vincent Scotto).

Interested in Democratic Tariff Plan.

Some little interest is evinced here in reports from your side that President Wilson will convene a special committee to examine and report upon the question of tariff revision. Should reductions be made in certain directions, there is no suggestion that musical instrument goods will receive any special favor in this regard. Even supposing some concession is made, talking machine exports from here are practically excluded by reason of the American patent monopoly, which seems to gain rather than diminish in strength. Again, your dealers appear to be more or less tied and do not care to risk their commercial existence, as they would do by importing Continental machine and record products.

New Columbia-Rena Records.

Billy Williams is always a sure card to play, and we congratulate the Columbia Co. upon their prompt issue of another new series of records by this laughter-making comedian. We noticed, by the way, considerable press advertising of these Columbia-Rena records by Billy Williams, and this must have assisted very greatly in the boom. Certainly, Columbia does the thing thoroughly in which characteristic their general list speaks volumes. Here are some choice examples:

Twelve-inch Records—"Messmates" (Henry Newbolt and Herman Lohr) and "Land of Hope and Glory" (A. C. Benson and Sir Edward Elgar), Mr. Dalton Baker; "Fish Song" from "Merrie England" (Basil Hood and Edward German) and "Judge's Song" from "Trial by Jury" (Gilbert and Sullivan), both by Mr. Walter Passmore and chorus. Ten-inch Records—"The Laughing Curate"

(C. Penrose) and "Laugh and Grow Fat Like Me" (C. Penrose), Fred Arthurs; "A Lancashire Ramble," descriptive (F. Arthur) and "Standard Bearer March" (P. Fahrback, Jr.), Band of H. M. Scots Guards; "Always Think of Mother" (Haller and Stafford) and "That's How I Need You" (Piantadosi), Manuel Romain; "Let Me Live and Stay in Dixie Land" (Bryce and King) and "When We Are Married" (George Cohan), Hedges Brothers and Jacobson; "The Wedding Glide," from "Hallo, Ragtime" (Louis Hirsch), duet by Ada Jones and Herbert Scott; "When Uncle Joe Plays a Rag on His Old Banjo" (Morse), Arthur Collins; "Call Me Early in the Morning" and "Oh, for Another Day at Margate!" (Godfrey and Williams), Billy Williams; "The Ragtime Wedding" and "The Worst of It Is I Like It" (Godfrey and Williams), Billy Williams—a mighty good list, truly.

EXHIBITORS AT THE RECENT LEIPZIG FAIR.

Trouble in Balkans Causes Drop in Visitors—English Buyers in Majority—Few Novelties Shown—Improvements in Cheap Instruments—Growing Number of Cheap Disc Records—Infringement Charged in Hornless Cabinets.

(Special to The Talking Machine World.)

London, Eng., March 31, 1913.

To the list of English visitors whose names were published in my last month's report I am now able to supplement some remarks as to the fair itself. The fair period this year unfortunately did not coincide with my latest date for mailing these dispatches, so precluding the possibility of any report prior to this issue. I trust, however, that interest will not have suffered in consequence, and with this preliminary statement will proceed to my subject.

In normal times the Leipzig Spring Fair attracts visitors from all parts of the world, but the near Eastern troubles have dried up the springs of commerce, and as a result visitors from the Balkan States were conspicuous by their absence. A few representatives from other countries were to be noted, but from the purely trade viewpoint it was an out-and-out English fair. While, of course, much foreign business was transacted, there can be no doubt that, in bulk, British buyers predominated, both in number and in the volume of orders placed with the German and Swiss exhibitors. For this condition of things the near Eastern war is to some extent responsible, and exhibitors were much perturbed in consequence, for in normal times Germany does much trade with the affected countries. This, however, was partly offset by the increased business from English buyers, whose contracts for next season's trade were for the most part considerably larger than in previous years.

Few Novelties in Evidence.

There were few novelties to be seen, at least of a practical order from the British standpoint, and, indeed, it may be said at once that real novelties in these days are few and far between. After all, on the present principle of reproduction, the construction of disc and cylinder machines is strictly limited in style, and only in case design is there scope for ingenuity. In which respect it was very obvious that manufacturers had exerted not a little effort to please. From an artistic point of view, the general display of machines was notably of superior design and construction, and altogether of better value than formerly. This partly accounts for the larger orders placed by English buyers. The highly decorated and fantastic cabinets which seem to find favor on the Continent are quite unsuitable for our market, to which, in their new designs, German manufacturers had obviously given proper recognition.

A feature of the cheap instruments, too, is their increased motor strength. Hitherto this class of machine did not possess a motor strong enough to run a twelve-inch record, the sales of which are of such proportions in England as now to call for consideration on the part of machine manufacturers. This consideration is found in the new models, most of which carry a motor strong enough to properly play a twelve-inch disc in one wind.

Numerous Accessories Exhibited.

Exhibits of motors, horns, needles and accessories were, in number, about the same as last year. In this section particularly, trade was exceedingly good, despite the fact that complete machines being so cheap, a number of traders who formerly bought the parts and made up the machines to their own requirements did not trouble about it this time.

Cheap Discs Increase in Number.

In the record field a number of cheap discs made their debut. They were not unexpected, but having regard to the present keen state of competition in Germany, their appearance provoked comment among those traders who are desirous of placing the industry upon a firmer foundation. There really seem no limit to resources of our Teutonic friends, but they must have regard sooner or later to the price-cutting effects of this cheap overproduction, which, it is admitted already by some, is absolutely ruining the stability of the trade. Dealers naturally find it difficult to make headway against this "no price" class of trading, and at a meeting held during the fair week they were not slow to express disapproval. It was felt that manufacturers should fix prices and extend more generous terms to dealers, with the object of minimizing the "necessity" to undersell each other.

Claim Certain Hornless Machines Infringe.

In the hornless machine section exhibitors experienced an important trade setback by reason of the action of the Deutsche Gramophone Co. Certain hornless machines, it appears, were claimed as infringing the company's patents, and to enforce their rights they enlisted the aid of the authorities. This in consequence considerably affected business. Some amusement was caused by the exhibition of notices on some booths requesting plaintiff's representatives not to enter.

One of the largest exhibits was that of Carl Lindstrom A. G., whose wonderful range of instruments attracted more than ordinary attention. Enormous orders were placed with this company for export to all parts of the world. The Deutsche Gramophone Gesellschaft, the Bika Record A. G., Biedermann & Czarnikow, Zonophon G. M. B. H., Excelsiorwerke, Favorite and other companies report satisfactory business, and throughout the fair seems to have been highly successful.

NEW STYLE X VICTROLA SOON.

The Victor Talking Machine Co. recently sent out to its trade a letter announcing a new style X Victrola to be introduced in about 60 days. This new model will be of the enclosed cabinet design, and Manager Geissler suggests that Victor distributors and dealers make a special campaign on behalf of the present Style X Victrola. The Victor Co. will use considerable newspaper advertising featuring this type of machine for the benefit of those dealers who have a supply of this style in stock.

TRADE IN PHILADELPHIA NOT QUITE SO ACTIVE

During the Past Few Weeks as for the Same Period Last Year—Snellenberg's New Department—Heppe's Good Business—Buehn's Success with the Edison—New Columbia Moves—Lit Bros.' Victor Business Most Active—News of the Month Worth Noting.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 10, 1913.

The talking machine business in Philadelphia for the past month—like practically all lines of business—has not shown the same gain over last year as was to be noted during the first two months of the year. The dealers do not seem in the least discouraged for they see brilliant prospects ahead. The factories are doing everything to encourage them in getting out the goods more promptly.

There have been no new dealers started in the talking machine business in Philadelphia during March, so far as the Victor is concerned, for that company has announced that it does not desire any more dealers in the heart of Philadelphia, feeling that the field is now covered sufficiently for all needs. This is a pleasing announcement to the regular Victor dealers, as it makes competition less keen.

The Columbia Co., however, is pushing ahead and is trying to make inroads wherever possible. It has been meeting with splendid success.

The Snellenberg store has arranged a new talking machine department entirely distinct from its piano department and at one of the best locations in its big building. R. B. Cope, who was formerly the Columbia representative at Omaha, Neb., has been placed in charge. Two new and up-to-date salesmen, James A. B. Franciscus and E. Hamilton Hislop, have been secured. The new department is admirably arranged with all modern equipment.

C. J. Heppe & Son have been having a most satisfactory business in their talking machine department. Manager W. J. Elwell was away from the department considerable time during the month on account of the illness of his mother, and the department was managed in his absence by M. Russell Maytrot. J. S. Janney and Fred Ferris, salesmen in the department, have resigned to go into other businesses. Among the visitors to the department store were J. Harry Jolt, of Mt. Holly, N. J.; Harry F. Cake, of Pottsville, and Charles McLoughlin, the later being manager of the talking machine department of the Stoll Blank Book Store, of Trenton.

Walter Linton, manager of the talking machine department of the Estey store, has been at home ill for more than a week. He has been threatened with pneumonia. The department has been looked

after in his absence by other members of the selling force, and they report having had a very good business.

Louis Buchn & Brother report that their business in March was just about what it was last year. They exhibited the Edison dictating machine at the business show which has just been held in Philadelphia, and they are quite well satisfied with the results. The show was held at the First Regiment Armory. The attendance was fine, and they believe the result will be big for them. They had two booths. During March they sold a large number of these dictating machines to the N. W. Ayer Advertising Agency.

Mr. Buchn, who keeps a close eye on the trade, says that he has noted a general tendency during the past six weeks for a slight slackening in the business, and he does not believe that the next few months are going to show any great improvement over last year. Nelson C. Durand spent a day in Philadelphia during the business show inspecting the exhibits and went away very much pleased, not only with the exhibit, but with the good outlook for business.

The Pennsylvania Talking Machine Co. has been doing splendidly in March. Manager Eckhardt has been in New York considerably of late trying to get sufficient goods to take care of the business here. Since Mr. Eckhardt has taken charge the Philadelphia business has gone ahead with all the stride possible. During March it fully equipped the Scranton Economy Furniture Co. with a full line of Columbias. The manager is Louis P. Oettinger, who previously handled the Columbia in a small way.

William J. Convery & Sons, of Trenton, N. J., have put in a complete line of Columbia goods and will build a new department on the first floor. The Delaware Graphophone Co. entered the business on the 16th of March and will represent the Columbia line in that city. It has taken over the Columbia branch at that point.

The Pennsylvania Co. has already sold a number of the Columbia Grand grafanolas, and could have sold five times as many had it been able to secure them.

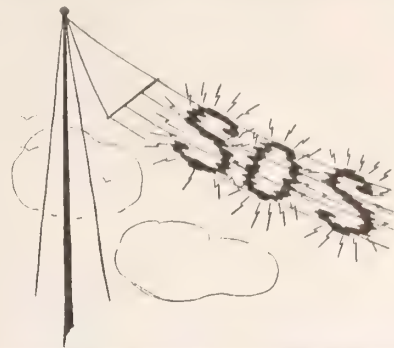
Lit Brothers have been doing twice the Victor business in their talking machine department in March of this year over last year, and it is well that they recently enlarged their whole department, otherwise they would not have been able to handle it. Their new sound rooms have all been filled practically the entire day during the month. The little opera house advertising the Victor, which they had in their window for some time, they now have in their department, where it is attracting a great deal of attention. They have been compelled to put on several new men in their department during March.

Gimbel Bros. report that they made a very nice gain in March over last year. They expect to start shortly a new Victor department in the basement of their store. They will give it a large space and will exhibit all the styles of machines they carry, and will also have a full line of records and will give continuous concerts.

SINGER CHARMS EDISON.

Miss Linnie Lucile Love Sings to the Inventor at His Home.

Thomas A. Edison declared as "unusually clear and even for reproduction and almost perfect in modulation" the voice of 18-year-old Linnie Lucile Love, when the young woman, who appears in "Romance," at the Maxine Elliott Theatre, sang before him recently at his residence in Orange, N. J. The girl was blind when she came to New York from Seattle, Wash., two years ago, but has had the sight in her right eye restored. Despite her many difficulties, she has made rapid strides in music.



The wireless call for help

We always have "our ear to the ground" listening for the distress signal of some dealer. And the minute we get it we're right off to the rescue.

We have gained quite a reputation as "life savers" and have helped out many a dealer when he was in a tight place with his customers clamoring for the goods.

It's easy for us to do because we're "tuned up" that way—we ship all goods the same day the orders are received.

Our stock is so complete that it will withstand any demands made upon it—whatever you want in Victors, Victrolas, Victor Records, record cabinets, needles, fibre cases, horns, repair parts, and accessories, is right here subject to your order.

Send us a letter, 'phone call, telegram, wireless—get in touch with us any way you please—and the goods will be started to you without delay.

Don't wait until you really need "help". Write today for our catalog and our booklet, "The Cabinet That Matches".

Victor foreign records

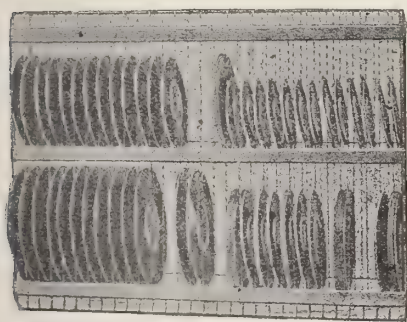
"If it's in the Victor catalog, we have it" applies to foreign records as well as all other Victor goods. The entire Victor foreign list is here—immediate delivery.

Arabian	Greek	Norwegian
Bohemian	Gregorian (Latin)	Polish
Chinese	Hawaiian	Portuguese
Croatian	Hebrew	Roumanian
Cuban	Hungarian	Russian
Danish	Italian	Sistine Choir (Latin)
Finnish	Japanese	Slovak
French	Jewish	Spanish
French Canadian	Mexican	Turkish
German	Neapolitan	Welsh

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street New York



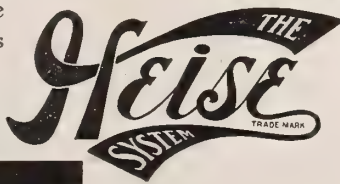
This shows a multiple of one of our Systems. For 10" or 12" records. Each tier holds about 250 records. Costs about \$2.00 a tier.

BUILT OF HEAVY STRONG WIRE,
PLATED AND LAQUERED.

WRITE for 20-page
catalog giving
details and information
on the best way of keep-
ing your records.

The Syracuse
Wire Works

SYRACUSE,
NEW YORK

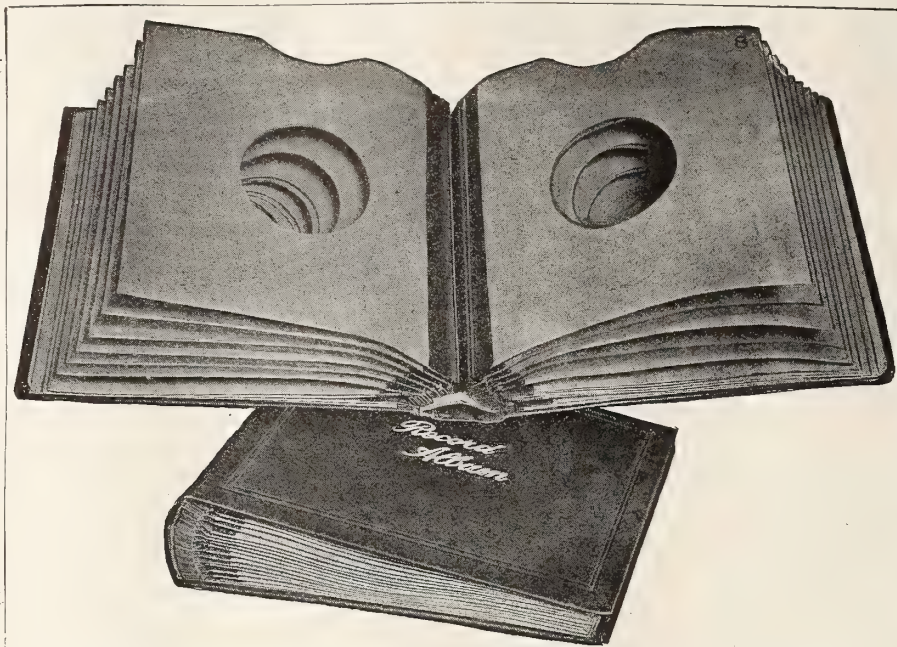


FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen.

Our Albums are first-class in every particular, and are sold at very low prices.



DISC RECORD ALBUMS

ARE WHAT EVERY

Talking Machine Owner

NEEDS AND MUST HAVE

With the index they make a complete system for filing away all disc Records, and can be added to, Album by Album, as Records accumulate, like books in a library.

OUR SUPERB ALBUMS SHOWN OPEN AND CLOSED.

MADE IN TWO SIZES TO FIT ALL 10 AND 12-INCH DISC RECORDS.

These Albums contain 17 pockets made of strong fibre paper, each pocket having a hole in the center, as shown in the picture. These pockets are so made that they show very plainly both the single and double face titles on the Records. The Albums are bound in the finest quality of Brown Silk Finish Cloth, with gilt title on front cover. They are also bound in imitation leather. Write for sample and prices of our Albums, which are superior to all others.

Address NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa.

WINS INTERFERENCE SUIT.

Keen-O-phone Co. of Philadelphia Publishes Interesting Correspondence Received from Its Lawyers Anent Validity of Its Patents.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 12, 1913.

The Keen-O-Phone Co., whose general offices are at 227 South Broad street, this city, has just received notice of the decision in its favor in an interference action brought by the Victor Talking Machine Co. The following statements from the Keen-O-Phone Co.'s legal department explain the matter in full:

Philadelphia, April 5, 1913.

Keen-O-Phone Co., Philadelphia, Pa.

Gentlemen: We beg to advise you that we have received notice from the Patent Office that a concession of priority of invention to Browning has been filed by Johnson & English in the matter of interference No. 33,738, and that therefore priority of invention of the subject matter in issue is awarded to Mr. Browning. Right of appeal having been waived, no time for appeal is therefore allowed.

Very truly yours,

(Signed) ERNEST HOWARD HUNTER.

Philadelphia, April 7, 1913.

Keen-O-Phone Co., Philadelphia, Pa.

Gentlemen: The interference in the United States Patent Office between an application of John B. Browning, owned by the Keen-O-Phone Co., of Philadelphia, and an application of Johnson & English, of the Victor Talking Machine Co., has been decided in favor of Browning. The improvement relates to a cabinet talking machine, in which the sound arm is connected by a hollow hinged connection extending outside of the casing with a horn or amplifier in a cover, which may be either movable or stationary.

Yours very truly,

(Signed) ERNEST HOWARD HUNTER.

A member of the Keen-O-Phone Co. said: "The above verifies the stand taken by us last September, when we sent a general notice to the trade that we would successfully defend all charges of infringement brought against us concerning any of our products or parts."

"IT PAYS TO ADVERTISE."

An Illustration of the Success Achieved by John Wanamaker—Advertising Has Kept Hand in Hand with Business Growth.

John Wanamaker is credited with saying that "it pays to advertise." Then someone says, "I would advertise, too, if I had a great, big business like John Wanamaker." But wait a minute.

There was a time when the business of John Wanamaker was not "big," when the name did not bear the weight in commercial circles that it does to-day, when the store building occupied one street number instead of an entire city square, when the advertising was measured by inches instead of by entire newspaper pages.

How was this great business of to-day builded? Honest values and fair prices were two essentials, but there were many merchants who had been giving both for many years when John Wanamaker first started into business, merchants whose enterprises are now only history, enterprises that died with the generations which started them.

In every stride forward there is always one feature that proves itself of paramount importance. Mr. Wanamaker intimates what he considers was the paramount feature in the building of his present business when he says, "It pays to advertise." And the report comes from the Wanamaker organization that, while competent managers are now bearing many of the burdens formerly shouldered by Mr. Wanamaker, he still keeps in close touch with the department of advertising—that this department receives more of his personal attention than any other branch of the business.

But, as we set out to say, Wanamaker's store was once small; likewise the size of his advertisements. Nor did his advertising "copy" show the skill in preparation that characterizes the announcements now issued by this house from day to day.

With this article Better Business reproduced a John Wanamaker advertisement that appeared in an issue of the Philadelphia Press during the year 1875. In size and character it is representative of the advertising used during that year's campaign. Compared with his present-day announcements this little ad is insignificant in point of size and attractiveness.

But it shows that John Wanamaker had faith in the value of public appeal; that he advertised in proportion to what his business would warrant, and that he made those advertisements as attractive as a limited space and a limited experience in an art that was then new would permit.

No, little ads like the one illustrated did not build up John Wanamaker's present truly tremendous trade. But they served their purpose at the time, brought in a sufficient business increase to enable an advertising increase from time to time. In short, as the business increased, the advertising space increased, and, as the advertising space increased the business increased, until to-day "sky-scraping" stores are occupied.

Now, how about your own business? Does the public know that there's not another store in town that can equal the values you have to offer? Or that you can save them money on the prices they are now paying? Plan a publicity campaign in proportion to the size of your present business. Make your advertisements attractive; back them up with the right kind of goods at the right kind of prices, and this time next year you will be increasing your advertising appropriation in order to keep pace with the past year's business increase.

Remember, "It pays to advertise," even though your store does not begin to compare with the present size of John Wanamaker's.



The time has gone by when the public would buy a record by the name of the artist. Absolutely, the tone is what tells now. Which is a condition peculiarly satisfactory to us.



Columbia Graphophone Company
Tribune Building, New York

NO LET-UP IN ACTIVITY IN TALKING MACHINE TRADE.

March Business in St. Louis Was of Large Proportions—Thiebes Piano Co. Takes on Edison Disc Line—E. C. Rauth Encounters Travel Difficulties—Baseball to the Fore—Silverstone's Natural Trade-Mark—Displays at Woman's Exposition—Items of Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., April 11, 1913.

Talking machine dealers in and around St. Louis are greatly pleased with the March business, they say. "The biggest month we have had except December," is the word at the Columbia store. "Very satisfactory indeed," is the word from the Aeolian Victor department. "Our business is limited only by ability to deliver what the people want," says Mark Silverstone, Edison jobber. "We have had a fine trade and have excellent prospects," say Koerber-Brenner Music Co., Victor jobbers.

Thiebes Co. Takes on Edison Disc Line.

One of the surprises of the month was the Thiebes Piano Co.'s move in taking on the Edison disc line. This company already handles the Victor and Columbia line, and has been centering its selling force on Victors, and enjoys an excellent trade on this line. Of the new instrument Manager Robinson says:

"We have had the Edison disc on the floor two weeks and are more than satisfied with it. A machine in the window has brought us a good many inquiries and some excellent prospects, and we look for a nice business on them. Of course this house, which has been advertising Victor products heavily, cannot afford to drop that line and exploit the Edison at the expense of the trade we have built up, but I look to see a balance sooner or later. There are a good many individual points I like about this machine and the tone certainly is there. I predict it will be a good selling proposition.

"Generally, trade has been excellent and record business is exceeding expectations. We are looking for some nice record business to accompany the grand opera engagement in the city this month."

Sales Manager F. K. Dolbeer of the Edison general offices, was a recent caller in St. Louis, and visited the retail stores handling their machines to learn for himself how well posted dealers were on disc machine arguments. He was held up three days at Columbus, O., by the flood.

E. C. Rauth Imprisoned by Elements.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., was found mapping a trip into Iowa, and this was the reason: Mr. Rauth started for Indiana and was headed off by the Terre Haute tornado, and before he could get his bearings and start into other territory, the Ohio and Indiana floods broke and he was trapped for two days in Danville, Ill. By the time he had spent two days there he concluded the people of the country to the east of him would have other things to think of than talking machines for the next few weeks, and he came home. Here he looked about and concluded Iowa was about the safest spot and he headed for there. "But despite storms and floods we have been doing a nice business," said Mr. Rauth. "The first quarter of the year runs well ahead of last, and we are in excellent shape for handling all business. The flood trapped our

freight shipment of April records, but we got others through and will not be embarrassed by the delay. Country trade has been excellent since the first year and the assumption after Christmas that country stocks were very low has been justified."

Harry Levy, of the Aeolian Co., said: "The flood will not hurt us in this city. We have some shipment tied up, but they will not prove very embarrassing."

Baseball Now a Live Topic.

The talking machine boys of the piano houses are much interested in the formation of the Piano Row Baseball League, which is under way. Last year the talking machine departments furnished a large proportion of the players and the captains of the two cup contenders in the persons of Manager Robinson of the Thiebes talking machine department and Mr. Hallahan of Val Reis Co. Mr. Hallahan is now with the Aeolian piano department, but the talking machine boys will claim him. The talking machine boys also figure in the Field-Lippman piano stores team.

Recent Trade Visitors.

R. L. Berry, of Springfield, Ill., was a recent talking machine visitor.

Col. Hollenberg, of the Hollenberg Music Co., Little Rock, Ark., was a recent visitor at the Aeolian Co., and he looked over their talking machine department with a view of gaining some pointers.

Edison Display at Woman's Exposition.

R. J. Bolan came here from the Edison general offices to take charge of the display of disc machines at the American Women's Exposition in the large Coliseum. This was formerly called the Household Show, which is a more expressive name, as the exhibits are useful and ornamental articles used in the homes. The Silverstone Music Co. had a booth display of the Edison machines, and while The World correspondent was at the show this booth was one of the centers of attraction. Much wonderment was expressed when a woman asked Mr. Bolan to play a certain selection, and he stepped outside the railing, and from under the feet of the crowd, picked up a record and placed it on the machine. The rough handling of the records and their excellent interpretation after being walked upon and thrown about was an unceasing wonder to those gathered about. Mr. Silverstone says he is getting some excellent prospects from the demonstration there. Mr. Edison's record descriptive of the machine was listened to with great attention.

Mr. Silverstone has been advertising in the daily papers that his machines are at the service of any person who cares to hear them play, and he says that he has been entertaining an average of 150 persons daily from 10 minutes to an hour, in his improvised concert hall in the corridor of his lower floor wareroom.

Preparing for Season of Grand Opera.

Manager I. W. Reid, of the Columbia Co., reports

that March was the biggest month that company has enjoyed in St. Louis, outside of holiday seasons, and that trade prospects are excellent. "We are making some great preparations for the grand opera season at the Coliseum," he said, "and we have a generous list of artists on our records. We will be able to advertise of the artists who appear here are the following: Hector Defranne, Mary Garden, Caroline White, Francisco Daddi, Henry Scott, Margaret Keyes and Olive Fremstead. We regard that as a very good showing, and we expect some business from the advertising we will do in connection with the great song meet."

New Columbia Wholesale Traveler.

J. J. Bennett, recently of the United States Phonograph Co., of Cleveland, and formerly in the talking machine business in Detroit, is a wholesale traveler in this city, Missouri and Illinois for the Columbia Co., and is lifting up new dealers in many towns and making an excellent showing in St. Louis, where the Columbia has not been generally represented in a very large way outside of the company store.

Makes Good Use of Name.

Mark Silverstone, of the Silverstone Music Co., has sprung another advertising novelty. The other day it struck him how appropriate to his business it would be if the middle "s" was not in his name, and he set about eliminating it without changing his name. He had a sign prepared which reads like this SILVERSTONE MUSIC CO. (except that he has an ornamental S and T), and he has had cards prepared in the same way. He has decided to further eliminate the "S" and make it Silver-Tone by using outline type for the middle "S." "It never had occurred to me before how narrowly my name missed being ideal," he says. "I do not want to give the impression that I am changing my name, but I want to get the benefit of the advertising novelty, and I believe that in this way I can do it without drawing adverse criticism. Already I notice that it has caught on and several recent customers have asked for 'Mr. Silverstone.'"

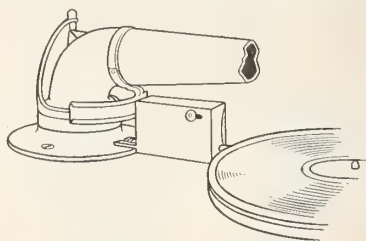
Grand Opera Model Attracts Attention.

The Columbia Co. is greatly rejoiced at receiving one of the grand opera machines for its exhibit booth at the American Woman's Exposition. The Columbia booth is always crowded and a generous amount of music is dispensed. The grand opera machine was not here for the opening of the show, but arrived later and was hurried to the Coliseum and immediately became the center of attraction and drew showers of compliments for its graceful lines. Mr. Duffy, of the Columbia sales force is in charge of the booth and is reporting a generous number of the prospects to the store.

Demonstrating New Edison Disc Machines.

J. W. Scott, of the Edison general offices, who created great interest in the Edison disc phonograph here by demonstrations at the Jefferson Hotel, has gone to Chicago. M. L. Holwitz, of the Silverstone Music Co. force is now in Kansas working towns in the same way. The method is to demonstrate the excellence of the machine at the leading hotel, and thus attract some live dealers who want to handle a popular instrument. Mr.

(Continued on page 50.)



M. S. Automatic Start and Stop

ONLY PERFECT AUTOMATIC STOP THAT HAS BEEN PRODUCED for the following reasons:

1. Simple to operate.
2. Always Stops.
3. Neat in appearance.
4. Price, Nickel-Plated, \$3; Gold-Plated, \$4 (Canada and Foreign Countries add duty).
5. Uses screw on tone-arm collar to fasten it (thereby not injuring cabinet of machine).
6. NOTHING to bump arm (thereby jarring wax loose on diaphragm).
7. NOTHING to weigh heavily on tone-arm (thereby wearing tone-arm out of alignment in tone-arm collar).

You owe your customers any knowledge that you may gain through trade papers of the latest improvements, therefore as a progressive dealer send your jobber an order for M. S. Stops, and your customers will commend you for selling so great a convenience as the M. S. Automatic Start and Stop.

Mr. Thomas Mykins, the inventor of the M. S. Automatic Start and Stop, has sold and repaired talking machines for nearly fifteen years. For the past three years he has devoted all his spare time to invent an automatic stop. Previous to the M. S. he discarded three designs which worked effectively, but were too large to be neat in appearance.

Mr. Mykins has resigned his position as manager of the Victrola Department at E. W. Edwards Department Store (Rochester, N. Y.) to personally supervise the manufacture of the M. S. Stops.

Mr. John A. Clark, Manager of Sales, has been associated with the talking machine business for a number of years, having conducted a retail talking machine business at Katonah, N. Y., and later was traveling salesman for the Columbia Graphophone Co., and recently for E. J. Chapman (Victor Distributor), Rochester, N. Y.

Mr. Clark has designed highly attractive literature regarding the M. S. Start and Stop, and will gladly ship whatever amount any dealer can use for his mailing list—TELL US HOW MANY? We do the rest.

**Talking Machine Accessories
Manufacturing Co.**
306 Livingston Building,
31 Exchange St.,
ROCHESTER, N. Y.

ACTIVITY IN ST. LOUIS TRADE.

(Continued from page 49.)

Holwitz is meeting with considerable success. Here Mr. Scott drew several good newspaper write-ups.

Miss Helen Addis, recently with the Thiebes Piano Co.'s talking machine department, is with the Aeolian Co., in the same work.

H. A. Tunehorst, a talking machine dealer at Jerseyville, Ill., was a recent visitor.

Special Ads Bring Results.

President Piper, of Bollman Bros. Piano Co., says the results of the advertising campaign of small Victors in connection with special cabinets and a list of records at a stated price was very satisfactory. The customers freely expressed their appreciation of an ad that was different, although they did not seem to understand wherein it was different from others they had read. Perhaps the odd price was the attraction.

Field-Lippman Ads Still Prominent.

The Field-Lippman Piano Stores, which a few months ago created a stir among Victor advertisers by demanding the entire lower margin of the Victor Co. ad in the newspapers and then advertised that the newspapers had discriminated against them in not displacing the older advertisers for their benefit, has come into the list. The present advertisement of the Field-Lippman stores is the same L shaped ad that was at first proposed to fit into the mortise of the Victor ad, but between the Field-Lippman space and the Victor ad are the Thiebes Piano Co.'s ad in the upper mortise, and the Aeolian Co.'s ad in the second mortise.

Ysaye's Visit Welcomed.

Salesmanager Byars, of the Columbia Co. is greatly pleased over results of the Ysaye visit here. The great violinist came as a soloist for the Symphony Orchestra concert and the local store arranged its advertising to supplement that in the Saturday Evening Post, and Mr. Byars reports an extraordinary sale of records. "The greatest I have ever known for a single performer for a particular occasion," he says. Ysaye visited the Columbia store and remained an hour listening to all of his records in stock.

MARRIAGE OF A. C. REDEWILL.

(Special to The Talking Machine World.)

Phoenix, Ariz., April 6, 1913.

Augustus Cass Redewill, president of the Redewill Music Co., of this city, and one of the most prominent dealers in this part of the country, was married to-day to Miss Marie Louise Craven, daughter of Mr. and Mrs. G. W. Craven, of Kentucky. The romance which culminated in to-day's wedding had its beginning when Mr. Redewill met Miss Craven upon her visit with her mother to Phoenix some time ago. She has a very sweet soprano voice and is a decidedly good pianist. The Redewills are pioneers in Arizona and one of the best-known families in the State. Mr. Redewill is a graduate of the University of California and was the leader of the college band while a student there. He is a member of the Arizona, the Bachelors and the Elks' clubs and holds a commission as captain in the United States Army.

NEW VICTOR REPAIR CATALOGS.

The sales department of the Victor Talking Machine Co. has just mailed to Victor dealers new repair catalogs for Victrolas X, XI, XIV and XVI. These catalogs are complete and valuable to the trade, and in a letter accompanying the catalogs the Victor Co. suggests that the dealers order a patented spring binder in order to properly take care of the catalogs and have a complete file always on hand.

COLUMBIA LINE IN NEWARK, N. J.

Arrangements were completed this week whereby the Newark, N. J., branch of F. G. Smith, the well-known piano house, will handle a complete line of Columbia Graphophone Co.'s products. Booths are now being constructed and the new department will probably be ready for business within the next week or ten days. This F. G. Smith branch is another link in the chain of F. G. Smith branches handling Columbia products.

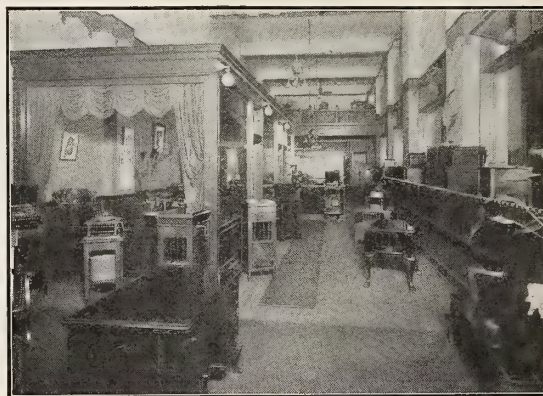
PROGRESSIVE SOUTHERN HOUSE.

Description of the Handsome Columbia Quarters in New Orleans—Admirably Arranged and Furnished—William F. Standke Is Manager.

(Special to The Talking Machine World.)

New Orleans, La., April 7, 1913.

Southern progressiveness and energy are exemplified in the attractive warerooms of the Columbia Graphophone Co. in the Audobon building, 933 Canal street, this city. These showrooms are very prettily arranged and furnished, making prospective purchasers feel perfectly at home and at ease from the first moment they enter the front door. And there are a number of well-ventilated and



Columbia Store in New Orleans.

artistically decorated demonstration booths along the side of the store. The booths are always crowded, and the store's patrons are well pleased with the service extended them.

The Columbia Graphophone Co., of this city, boasts of having one of the most popular talking machine stores in this section of the country, and its business is showing substantial gains month after month under the able management of William F. Standke. A complete stock of records is on hand at all times, which is located so as to be easily accessible to the salesmen, and at the same be invisible to the purchaser. Confusion in the demonstration and selection of records is thereby avoided.

NINE DEMANDMENTS

Which Are Built on Accumulated Wisdom and Experience in the Sales Field.

Here are nine good precepts that were built on the accumulated wisdom of a Columbia man with many years' experience in the service, which appear in The Record for April.

There is a solid sense behind every paragraph; and don't scoff because most of the advice seems obvious—so many good and necessary things are so obvious, and the obvious is so often neglected—people get used to it just because of its obviousness:

1—Treat customers promptly; if you are already busy with other customers, you can at least find time to say good morning and to ask the new one to have a seat and look over a catalog.

2—See that the instruments on the floor are in good running order every day; if they are not, report them to the repairman.

3—See that the literature racks are well filled with all kinds of instruments and record catalogs. Also see that your own name and address is stamped on each one.

4—Return all records to the racks immediately after playing them.

5—See that your machines are properly labeled with the retail prices—use the Columbia price cards.

6—Give careful attention to the appearance of the store—to the arrangement of the machines, the cabinets, the chairs, etc.

7—See that the porter does his work well.

8—Secure the name and correct address of all customers.

9—Have your manager or bookkeeper O. K. all charge sales and have the customer sign the stock requisition. The invoice should either be handed to the customer, put in the package or mailed.



It isn't always *price* that secures a great artist. Josef Hofmann, for instance, came to the Columbia laboratory because he had reason to know that we could record the piano faithfully.



Columbia Graphophone Company
Tribune Building, New York

OLDFIELD WILL RENEW FIGHT ON PRICE

An Interview with Representative of "Printers' Ink"—He Says He Will Reintroduce Bill at Special Session—Changes in Patent Committee Membership Which Favor Manufacturers—The Situation Reviewed as Presented at Time of Writing.

Representative Oldfield will reintroduce at the special session of Congress the bill which aims to render illegal price-maintenance based on patent rights and which has aroused unanimous opposition on the part of manufacturers.

There have heretofore been rumors and supposition to this effect, but the first definite assurance of the intentions of the member from Arkansas is conveyed in an exclusive interview given to Printers' Ink.

Said Representative Oldfield: "I expect to reintroduce my bill early in the special session, and it is my present intention to make few if any changes in the measure. I realize that there is little chance that I will be able to get action on this bill at the special session, but I will reintroduce it in the hope that circumstances may arise which will gain it consideration."

Asked whether he had undergone any change of heart regarding the subject of price-maintenance, and particularly as to how his opinions had been influenced by recent cases in the courts, Mr. Oldfield replied: "I must admit that I have suffered from no dearth of communications on this subject, but I have found no occasion to change the opinions I held when I drew the revised bill which was introduced in the last Congress and reported favorably by the patent committee, but which of course died with the final adjournment of that Congress on March 4.

"As for the cases in court involving this subject, I would say that the decision just announced by the United States Supreme Court in the case of the Fair vs. the Kohler Company is, as I construe it, a pronouncement in favor of the manufacturer's right to fix the resale price under his patent. The Fair took in that case just the position that I have always held—that price-cutting is a matter of the violation of contract and not one of infringement of patent. I contend that there can be only one form of patent infringement, namely, the counterfeiting of the patented article or process, and I don't believe that any jury of twelve men can ever be gotten together who will agree that to sell for \$1.25 an article placarded with a price of \$1.50 is an infringement of patent.

"None of the decisions thus far handed down by the Supreme Court would seem to cover this whole broad question definitely and absolutely, but in so far as the court held this recent case to be one under the patent laws, and not a question of structural relations, there would seem to be implied support of the theory of the right of the manufacturer to dictate resale prices. I hope that the position of the court will be made more clear by the decision in the Sanatogen case which is now before it. If the court denies the right of a manufacturer to fix the resale price under his patent there will, of course, be no need for the legislation I am advocating. I hope though that we may have the issue clearly drawn."

An unexpected news development, favorable in a way to the manufacturers who oppose legislation against price-maintenance, is found in the present proposal on the part of the Democratic leaders not to appoint at the special session any House committees except those actually required to give consideration to the business in hand, adds the special correspondent of Printers' Ink.

It is the theory of the leaders that if the full complement of committees is organized many members will absent themselves from the floor of the House in order to engage in committee work that is not necessary for the time being. Furthermore, if the committees are organized they can be counted on to bring in some bills, thereby complicating the situation.

If the caucus to be held early in the special session decides against the appointment of any but the needed committees the committee on patents will be one of those cut out and, with no committee to report a bill, it goes without saying that manufacturers will be in little danger from legislation of this sort at the extra session.

The same turn of affairs, if it comes, will confer a further boom on price-maintenance interests. One of the objects of the prospective reintroduction of the Oldfield bill at the special session has been to secure for it a good place on the calendar so as to insure its consideration in the House early in the regular session of Congress, which will convene next December, if it failed to get attention at the special session. But, of course, a measure cannot get a place on the calendar until it has been reported favorably by the proper committee, and if there be no patent committee to thus report it all action would be effectually blocked until an indefinite date next winter at the earliest.

Yet another development which gives a new aspect to this question of Congressional consideration of price-maintenance is that the patent committee when it is reorganized will have a very different complexion from the former committee which in a majority report gave its endorsement to the Oldfield bill. Representative Oldfield will undoubtedly continue as chairman of the committee, but no less than eight of the fourteen members of the committee—a clear majority—will be new appointees.

Four of the old members of the committee were defeated for re-election, whereas at least four others and possibly more will retire from the patent body as a result of that new policy, prescribed by a resolution passed by the House which

provides that no representative shall serve on more than one of the important committees. This rule will undoubtedly remove from the committee two or three of the men who were staunchest in their support of Chairman Oldfield in his effort to knock out price-maintenance and who were most active in cross-examining the manufacturers who appeared before the committee at the public hearings. But it will also remove, probably, Mr. Bulkley, the member from Cleveland who stood out against the Oldfield bill.

A new line up in the committee will open up all kinds of possibilities, and not the least important prospect is that it may make it necessary for manufacturers to thresh out the whole subject again at public hearings. When Chairman Oldfield was questioned on this point he said: "I expect that when the time does come for the committee to take up the reintroduced bill most of the members will want public hearings. I do not anticipate that the newcomers on the committee will be willing to form opinions from reading the printed testimony given at the former hearings. For one thing, it would be difficult to get them to go over that record carefully, for there are, you know, more than one thousand pages of it."

O'NEILL-ADAMS CO. EXPANSION.

More Demonstration Rooms for Victors and Victorolas Constructed—Business Is Active.

The business closed in the new Victrola department of the O'Neill-Adams Co., Twenty-first street and Sixth avenue, New York, which has only been open since last November, has increased so rapidly that an enlargement of the department's headquarters was found absolutely imperative the first of the current year. Although the department has had about a half dozen demonstration rooms since it first opened for business, this space was found totally inadequate, as the response to the continual advertising in the New York daily newspapers was far in excess of the available demonstration rooms at the command of Manager Hotelling and his staff.

In view of this crowded space and need for more room four new demonstration rooms were constructed the early part of this month, and are now completed and ready for use. These rooms are furnished attractively and comfortably, and the first six rooms have also been refurnished and decorated to harmonize with the new rooms. A special room, which has been set aside for the display of all the various styles of Victorolas that are carried in stock, is exceptionally large and roomy. A complete stock of records is kept in stock at all times, and with the new facilities the O'Neill-Adams Victrola department expects to break all records this year.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

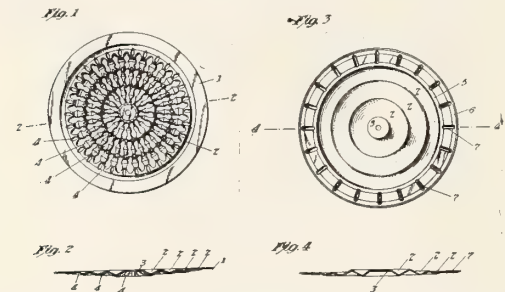
(Special to The Talking Machine World.)

Washington, D. C., April 9, 1913.

DIAPHRAGM FOR TALKING MACHINES—Peter Weber, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,056,475.

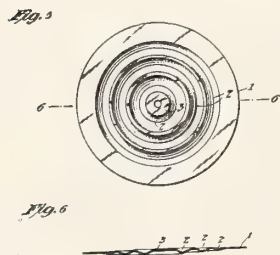
This invention relates to an improved diaphragm for phonographs or other talking machines, and the object is to provide a very simple, cheap and effective diaphragm for the purpose, by means of which superior reproduction can be obtained.

It is now recognized that to secure the best results with a symmetrical diaphragm, the latter should vibrate as nearly as a whole as possible, and to this end the diaphragm should be comparatively rigid or stiff for its greater part, its rigidity preferably increasing toward the center. To secure this object it has been heretofore proposed to construct a diaphragm of a series of discs cemented together, but such a construction is expensive, the discs are likely to work loose, and the diaphragm is unduly heavy, so that it does not respond accurately to the record. It has been also proposed to construct a diaphragm in which substantially the result indicated will be secured by forming the same with a series of concentric shallow depressions, which are arranged nearer together toward the center, but such an arrangement is undesirable, for the reason that the diaphragm is provided with relatively extensive flat



portions in which independent vibration may take place. On the other hand, if the shallow depressions are arranged so as to occupy the entire surface of the diaphragm, its rigidity would be substantially the same throughout, and hence, the best results would not be obtained.

With the improved diaphragm a rigidity of practically its entire surface is secured, except at the outer edge, where it is clamped in place and at the center where connection is made with stylus,



and at the same time is obtaining gradually increased rigidity toward the center without increasing the weight, so that the diaphragm is extremely sensitive and responsive to the record or sound vibrations.

To this end the invention consists of making the diaphragm of a disc of extremely thin metal, preferably hard rolled copper and in forming the main portion thereof with a series of concentric depressions or grooves immediately adjacent to one another and of gradually increasing depth toward the center, whereby the stiffness or rigidity of the diaphragm will be proportionately increased. Outside of the concentric depressions a sufficient surface is provided for accommodating vibratory movement.

Although a diaphragm characterized as described produces better results than previous forms, it is found desirable that the diaphragm be additionally stiffened as by indentations extending transversely with respect to the corrugations or grooves, or radially with respect to the diaphragm, and the invention therefore comprises diaphragms embodying this feature,

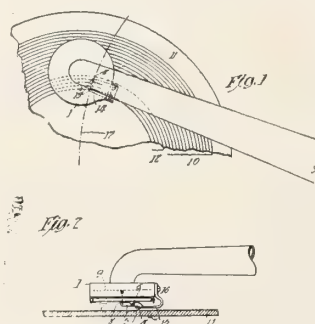
Figure 1 is a plan view on an enlarged scale of the preferred form of diaphragm; Fig. 2 is a section on line 2—2 of Fig. 1, the thickness of the diaphragm being exaggerated; Figs. 3 and 4 are views similar to 1 and 2 respectively of a modified form of diaphragm, and Figs. 5 and 6 are similar views of a second modification.

MEANS FOR REPRODUCING SOUND—Thomas A. Edison, Llewellyn Park, West Orange, N. J., assignor to Thomas A. Edison, Inc., West Orange, N. J. Patent No. 1,056,517.

This invention relates to a method and means for reproducing sound from a record of the same upon a traveling tablet, and the object of the invention is to provide a novel and efficient method for propelling the means which is vibrated in accordance with the sound undulations of the record along the same, and a suitable apparatus for carrying out the said method.

This invention is particularly adapted to the feeding of a soundbox carrying a diaphragm or other vibratory means and the reproducing stylus for vibrating the latter across the spiral grooves of a disc sound record, although it may be adapted to correspondingly feed the same parts transversely of the record grooves formed on the surface of a revolving cylinder. Also, this invention is particularly applicable for use in connection with the reproduction from a sound record, the sound undulations of which are of the vertical or "hill and valley" type, although it also may be used in connection with a record having lateral undulations. For purposes of illustration, there is shown in the accompanying drawings an apparatus in which reproduction is made from vertical undulations formed on the surface of a rotating disc.

It is old in the art to vibrate a stylus by and in accordance with the lateral undulations of the record groove of a disc record and to propel the stylus along the record by and in accordance with the record groove itself. It is also old to propel a stylus across the face of a disc record having vertical sound undulations recorded thereon by means of a mechanical feed. It has not been feasible, however, to propel a stylus along the spiral track of a record having vertical undulations formed upon a disc or other record surface by the sole means of the engagement of the stylus itself with the record groove, because of the fact that the walls of a record groove having vertical undulations are so sloping that it is extremely difficult to keep the stylus with the groove while feeding the stylus by engagement with the walls of the groove. Because of the slope of the record walls, the stylus is very apt to jump across from one groove to the next if a mechanical



feed is not provided. This can be remedied to some extent by greatly increasing the weight upon the stylus, but this results in undue wear upon the record and upon the stylus. These difficulties are overcome by providing a plurality of bearing surfaces adapted to travel within the grooves of a sound record, which bearing surfaces are connected to propel the sound box and vibratory means carried thereby from the record groove, these bearing surfaces being provided only for the purpose of feeding the stylus along the groove, and not being connected to vibrate the diaphragm. By the provision of a plurality of these feeding devices, the difficulty experienced on account of the sloping walls of the groove when a single bearing surface following the groove is relied upon to feed the device, is overcome. The inventor uses for these feeding devices a plurality of sapphires

or other suitable bearing surfaces carried by the ends of the teeth of a comb supported in line with the stylus beneath the soundbox, this comb being connected to the soundbox to propel the same, and being adapted to contact the record yielding. The inventor also mounts these feeding surfaces to the rear of the stylus in the line of progression of the soundbox across the record grooves, providing a number of feeding grooves having no sound undulations impressed thereon in advance of the first record groove, so that the reproducing stylus may be placed in the first record groove when the reproduction is started.

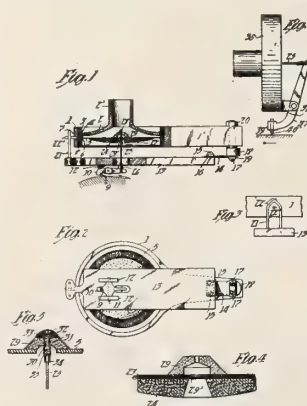
Referring to the accompanying drawings, illustrating one embodiment of the improved apparatus whereby the above method may be carried out, figure 1 represents a partial plan view of the same; and Fig. 2 a corresponding side elevation partly in section.

REPRODUCER—Thomas A. Edison, West Orange, N. J., assignor to Thomas A. Edison, Inc., West Orange, N. J. Patent No. 1,055,621.

This invention relates to reproducers for phonographs and other sound reproducing apparatus, and the principal object is to provide a device of this character whereby an improved quality of reproduction can be obtained.

It has heretofore been customary to connect the tail of the stylus lever to the diaphragm by means of a rigid metal link. This structure is objectionable in that the diaphragm cannot move quickly enough to permit the stylus to remain in engagement with the record groove so that the stylus jumps over the forward walls of the deep indentations and after striking the bottom of the indentations rebounds from the record and causes the production of sharp unpleasant sounds. Slight defects in the record furthermore cause the transmission to the diaphragm of objectionable weak sounds, and the suddenness or abruptness of the sound waves causes the emission of sharp metallic sounds. Furthermore, it is impossible to form a metallic connecting link perfectly straight; and as the weight used with reproducers is never sufficient to straighten out the flat bow commonly found in such a link, the vibration of the stylus lever produces therein local vibrations whereby the loudness and accuracy of the reproduction are greatly impaired.

It has been found that the above defects may be remedied by employing an elastic resilient connection, such as a cotton string to connect the stylus to the diaphragm. Such a connection is of very small weight, and therefore responds readily to the elastic power stored therein to hold the stylus continuously in engagement with the record groove. It also through its short elasticity absorbs the objectionable weak sounds mentioned above and diminishes the suddenness and abruptness of the sound waves so that a very pleasing mellow tone is obtained. By choosing a connection of proper elasticity and diameter, and properly adjusting the length thereof, the quality of the reproduction may obviously be varied at will. As the weight of small



mass is sufficient to hold the improved connection taut, the objections due to the curved form of metal links are eliminated.

This invention furthermore comprises an improved diaphragm of such lightness and flexibility that the weight of the reproducer and consequent wear on the record can be materially decreased.

Other features of this invention are an improved connection between the diaphragm and stylus lever whereby the distortion of the diaphragm during the reproduction of the record is prevented, and an improved mounting for the stylus lever whereby the same is caused to more readily and faithfully track the record groove.

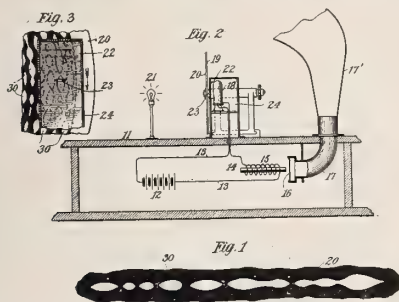
Figure 1 is a side elevation partly in section

showing a reproducer embodying the invention; Fig. 2 is a bottom plan view thereof; Fig. 3 is a front elevation showing a detail of construction; Fig. 4 is an enlarged central vertical section showing another detail of construction; Fig. 5 is a view similar to that shown in Fig. 4 of a modification; and Fig. 6 is a side elevation of another modification.

ART OF AND APPARATUS FOR RECORDING AND REPRODUCING SOUND. Victor H. Emerson, New York, and George A. Manwaring, Bayonne, N. J., assignors to American Graphophone Co., Bridgeport, Conn. Patent No. 1,055,525.

This invention relates to talking machines and is based upon the use of the selenium cell. It has long been known that selenium possesses the peculiar property of becoming more electro-conductive in the presence of light—or stated reversely: its electrical resistance diminishes as the light increases. This property has been utilized by various forms of apparatus known as "selenium cells" which are inserted in an electrical circuit and provided with means for regulating the admission of light upon the cell. Such cells are very sensitive in responding to slight variation in the amount of light.

The utilization of the present invention comprises a talking machine employing the principle of the telephone and that of the selenium cell, namely: there is a diaphragm actuated by an electro-magnet; the electro-magnet in turn is actuated by an electric current; and this current is modulated in intensity by means of a varying resistance imparted to a selenium cell included in the circuit. This varying resistance is imparted to the selenium cell by means of a special sound-record—the latter being a sort of "stencil" which admits more or less light to the selenium cell, the amount

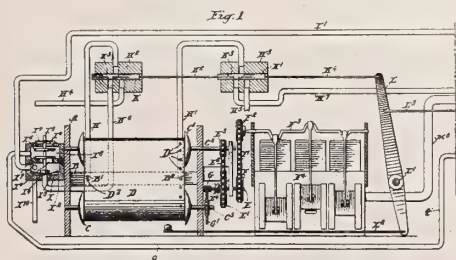


of light admitted corresponding to the sound waves. Consequently the electric undulations in the circuit, and the resultant audible vibrations of the diaphragm, correspond to the sound waves.

The present invention consists in the manner of producing the special sound record or "stencil" record for such service. The inventors have also originated the stencil record itself, and the apparatus for utilizing it, as well as the method of reproducing sound.

In the annexed drawings, Figure 1 represents, conventionally, but greatly enlarged, a portion of a stencil record such as may be used for the purpose indicated; Fig. 2 is a vertical section of a reproducing apparatus, embodying this invention; and Fig. 3 is a transverse section of a detail of Fig. 2.

ATTACHMENT FOR COUPLING AUTOMATIC PIANOS, OR ORGANS AND PHONOGRAPHS TOGETHER.—Jose Sampere, New York; Marie Sampere, administratrix of said Jose Sampere, deceased, assignor by



mesne assignments to the Aeolian Co., New York. Patent No. 1,057,458.

This invention relates to attachments for coupling together automatic pianos, organs or other pneumatically operated musical instruments and phonographs so as to secure a simultaneous and harmonious operation thereof for the purposes,



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PHILADELPHIA, PA.

for instance of producing a vocal selection on the phonograph with an accompaniment on the piano or organ, etc., and has for its object to provide a simple and effective attachment of this character, which will automatically regulate the operation of

and a talking machine. Fig. 2 is a sectional plan view of a portion thereof on the line 2—2 of Fig. 1 and Fig. 3 is an elevation of the sound record shown thereon in section.

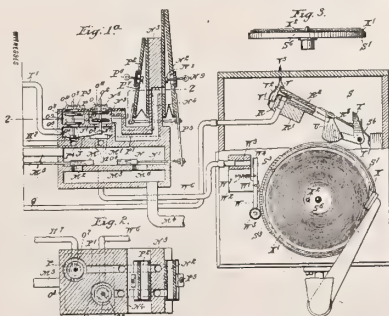
TO OCCUPY NEW QUARTERS.

The Dictaphone department of the Columbia Graphophone Co., at present located in the Chambers street headquarters, 83 Chambers street, New York, will remove to the second floor of the Smith-Gray building, 261 Broadway, New York, about May 1. A large portion of the floor has been leased for the use of the Dictaphone department, and the increasing business of this department can be adequately taken care of in its new quarters. The removal of the Dictaphone division from the Chambers street store will enable Manager Bolton, of the talking machine end of the business, to considerably enlarge his available room, and construct additional demonstration and reception rooms.

There is still room at the top; but it takes a well-balanced man to stay there,

the two instruments so as to secure a perfect co-operation between the two.

Figures 1 and 1a represent a diagrammatic view partly in elevation and partly in plan showing the new attachment connected with a piano



RECORD BULLETINS FOR MAY, 1913

VICTOR TALKING MACHINE CO.

A SECOND EDITION OF THE "MIKADO."
Victor Light Opera Company.

- | No. | Size. | |
|-------|-------|--|
| 31881 | | Gems from "Mikado," No. 2—Chorus, "Gentlemen of Japan"; chorus, "A Song of the Sea"; chorus, "Three Little Maids from School"; solo, "Moon Song"; duet and chorus, "Emperor of Japan"; solo and chorus, "My Object All Sublime"; Finale....Gilbert-Sullivan 12 |
| 17142 | | My Maryland March (Mygrant)...Sousa's Band 10 |
| | | Gen. Mixup, U. S. A.—March (Allen).....Pryor's Band 10 |
| 17293 | | Mobile Minstrels—"Down Where the Band is Playing" (Porter) "Honey, You're Ma Lady Love" (Mann)....Victor Minstrel Company 10 |
| | | Pickin' Cotton (Wenrich) Banjo accompy by Van Eps.....Collins and Harlan 10 |
| 17296 | | Why Did You Make Me Care? (Maguire-Solman).....Henry Burr 10 |
| | | Under the Big September Moon (Ford-Atkinson).....Campbell and Burr 10 |
| 17297 | | Rose of Yesterday, from "The Man with Three Wives" (Attridge-Potter-Lehar)...Olive Kline 10 |
| | | I'd Like a Little Girl Like You, from "All for the Ladies" (Blossom-Robyn).....Dunlap and Macdonough 10 |
| 17298 | | And the World's all Wrong Again, from "The Girl at the Gate" (Hough-Jerome).....Helen Clark-Walter Van Brunt 10 |
| | | When I Waltz with You (Bryan-Gumble).....Helen Clark 10 |
| 17299 | | Over the Line (Bradford-Phelps)...Trinity Choir 10 |
| | | Whiter Than Snow (Nicholson-Fischer).....Trinity Choir 10 |
| 17300 | | At the Levee on Revival Day (McCarron-Mierisch-Smith).....Collins and Harlan 10 |
| | | The Darktown Editors (Darky Specialty).....Golden and Hughes 10 |
| 17301 | | Absence. (Teschemacher-Nicolls) In English....Alan Turner 10 |
| | | Ritournelle (Chaminade) In English....Alan Turner 10 |
| 17308 | | Florida Rag (Lowry) Two banjos and piano....Van Eps Trio 10 |
| | | La Kraquette (Clerice) Xylophone solo....William H. Reitz 10 |
| 17309 | | Asleep in the Deep (Lamb-Petrie)...W. Glenn 10 |
| | | Rocked in the Cradle of the Deep (Knight)....Wilfred Glenn 10 |
| 17310 | | The Blue and the Gray—Memorial Day Poem (Finch) Recitation....Harry E. Humphrey 10 |
| | | Sleep, Noble Hearts—A Memorial Song. (Mendelssohn).....Lyric Quartet 10 |
| 17313 | | Some Boy (Buck-Stamper).....Ada Jones 10 |
| | | Snooker Ookums (Irving Berlin)...Billy Murray 10 |
| 17314 | | Masked Ball Selection—Part of Ballet Music and the Aria, "Saper varreste," Act I. (Verdi).....Vessela's Italian Band 10 |
| | | Huguenots—Grand Selection; part of Prelude—Chorus, Act. Sextet, Act II—Danse Boheme Act III—Prelude. (Meyerbeer).....Arthur Pryor's Band 10 |
| 17315 | | At the Devil's Ball (Irving Berlin)...Peerless Quartet 10 |
| | | Here Come's My Daddy Now—Oh Pop—Oh Pop Oh Pop. (Gilbert-Muir)....Collins and Harlan 10 |
| 17316 | | At Uncle Tom's Cabin Door (Bayha-Cowan)...William J. Halley 10 |
| | | Kentucky Days (Mahoney-Wenrich).....Billy Murray 10 |
| 17317 | | When I Met You Last Night in Dreamland (Whitson-Williams)....Charles W. Harrison 10 |
| | | When Irish Eyes are Smiling, from "The Isle of Dreams" (Olcott-Graff-Ball).....Harry Macdonough 10 |
| 17318 | | My Yellow Jacket Girl, from "Honeymoon Express," New York Winter Garden (Attridge-Schwartz).....Al. Jolson 10 |
| | | The Spaniard that Blighted My Life, from "Honeymoon Express," New York Winter Garden. (Merson).....Al. Jolson 10 |
| 17319 | | Haunting Rag—Turkey-Trot (Lenzberg).....Victor Military Band 10 |
| | | Sunshine Girl Tango—Argentine Dance from "Sunshine Girl" (Rubens).....Victor Military Band 10 |
| 17320 | | Daddy Has a Sweetheart and Mother is Her Name (Buck-Stamper).....Edna Brown 10 |
| | | Those Ragtime Melodies (Hodgkins).....Peerless Quartet 10 |
| 35278 | | Firefly Waltzes, from "The Firefly" (Friml)....Victor Concert Orchestra 12 |
| | | When a Maid Comes Knocking at Your Heart, from "The Firefly" (Friml)....Olive Kline 12 |
| 35285 | | Danny Deever (Kipling-Damrosch)...Percy Hemus 12 |
| | | The Pauper's Drive—Poem by Noel, music by Sidney Homer....Percy Hemus 12 |
| 35292 | | Eva Waltzes—On Motives from the operetta "Eva," for dancing. (Lehar).....Victor Dance Orchestra 12 |
| | | Sands of the Desert Medley Waltz—For dancing. (Ernest Ball).....Victor Military Band 12 |

PURPLE LABEL RECORDS.

- | | | |
|-------|--|---|
| 60097 | | Faust—Trio from "Prison Scene" Act V. In English....Lucy Isabelle Marsh, Soprano. Gounod 10 |
| 60098 | | Aida—O patria mia (My Native Land—Act III) In Italian....Verdi 10 |
| 60099 | | Spring Song (Frühlingslied. Op. 10, No. 2). In English....Ada Sassoli, Harpist. Weil 10 |
| 70087 | | Gitana—Caprice....Hasselmanns 12 |
| | | Harry Lauder, Comedian. 12 |
| 70095 | | Trixie from Dixie....Lauder 12 |
| 70096 | | She's the Lass for Me....Lauder 12 |

NEW RED SEAL RECORDS.

- | | | |
|-------|--|--|
| 88425 | | Agnus Dei (Lamb of God) In Latin....Bizet 12 |
| | | Enrico Caruso, Tenor, accomp. by Victor Orchestra. Harp by Mme. A. Regis-Rossini. 12 |
| 87135 | | Manon—Donna non vidi mai (A Maiden So Fair—Act I.) In Italian....Puccini 10 |
| | | Luisa Tetrazzini, Soprano. 10 |
| 88423 | | Grand Valse. Op. 10. In Italian....Venzano 12 |
| | | Geraldine Farrar, Soprano. 12 |
| 87134 | | Der liebe Augustin—Der Mimmel hangt ihm voller Geigen (The Sky Shines with Rosy Light). In German....Leo Fall 10 |
| | | Geraldine Farrar, Soprano, accomp. by Victor Orchestra. Harp by Mr. Distefano. 10 |
| 88424 | | Il Sagredo di Susanna (Susanne's Secret)—Oh gioia, la nube leggera (What Joy to Watch)...In Italian....Wolf-Ferrari 12 |
| | | Alma Gluck, Soprano; Louise Homer, Contralto. 12 |

- | | | |
|-------|--|--|
| 87132 | | Abide With Me. In English....Lyte-Monk 10 |
| | | Geraldine Farrar, Soprano; Edmond Clement, Tenor. 10 |
| 88421 | | Romeo and Juliet—Ange Adorable (Lovely Angel. Act I.) In French....Gounod 12 |
| | | Alma Gluck, Soprano. 12 |
| 64321 | | Red, Red Rose. In English....Cottenet 10 |
| | | John McCormack, Tenor. 10 |
| 64317 | | Within the Garden of My Heart. In English....Roberts-Scott 10 |
| | | Maud Powell, Violinist, piano accomp. by George Falkenstein. 10 |
| 74324 | | Czardas (Hejre Kati—Scene de la Csarda)....Hubay 12 |
| | | Fritz Kreisler, Violinist, piano accomp. by George Falkenstein. 12 |
| 64319 | | Barceuse (Lullaby)....Townsend 10 |
| | | Evan Williams, Tenor; cello obbligato by Rosario Bourdon. 10 |
| 64306 | | A Perfect Day. In English....Carrie Jacobs Bond 10 |
- TEN NEW DOUBLE-FACED RECORDS.
Made up from Popular Single-Faced Records, already listed with a few new selections.
- | | | |
|-------|--|--|
| 17302 | | Washington Post March (Sousa)....Sousa's Band 10 |
| | | El Captain March (Sousa)....Sousa's Band 10 |
| 17304 | | Maple Leaf Forever—Patriotic Song of Canada. (Muir)....Alan Turner and Male Chorus 10 |
| | | Canadian Medley March—"13th Royal Regiment and 29th Regiment Norfolk Rifles" (Mountain Rose); "2d Regiment Queen's Own Rifles of Canada (The Bluffs); "10th Regiment Royal Grenadiers" (British Grenadiers)....Sousa's Band 10 |
| 17305 | | In the Evening by the Moonlight—Old Plantation Air. (Bland)....Haydn Quartet 10 |
| | | Massa's in de Cold, Cold Ground (Foster)....Marguerite Dunlap 10 |
| 17307 | | My Gal Irene (Burt)....Collins and Harlan 10 |
| | | Down on Jasper's Farm (Moran-Monaco)....Porter and Harlan 10 |
| 17311 | | Cavalleria Rusticana—Intermezzo (Mascagni)....Victor Concert Orchestra 10 |
| | | Tales of Hoffman—Contes d'Hoffman Barcarolle (Offenbach)....Victor Concert Orchestra 10 |
| 17312 | | When the Twilight Comes to Kiss the Rose Good-Night! (Roden-Petrie)....Elsie Baker-Frederick Wheeler 10 |
| | | By and By You Will Forget Me (French-Huntley)....Elsie Baker-Frederick Wheeler 10 |
| 35286 | | "Stars and Stripes Forever" March (Sousa)....Sousa's Band 12 |
| | | Under the Double Eagle March (J. F. Wagner)....Sousa's Band 12 |
| 35288 | | Creanorian Polka (Weldon) (Cornet solo with U. S. Marine Band)....Arthur S. Whitcomb 12 |
| | | Reminiscences of All Nations (Godfrey) "Die Wacht am Rhein," "St. Patrick's Day," "Marseillaise," "Russian Folk Melody," "Yankee Doodle"....Arthur Pryor's Band 12 |
| 35289 | | Blue Danube Waltz (Johann Strauss)....Sousa's Band 12 |
| | | Southern Roses Waltz (Strauss)....Arthur Pryor's Band 12 |
| 35290 | | Casey at the Bat—Humorous Recitation. (Thayer)....De Wolf Hopper 12 |
| | | The Man Who Fanned Casey—Humorous Recitation: A reply to "Casey at the Bat" (Sparkus)....Digby Bell 12 |

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DISC RECORDS.

- | | |
|---------|---|
| Single. | Double. |
| A5449 | La Bohème (Puccini). Che gelida manina. 36458 |
| | (How Cold your hands!) In Italian, with orchestra. 36460 |
| | L'Elisir d'Amore (Donizetti). Un furtiva la grima (A furtive tear). In Italian, with orchestra. 36460 |
| A1286 | Rigoletto (Verdi). "Questo a quella" (Amongst the fair throng). In Italian, orch. accomp. 12 |
| | Rigoletto (Verdi). "La donna e mobile" (Woman is fickle). In Italian. Orch. accomp. 12 |
| A1287 | Luisa Miller (Verdi). "Quando le sere al placido" (When peaceful was the night). In Italian. Orch. accomp. 12 |
| | La Favorita (Donizetti). "Una vergine, un angiol di Dio" (A vision of beauty appearing). In Italian. Orch. accomp. 12 |

TWO NEW PIANO SOLOS BY FRIEDHEIM.

- | | |
|-------|---|
| A5458 | Scherzo in B Flat Minor, Part I (Chopin). 12 |
| | Scherzo in B Flat Minor, Part II (Chopin). 12 |
- 12-INCH BLUE-LABEL DOUBLE-DISC RECORDS.
- | | |
|-------|--|
| A5462 | Martha (Flotow). Good-Night Quartet: Grace Kerns, Soprano; Mildred Potter, Alto; Reed Miller, Tenor; and Frank Crixton, Bass. Orch. accomp. 12 |
| | Martha (Flotow). "Lost, Proscribed." Reed Miller, Tenor, and Frank Croxton, Bass. Orch. accomp. 12 |
| A5461 | Medley of Characteristic Folk-Songs, Part I. John Peel (English); Skye Boat Song (Scotch); Garyowen (Irish); Charming Marguerite (French); Old Black Joe (American); Columbia Light Opera Company, orch. accomp. 12 |
| | Medley of Characteristic Folk-Songs, Part II. How Can I Leave Thee? (German); Funiculi, Funicula (Italian); All Thro' the Night (Welsh); La Paloma (Spanish); Dixie (American); Columbia Light Opera Company, orch. accomp. 12 |

10-INCH BLUE-LABEL DOUBLE-DISC RECORDS.

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|-------|---|
| A1299 | The Danube River (Aide). Grace Kerns, Soprano orch. accomp. 12 |
| | Killarney (Balfé). Andrea Sarto, Baritone, orch. accomp. 12 |
| A1289 | Nobody (Williams). Bert Williams, Baritone, orch. accomp. 12 |
| | My Landlady (Williams). Bert Williams, Baritone, orch. accomp. 12 |
| A1288 | When I Lost You (Berlin). Manuel Romain, Counter-Tenor, orch. accomp. 12 |
| | When Sally in Our Alley Sings Those Old-Time Songs to Me (Osborn). Manuel Romain, Counter-Tenor, orch. accomp. 12 |
| A1293 | On the Mississippi (Carroll and Fields). Arthur Collins, Baritone, and Byron G. Harlan, Tenor, orch. accomp. 12 |
| | Underneath the Cotton Moon (Meyer). Arthur Collins, Baritone, and Byron G. Harlan, Tenor, orch. accomp. 12 |
| A1296 | Down on Uncle Jasper's Farm (Von Tilzer). Byron G. Harlan, Tenor, and Steve Porter, Baritone, orch. accomp. 12 |
| | Low Bridge—Everybody Down (Allen). Peerless Quartet, orch. accomp. 12 |
| A1297 | I'm Goin' Back, Back to Memphis, Tennessee (Richards). Byron G. Harlan, Tenor, and Arthur Collins, Baritone, orch. accomp. 12 |

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| | All Night Long (Brooks). Ada Jones, Soprano, and Peerless Quartet, orch. accomp. 12 |
| A1298 | Billy, Billy, Bounce Your Baby Doll (Fischer). Ada Jones, Soprano, and Walter Van Brunt, Tenor, orch. accomp. 12 |
| | Bobbin' Up and Down (Morse). Peerless Quartet, orch. accomp. 12 |
| A1294 | Whipped Cream (Wenrich). Fred Van Eps, Banjo Solo, orch. accomp. 12 |
| | Everybody's Doing It Now (Berlin). Guido Deiro, accordion solo. 12 |
| A1295 | Children's Symphony (Haydn). Prince's Orchestra. 12 |
| | Children's Toy March (Currie). Prince's Band. 12 |
| A1292 | Another Rag—A Raggy Rag (introducing the Washington Waddle (Morse). Prince's Band. 12 |
| | The Ghost of the Violin (Snyder). Prince's Band. 12 |
| A1290 | Scenes Pittoresques Suite—March (Massenet). Prince's Orchestra. 12 |
| | Les Millions d'Arlequin (Drigo) No. 3, Reconciliation. Prince's Orchestra. 12 |

12-INCH DOUBLE-DISC RECORDS.

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| A5459 | Turkey-Trot Dance Medley, Part I, introducing: "Bobbin' Up and Down," and "Texico." Dance music. Prince's Band. 12 |
| | Turkey-Trot Dance Medley, Part II, introducing: "Hitchy Koo," "Waiting for the Robert E. Lee," and "Ragtime Cowboy Joe." Dance music. Prince's Band. 12 |
| A5460 | Tango Bonita (Smith). Dance music. Prince's Band. 12 |
| | Tango Senorita (Smith). Dance music. Prince's Band. 12 |
| A5457 | Dream of the Ancient Red Man, from Edward S. Curtis's Indian Picture Opera, "A Vanishing Race." Prince's Orchestra. 12 |
| | Signal Fire to Mountain God, and Song of the Wolf, from Edward S. Curtis's Indian Picture Opera, "A Vanishing Race." Prince's Orchestra. 12 |

END-OF-THE-MONTH HITS.

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|-------|--|
| A1303 | Last Night Was the End of the World (H. Von Tilzer). Henry Burr, Tenor, orch. accomp. 12 |
| | Then I'll Stop Loving You (Godwin, McCarthy and Piantadosi). Henry Burr, Tenor, and Edgar Stoddard, Baritone, orch. accomp. 12 |
| A1301 | Good-Night, Nurse (Gray and Walker). Walter Van Brunt, Tenor, orch. accomp. 12 |
| | Good-Bye, Boys (H. Von Tilzer). Peerless Quartet, orch. accomp. 12 |
| A1302 | In My Harem (Berlin). Walter Van Brunt, Tenor, orch. accomp. 12 |
| | Texico (Morse). Peerless Quartet, orch. accomp. 12 |
| A1300 | You're a Great Big Blue-Eyed Baby (Brown). Peerless Quartet, orch. accomp. 12 |
| | I Want to Go Home (Gilbert and Muir). Peerless Quartet, orch. accomp. 12 |

SEVENTH EDISON SUPPLEMENT.

The advance list for the seventh supplement of Amberol records issued by Thos. A. Edison, Inc., will appear in a day or two after this issue of The World comes out, too late, we regret to say, to include in the advance list of records which appears on this page.

RETIREMENT OF MISS JESSIE BROWN

Private Secretary to George W. Lyle, General Manager of the Columbia Graphophone Co., Retires After Fourteen Years of Service.

After fourteen years' continuous service with the Columbia Graphophone Co., Miss Jessie Brown, private secretary to General Manager George W. Lyle, retired from active service March 22 in order to take a well-deserved rest at her home, in Mt. Vernon, N. Y.

Miss Jessie Brown is one of the few Columbia office employes who can relate in detail the phenomenal advances of the Columbia Graphophone Co. She was secretary for five years to the late M. E. Lyle, and nine years ago became private secretary to General Manager George W. Lyle, the position she retained until her retirement.

During these fourteen years Miss Brown witnessed the moving of the company's executive offices four times, and if she had remained a few weeks longer would have been present at its fifth moving into new quarters in the Woolworth building.

Miss Jessie Brown, in her fourteen years of service, has gained the admiration and respect of all the officials and office staff of the Columbia Co. Possessed of unusual business ability and always a conscientious and efficient worker, Miss Brown has been considered invaluable by the executive officers. As a personal token of their esteem and affection, Mr. and Mrs. George W. Lyle presented Miss Brown with a handsome gift, and the Columbia Co. did likewise. Miss Brown left the employ of the Columbia Co. with hearty wishes for her happiness from officers and employees.



Miss Jessie Brown.

Leading Jobbers of Talking Machines in America

You should get this sample package of Puritone Needles—sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Edison Phonograph Distributors
for the SOUTHWEST
All Foreign Records in Stock
Houston Phonograph Co., HOUSTON, TEXAS

VICTOR DEALERS
TRY US FIRST
We carry the Largest Stock of VICTROLAS, RECORDS and CABINETS of any Distributor in the South.
THE CORLEY COMPANY, Richmond, Va.

Where Dealers May Secure
COLUMBIA
Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Distributors

Atlanta, Ga., Columbia Phonograph Co., 132 Peachtree St.
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Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.
Dallas, Tex., Columbia Phonograph Co., 1403 Main St.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Phonograph Co., 114 Broadway.
Hartford, Conn., Columbia Phonograph Co., 719 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 420-422 S. Broadway.
Louisville, Ky., Baldwin's Music Store, 425 South Fourth St.
Memphis, Tenn., 156 South Main St.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 933 Canal St.
New York City, Columbia Phonograph Co., 89 Chambers St.; Columbia Phonograph Co., 35-37 W. 23d St.; Columbia Phonograph Co., 39 W. 125th St.; (Brooklyn) Columbia Phonograph Co., 1372 Broadway.
Omaha, Nebr., Columbia Phonograph Co., 1311 Farnam St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1100 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
Portland, Me., Columbia Phonograph Co., 650 Congress St.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 88 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Ellers Music House, 3d and University Sts., Seattle, Wash.
Spokane, Wash., Columbia Phonograph Co., 818 Sprague Ave.
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
Terre Haute, Ind., 23 N. 6th St.
Toledo, O., Columbia Phonograph Co., 229 Superior St.
Washington, D. C., Columbia Phonograph Co., 1210 G St., N. W.
Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:

Columbia Phonograph Co., McKinnon Building, Toronto, Ont.

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BROS INC

VICTOR JOBBERS Exclusively
What you want always in stock
400 Fifth Avenue
27 W. 34th Street
563 Fifth Avenue
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1856 WURLITZER 1913

VICTOR
DISTRIBUTERS
VICTORS EXCLUSIVELY

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

CHASE & WEST DES MOINES IOWA

Machines **Victor** Everything
Records in stock all
Cabinets the time.

WHOLESALE TO IOWA TRADE

Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBER** Victor Talking Machines and Records

OLIVER DITSON COMPANY
Largest VICTOR Talking Machine Distributors East of Chicago.
Creators of "The Fastest Victor Service." Let us tell you more about our service.
BOSTON

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

Quick Service for all points in the Northwest. Machines, Records, Supplies.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the May List.

Seeing, Hearing, Buying

are the three steps involved in the
sale of an

Edison Phonograph

Mechanically and musically—from
every standpoint—it excels.

A little effort and enthusiasm will
turn many an Edison trick in your
favor.

Try it out and see.

Thomas A. Edison, Inc.

59 Lakeside Ave.

Orange, N. J.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, May 15, 1913



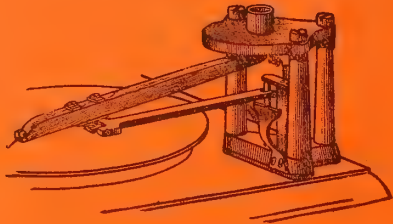
A Corner of the Music Room
in the White House

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VITAPHONE

CABINET INSTRUMENT



containing the Vitaphone reproducing device, with solid wood vibrating arm, is so pre-eminent in tonal quality as to sell on merit alone.

The demonstration of a Vitaphone is the entire selling argument.



VITAPHONE TYPE 185
\$185.00

Mohogany or Quartered Oak. 250 Record Capacity



VITAPHONE TYPE 50
\$50.00

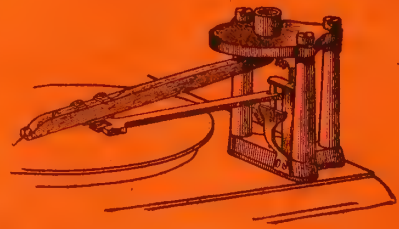
Made in Quartered Oak.

Vitaphone Construction

The Vitaphone cabinet is the best thought of an expert designer thoroughly versed in the art of creating a cabinet that is pleasing to the most cultured taste in the art of interior decoration; is made by skilled mechanics, of the best grade selected white oak or mahogany, combining the necessary strength, durability and finish.

Vitaphone motors are the well known direct worm drive principle and do their work with the accuracy and precision demanded of and necessary in a motor.

Vitaphone reproducing device, with solid wood vibrating arm, plays every cut of disc record and brings out a wealth of true harmony and detail never before considered to be in a record.



THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 5.

New York, May 15, 1913.

Price Ten Cents

SELLING TALKING MACHINE RECORDS AN ART.

Requires a Great Deal of Tact and Skill—Too Few Men Know the Extent of the Immense Library of Records at Their Command—This Lack of Knowledge a Serious Detriment to the Salesman Who Desires to Succeed—Suggestions Appreciated.

"Constant association for many years with the sales force of many talking machine stores and departments and a close study of the forces and their various methods of handling customers have proven this fact beyond dispute—less than one sales person out of seventy-five knows even a small part of the immense library of records at their command!" said a manager of a talking machine establishment the other day. He added further:

"A recent canvass of fifteen different sales people and managers brought out the fact that practically all of them used the same list of selections, numbering from 250 to 300 records out of over 4,000! And these sales people and managers are considered exceptionally good.

"What is the result of this lack of knowledge of the catalog? In every case it is the same. Customers prefer to have one particular sales person wait on them in selecting records at various times. To the average customer titles mean very little, except those of a very small part of the catalog, and invariably the suggestions of the sales person as to good numbers is a great force in the final decision to purchase.

"After the record buyer has visited the department a sufficient number of times to have exhausted the two or three hundred titles the next question put to the salesman is, 'I want something good, but I don't know what.' The salesman usually is absolutely at sea. He names about 40 or 50

different things from his standard list, and gets the same answer, 'I have that' or 'I have heard that, but don't care for it.'

"Then the sales person aimlessly picks out several selections from the great mass of titles catalogued, but fails to interest the customer in any of them. To the average sales person no record seems capable of stimulating interest in the customer's mind unless it is a big selling or well-known popular number.

"At last, discouraged and disappointed, the customer decides to wait for some new records to be issued. He feels that he has exhausted the list of good ones in the catalog!

"Selling records is an art. It requires a great deal of tact and skill. It requires, first, a thorough knowledge of the immense libraries of records at the command of the sales people. Second, the ability to create an interest in a record and by a careful and proper demonstration a desire to own it.

"Nearly always the 'up-to-the-minute' salesman has some new suggestion—such as getting two tones from the half-tone needle by setting it close to the bottom of the needle socket or only just far enough to be held firmly by the screw. Few owners know this simple point. These little items carefully interspersed with record demonstration keep up an interest. They make the customer feel that you have an interest in him and know your business."

RECORDS BY CELEBRATED CANTOR.

Issued by Columbia Graphophone Co. Ahead of Date to Supply Demand.

Columbia dealers in all parts of the country have been much pleased with the announcement made a short while since that the celebrated Hebrew

A. Karniol is one of the best-known cantors in the world, and is possessed of a voice that particularly adapts itself to recording purposes. His reputation is international, and his new records are excellent reproductions of his wonderful art.



Cantor A. Karniol.

cantor, A. Karniol, had signed a contract to sing exclusively for the Columbia Graphophone Co. The foreign record department has been receiving many letters relative to the date of publication of these records, and in order to accommodate its dealers the company was obliged to issue the first instalment of these Hebrew records before the scheduled date.

A preliminary supplement devoted to these records features six well-known Hebrew songs sung by the prominent cantor, accompanied by a trained choir. These selections were chosen by the Columbia record department because of their great popularity with the Hebrew people, and the unlimited opportunities they offer Columbia dealers to close many sales.

TALKING MACHINE EXPORTS.

The Figures for March Presented—Reports Show a Decrease for the Month.

(Special to The Talking Machine World.)

Washington, D. C., May 10, 1913.

In the summary of exports and imports of the commerce of the United States for the month of March (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for March, 1913, amounted to \$236,639, as compared with \$176,369 for the same month of the previous year. The nine months' exportation of talking machines, records and supplies amounted to \$2,141,198.

OPENS MUSIC STORE IN FLORIDA.

Frank Idner, formerly in partnership with his father in the firm of Idner & Son, West Palm Beach, Fla., has embarked in the piano and music business in that city on his own account. Mr. Idner has secured quarters in the Palms building, 105 North Narcissus street, and in addition to other lines, is handling the Victor and Edison talking machines and records and sheet music.

GRAVES CO. OPENS IN SPOKANE.

The Graves Music Co., Portland, Ore., has opened a Spokane, Wash., branch at the corner of Lincoln street and Riverside avenue. The place is being handsomely fitted up for a full line of pianos and talking machines, which the Graves Co. formerly handled exclusively.

The Diamond Phonograph Co., Wilmington, Del., has been incorporated with capital stock of \$50,000. The incorporators are: F. D. Buck, G. W. Dillman and B. M. Grawl, all of Wilmington.

IMPORTANCE OF AN ADVERTISING DEPARTMENT.

No Store Too Small to Have One—The Advertising Man Is a Creator of New Business and Often Knows More About Actual Selling Than a Sales Manager—So Says Henry C. Brown, the Victor Co.'s Publicity Manager, and He Ought to Know.

Henry C. Brown, advertising manager of the Victor Talking Machine Co., was the chief speaker before the members of the Poor Richard Club, the prominent organization of advertising men in Philadelphia, following a luncheon given at the Club-house recently. Mr. Brown was introduced as the man who has one of the largest advertising appropriations in the United States to spend, and he opened his address by setting forth his definition of an advertising man and declared that he did not believe the manager foolish who spent several hundred thousand dollars with one publication annually. He declared the phenomenal growth of the Victor business was the result of the confidence in its products which its advertising engendered.

"That is the big thing," said Mr. Brown. "We made the public believe in the name of Victor. We never worked a confidence game. In all the time we have been advertising we have never told what is in our machine. It is not what it is made of that interests the public, it is what it is good for."

"Confidence is the thing. First in the goods, then in the men whom a manufacturer has around him, and then in the people. I cannot see that advertising is a mystery. It is the use of common sense. Advertising is simply selling goods to people on paper the same as they would be sold from the counter. The easier the language is the better, and the illustrations should be applicable to the text."

At this juncture Mr. Brown digressed for a moment to make an appeal for the support of the Washington administration. "We must all recognize that we are under a new administration," he

said, "and we owe it to ourselves and to the community to back it up with our confidence. We may not be in sympathy with it, but let us as business men do the best we can even if we be Republicans and protectionists. Let us try to avoid the closing of the factories which is being talked of. We owe it to ourselves and the community to make the best of conditions."

"The advertising man has other large responsibilities. He is an important factor in a large institution. The advertising man will dig up new avenues of business. You should preach the importance of the advertising man. No store is too small to have one. Even if the only employe is a clerk and the money to be spent on advertising is but five dollars a month, there should be an advertising man. He will find new business. The advertising man knows more about actual selling than a sales manager."

"The advertising men have a big work before them. The influence of the newspapers and the magazines is growing. And there is a decided tendency to advertise in the daily papers. The daily papers are coming forward swiftly. They are producing results and they are forcing the magazines. They can help you locally."

"We have been in the position heretofore of loading a twelve-inch cannon with dollar bills for advertising and shooting it out, hoping that some of the bills hit something. The day is coming when advertising will be aimed at a definite thing, when every dollar will count, and we will get everything we go after."

PUSHING EDISON BUSINESS.

Mark Silverstone Increases Selling Force—Two Well-Known Talking Machine Men Covering Southeastern Missouri, Parts of Arkansas and Kentucky—Demonstration Hall on the Second Floor of Building.

(Special to The Talking Machine World.)

St. Louis, Mo., May 10, 1913.

Mark Silverstone, president of the Silverstone Music Co., says the Edison business is about to the limit of present facilities. He has added O. A. Reynolds and William Byrd to his jobbing sales force. Mr. Reynolds, who recently sold his talking machine store in Springfield, Ill., to the Barnard Music Co. after a successful career of twelve years, will cover the Illinois territory handled from this store and parts of Missouri. Mr. Byrd, who was with the Columbia Co. here for a number of years and later went to Des Moines, will cover Southeastern Missouri, parts of Arkansas and Kentucky. He has traveled over this territory and predicts great business there for the Edison line. Mr. Silverstone says the country business is still well pleased with the cylinder machines and the blue records, and little attempt will be made to introduce the disc machines until an ample supply of lower-priced instruments are received. Mr. Silverstone has added Miss Katherine Fultz, recently of the Scruggs-Vandervoort talking machine department, to his retail sales force.

Mark Silverstone, president of the Silverstone Music Co., reports excellent trade on the Edison disc machines, with the \$250 style the favorite in the selling. "The feature of the trade," he said, "if there is a feature to the way things are going, is the way the buyers of the machines are taking hold of the records we have. Usually they look through the list and say, 'Send them all.' I consider this one of the greatest compliments to Mr. Edison's selection of records. After they hear a few, the prospective users are so thoroughly satisfied with the quality of those offered that they trust to his judgment on them all. And they are pleased when they get them home, too."

The Silverstone Music Co. has fitted a demonstration hall on the second floor of the building in a part of the space used for the piano ware-rooms. "When a business man comes in and says he is in a hurry, I demonstrate the machine in the informal demonstration hall on the first floor," says Mr. Silverstone, "but if the inquirer has the time, I bring him up here where it is quiet. Aside from this display floor for my pianos, I have the two demonstration rooms set apart for players, and this space is needed only to show styles, and this does not interfere." The recital hall, for such it will be when completed, will have improved opera chairs, rugs, a well-placed diaz and one of

the finest of the new Edison machines on display under a battery of lights.

Several of the new \$60 models have been received at the store, and one is on display, but so far no effort has been made to sell this style, for two reasons: Because there has seemed to be no danger of losing a sale on the higher-priced models, and because of the very slender stock received.

"Fortunately we were well prepared for the flood interruption of traffic," said Mr. Silverstone, "and this feature has caused us very little embarrassment. The freight embargo has been lifted in time to save us. All that was necessary for us to do was to cut down the advertising and do the business we gained in the regular course of affairs. We are well pleased with results and have not felt justified, by conditions of stock and other conditions, to undertake a very aggressive campaign."

A FIELD FOR SMALL TALKERS.

Pleasure Craft Offer Excellent Market for Talking Machines During Summer.

Motor boating is fast becoming one of the leading summer sports, and in other ways the advantages offered by lake and river in the matter of recreation do not lack for those to appreciate them and the summer, now soon here, is the season. The dealer who does not place one or more talking machines on the pleasure craft operating on bodies of water in his vicinity, or at least makes an energetic attempt to do some business in that line, is in the position of the man complaining because opportunity insisted on knocking on the door and disturbing his rest.

Visit any of the lakes or small streams where boating and canoeing is a pastime during the warm months, and keep your ears open. It's ten chances to one that you will hear talking machine music and plenty of it issuing from the boats, especially if it happens to be evening. A moonlight night and a talking machine in the canoe or launch will do much to make the banker's son (?) and the wealthy heiress (?) forget that in a few days they must go back to the ribbon counter and the typewriter, respectively. The luxurious cruisers, the comfortable houseboats and the smaller craft all present a field for the talking machine, especially the newer styles of small-size, hornless models that take up little more space than the handbag of the week-end guest, and have no horn to knock or stumble over. The wild waves have some interesting conversation for the talking machine dealer.

The New York Herald recently interviewed a number of people on the tariff situation, and among those who expressed their views was Ernest John, of the Victor Talking Machine Co.

TALKING MACHINES IN DRUG STORES.

Waldeck Bros., the Prominent St. Louis Drug-gists, Take on the Columbia Line—An Excellent Trade Opened in This Field—Mackey Furniture Co. Also Secures the Columbia Agency—Makes Artistic Displays.

(Special to The Talking Machine World.)

St. Louis, Mo., May 10, 1913.

An innovation in local talking machine business was announced by J. J. Bennett, jobbing salesman for the Columbia Co., in a stock order from Waldeck Bros., of 3625 North Broadway. While other cities have many talking machine agencies in drug stores, this is believed to be the first in St. Louis, and Mr. Bennett believes it will be an opening wedge to some excellent business. "For neighborhood trade we must have stores that are open nights and Sundays," he said, "and the drug stores meet that requirement better than any other class. In other cities talking machines have made an excellent side line for drug stores, and I am sure this store on the North Side will be a go, and that others will fall in line. There is no reason why the druggist should not handle this residence district trade and profit by it." A downtown store to take on Columbias since the report last month, which included the Sommers Furniture Co., is the Mackey Furniture Co., a Piano Row concern. Both of these stores are making liberal window displays to introduce the goods to their customers.

PITTSBURGH TRADE GOOD.

J. C. Roush Reports a Satisfactory Condition of Sales and Collections.

(Special to The Talking Machine World.)

Pittsburgh, Pa., May 10, 1913.

The talking machine trade in this city continues very good. J. C. Roush, of the Standard Talking Machine Co., has the following to say to The World: "Our business has been extremely good. In fact, we have been selling all the goods that we could get from the Victor Co. and have no complaint to make whatsoever."

"Our business is away ahead of last year, and we look forward to having one of the most prosperous years ever known for the Victor product. Collections are good and altogether we feel joyous."

Such sentiments are certainly indicative of a healthy state of business and shows that Mr. Roush is in a very optimistic frame of mind, regarding the trade outlook.

The talking machine dealers of Denver handling the Edison and Columbia lines advertised very heavily during the recent visit to that city of the Chicago Grand Opera Company. The records of the various prominent artists were featured in a manner to interest the public.

INCREASED WHOLESALE BUSINESS

During the year 1912 our wholesale business showed an increase over that of 1911 of 68%. Of this increase 28% was on what we are pleased to call "our dealers'" accounts, and the balance of 40% was from new accounts, about evenly divided between newly established dealers, and dealers who formerly purchased from another distributor.

Increased demand accounts for 48% of this increase. Efficiency and the Eastern Service is responsible for 20%.

If dealers realized fully the manifold advantages of Eastern Service the increase this year would double from this source.

A good thing is worth trying—take our word for it that Eastern Service is exceptional—and try it.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

GETTING AFTER SUMMER TRADE ON PACIFIC COAST.

Talking Machine Dealers Featuring Cheaper Outfits for Vacation Time—New Store to Be Opened in San Francisco by Clark Wise & Co.—Grafonola Grand Attracts Much Attention—Spokane Dealer in New Quarters—Good Demand for Edison Line.

(Special to The Talking Machine World.)

San Francisco, Cal., May 9, 1913.

The local talking machine dealers, as well as dealers in other lines, are beginning to cater to the summer vacation trade, with the result that more emphasis is being placed on the cheaper grades of machines than for some time past. During the winter and early spring months the demand ran largely to the higher-priced machines. Now the argument is to leave your high-priced instrument at home and get a smaller and cheaper one to take to the country for the summer. A good many machines were sold last year to that class of trade, and taking into consideration the steadily increasing popularity of the talking machine, it seems safe to predict that many more will be sold this year than last.

Wholesale business, according to the reports from the different houses, continues to run considerably ahead of the corresponding period of last year. Much new territory has been opened up within the past year, and the field of operation for the talking machine man seemed unlimited. One enthusiastic dealer said not long ago that owing to the great progress his company had made in perfecting its machines and the variety of styles offered, he could aspire to place one in any home in the city. He further stated that the talking machine is the one musical instrument which is available for rich and poor alike.

New Quarters for Clark Wise & Co.

Announcement was made here the past month that San Francisco is to have another fine downtown talking machine department, and preparations are well under way for its opening about the middle of May. It is to be located at 51-53 Geary street, in the new Bankers' Investment building,

which runs through to Market street, and will be operated by Clark Wise & Co., who have been connected with the local trade for many years. They have been in business in several different locations, but for the past two years have occupied comparatively small quarters on the second floor of the building at 334 Sutter street. Now they are going to open a first-class music store, the principal feature of which will be the talking machine department. The entire ground floor of their new establishment is being fitted up for this part of the business, the plans for which call for one of the finest departments in the city. Aside from the Wiley B. Allen Co., which has part of its talking machine department on the ground floor, it will be the only first-floor talking department in the downtown section. Mr. Wise says he will carry a full line of Columbia and Victor machines and records, and possibly the Edison.

Grand Grafonola Interests Trade.

The principal feature of the Columbia trade this month was the arrival of the Grand Grafonola. W. S. Gray, local manager for the Columbia Graphophone Co., says most every dealer around the bay has been in to see the \$500 machine, and that the expressions of praise have been most lavish. Others besides dealers have called to see the new machine. Among the most enthusiastic visitors was the music critic of the Examiner, who spent nearly two hours trying various records, studying the quality of tone, etc. F. R. Anglemeier, wholesale manager, is receiving inquiries from all over his territory in regards to the new product. Mr. Moore, traveling representative, is at headquarters for a short stay after a very successful trip down through the San Joaquin Valley.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.

The Emporium department is also showing a Grand Grafonola, and J. J. Morgan, manager of the department, says it is attracting much attention. The plans for the permanent arrangement of this department have been delayed, but Mr. Morgan has had the promise that the work of enlargement will be started in the near future.

More Room for Pacific Phonograph Co.

The Pacific Phonograph Co., Edison jobbers, reports a fine month's business and has again made arrangements for more room. It has taken the third floor of the building in addition to the fourth and fifth, which it already occupied, the new floor to be used as a stock room for disc machines. A. R. Pommer, manager of the Pacific Phonograph Co., is elated over the orders coming in from the road. E. L. Sues, who is covering Washington and Oregon, sent word that he has signed up Meier & Frank, one of the large department stores in Portland, Ore., for an initial order of disc machines. J. E. McCracken, who covered the San Joaquin Valley the first part of the month, booked some nice orders and is now on his way to Reno, Nev.

New Quarters for Storms in Spokane.

Willis S. Storms is preparing to move to new quarters in Spokane, Wash. For the past two years he has been located with Kohler & Chase, but has decided to open an exclusive talking machine store. He has secured quarters at 818 Sprague avenue, and the place is being remodeled to suit the needs of the business. A new front of plate glass and marble is to be installed, and the place is to be fitted up with new fixtures. Four demonstration rooms are provided in the plans.

Activity with Sherman, Clay & Co.

A. G. McCarthy, of Sherman, Clay & Co., says wholesale business in Victor products has kept up splendidly the past month, and that retail business is fully normal for this time of the year. He is one of the boosters for the Portola Festival, to be held here in October, which has the endorsement of the trade in general.

Brieflets.

A. Roncovieri, superintendent of the public schools of San Francisco, has recommended the purchase of more talking machines.

Manager Baley, of Babson Bros., says that business continues to run a little ahead of last year. He is doing a fine business with the blue amberol records.

Eilers' Music Co. has enlarged the talking machine department at its Bellingham, Wash., store, and increased its facilities for handling a larger stock. The improvements include a new display room and a new record demonstration room.

J. W. Schenk, a dealer of Elmhurst, Cal., is a frequent visitor to the San Francisco trade.

MUSIC TO SPEED ATHLETES.

(Special to The Talking Machine World.)

Cambridge, Mass., May 10, 1913.

The effect of music in making athletes move faster is being tried at the big Harvard locker building on Soldiers' Field. A talking machine is in constant operation grinding out two-steps and other instrumental numbers to keep students at concert pitch.

Accommodations in the building are limited and it has been found difficult in the past to accommodate all who wished to crowd into it during the rush hours.

Under the spell of the music students are said to be much more speedy in going through the shower baths, putting on their street clothing and making way for other men.

VICTOR CO.'S "TONE" PUBLICITY.

The advance proofs of newspaper advertisements to be used in the daily newspapers of the Victor Talking Machine Co. during the month of May, which are unusually forceful and attractive, are devoted to Victrolas Nos. X and XVI. A somewhat different heading for the May 26 advertisement will, doubtless, attract considerable attention because of its unique appearance. This advertisement features the Victrola XVI and bears the headline "Tone, That's Where the Victor Victrola is Pre-eminent." The rest of the copy is in harmony with the strength of the heading.



The Columbia Grafonola has been formally adopted by the Board of Education for the New York Schools. This is the most important O. K. of the talking machine in the schools that has ever been given.



**Columbia Graphophone Company
Tribune Building, New York**

COLUMBIA GRAPHOPHONE CO. IN ITS NEW HOME.

"Columbia Graphophone Co., Woolworth Building, New York," is now the address of the executive and administration offices of the Columbia Co., the moving from the Tribune building having all been completed on the 26th of last month. Situated on the twentieth floor of the tallest office building in the world, the offices of the company now present an appearance that is completely in harmony with the energy that characterizes the company's employees.

The Columbia Co. had been located in the Tribune building for the past six years, but these quarters were outgrown a long time since, and more space was found absolutely imperative. In its new home the company has the space that it needed so badly, and, in addition, has plenty of room for expected expansion.

The work of moving was looked forward to with dread a few months ago, but when the day finally arrived it was soon apparent that there was

no cause for alarm, as there was very little to move, except the personal belongings of the employees. No furniture of any character was carried over from the old home in the Tribune building, as new mahogany office furniture had been purchased for the new home, and all was in readiness for the arrival of the employees. As a result of these detailed arrangements, the employees were all busy at their desks one day after they arrived in their new quarters, and the new offices were in "ship-shape" order by the first of this month.

In its new home the Columbia Graphophone Co. has an ideal arrangement and lay-out of offices that is conducive to the production of high-speed work by the members of the various staffs. A feature of the new quarters is the use of clear glass from one end of the offices to the other. From President Easton's handsome offices at the westerly end to the offices of the export department at the other, there is an unobstructed view of the officers and employees busy at their desks. This view is not only attractive, but affords a concrete example of modern efficiency in a successful business institution. Plenty of light and excellent facilities are among the other meritorious features of the new home of the Columbia Co.

"TALKER" USED TO SELL LAND.

California Land Development Co. Records Best Arguments of Head Salesmen and Delivers Them in the Form of Speeches to Gatherings of Prospective Investors—Best Salesmen Frequently Unable to Talk Convincingly.

(Special to The Talking Machine World.)

San Francisco, Cal., May 6, 1913.

The phonograph has been adopted by a California developing company in selling its property. The company has found comparatively few men who could get up and talk the property of the company in a convincing manner before a critical crowd of men and women who were hanging on every word and were keen with questions.

The best salesmen have proved failures when they got up to talk. In their offices or before small gatherings they had many convincing arguments to advance on the merits of their company's property.

To overcome this difficulty the company had the various head salesmen record their line arguments not only for the use of prospective buyers but for the education of budding young salesmen.

At large gatherings the phonograph was brought out and the recorded voice of the star salesmen flung at the people. There was no break in the talk nor any embarrassment, the trouble with most salesmen. Neither could critical persons ask questions of the machine. They listened to the well prepared speech, which did not overlook any good thing about the property.

The company is said to have increased their sales considerably since the innovation was introduced. It has also facilitated the work of instructing the new salesmen.

The man who takes life philosophically grows old gracefully, but seldom amounts to much.



Located on 20th Floor of World-Famous Woolworth Building, New York.



What would Edison's genius amount to without public appreciation? It would amount to no more than your business would without customers.

The inventions of Edison are great because the public has confidence in them. Your business has been successful for a similar reason—because you've sold legitimate goods at a legitimate profit.

The Blue Amberol Record is Edison's latest big contribution to the phonograph business and the public has shown its appreciation by buying it about as fast as it can be made.

Then why not turn the public's appreciation of Edison's genius right into your pocketbook by featuring the Blue Amberol?

The Blue Amberol

Its wonderful playing qualities, its long wear and sweetness of tone have swept enthusiasm throughout the country. Its rapid growth in popularity and volume of sales is having its effect upon every product of the Edison line.



Amberola V

a medium priced phonograph with concealed horn is the latest model to ride along on the wave of Edison business. Handsome in design, equipped with the diamond point reproducer and other Edison features its tones have that fullness and clearness that characterize the higher priced models : Amberola I and III.

The wise dealers are seizing this opportunity now. If you haven't done so write to your jobber without delay.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.



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NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, MAY 15, 1913.

THE generosity and foresight of the Victor Talking Machine Co., manufacturers of talking machines in Camden, N. J., is manifested afresh and in a practical way, in its plans just announced, of looking after the interests of its army of employes, which now consists of more than fifty-four hundred people.

As announced elsewhere in this issue, the Victor Co. has organized a co-operative beneficial association in which all the employes are enrolled. Through the generous arrangement on the part of the company the employes in case of sickness or death will reap benefits greatly in excess of those they would receive were they themselves providing the entire support of the organization. The dues of members have been placed at twenty-five cents a month and the company will not only bear all maintenance expenses, but will pay into the association treasury each month an amount equal to the dues. The Victor Co. will also pay a death benefit of \$500 to the heirs of employes who have been in its service five years or more. It will also adopt a generous pension plan.

In view of the epidemic of strikes which have been brought about by the pernicious agitation of labor leaders bent on creating as much trouble as possible for employers, it is refreshing to find a body of workers who understand and appreciate the value and importance of co-operation between employer and employe, and who are fortunate in having the Victor Co. as employers.

Despite the radical utterances of professional labor agitators the interests of capital and labor are one. One without the other is powerless, and where both work harmoniously the best results accrue. The Victor Co. is to be congratulated on this generous move which means so much for the future of its employes.

IN these days when progressiveness and radicalism are dominant in governmental affairs it behooves talking machine men to be on the alert in opposition to the reintroduction of the Oldfield bill, or any other similar measure which threatens to undermine price maintenance.

The proposed patent revision bill which was engineered by Mr. Oldfield in the last session of Congress, and which was so strenuously and successfully opposed by talking machine interests and other prominent industries throughout the country, is the subject of a very illuminating analysis by Gilbert H. Montague, of the New York Bar, which appeared recently in the Harvard Law Review. It is a very able and exhaustive review of patent conditions and needs. Its closing sentences referring to the report of the Committee on Patents is worth quoting and studying:

"In its zeal to insure the non-enforcement of license restric-

tions, the committee proposes by the substitute Oldfield bill to enforce solely against patent owners a Draconian code of business practise which is not and never has been imposed upon any other class of property owners. Litigation under the Sherman Anti-Trust Act turns frequently, if not generally, upon close questions of law. By a salutary result of the existing law, property which is not in transit does not become forfeited, in the event that a combination in restraint of trade is found to exist. The substitute Oldfield bill, however, provides that under such circumstances all property in the form of patents involved in such litigation shall be forfeited, while all other forms of property shall remain unaffected. Under the provisions of the bill, the vendor of any patented article becomes a criminal, if he attempts to secure a year's business as a condition of selling to a retailer; if he attempts to hold the retailer to his agreement to buy his patented goods exclusively or to a certain extent; if he attempts to hold the retailer to his agreement to maintain a standard price on the patented goods; if he licenses the use of a delicate patented machine on condition that it be used only with specially prepared supplies or in continuity with specially adapted machinery necessary to insure perfect operation; if he avails himself of the quality of his patented inventions to induce licensees to use his machines, either exclusively or in part, for all their needs; if he agrees with a retailer in a town to sell his patented goods to no one else in the same town or to sell to other retailers only on less favorable terms, in consideration of which the retailer shall push the sale of the goods; or if he sells his patented goods in any particular territory at a less price than he sells elsewhere. Each of these transactions, which good morals and honorable business practise, to-day and from time immemorial, have always sanctioned, is made by the bill conclusive proof of the violation of the Sherman Anti-Trust Act. The fact that the transactions might reasonably be shown to have no tendency to restrain trade cannot save the unlucky patent owner, for the bill expressly provides that 'restraint shall be conclusively deemed to have been or to be unreasonable and to be in violation of the provisions of said act' (i. e., the Sherman Anti-Trust Act) as to any party who performs any of these transactions. The penalty which the patent owner may suffer for doing any of these things is the forfeiture of his patents, a fine of five thousand dollars and a year's imprisonment; and the payment of threefold damages and the costs of suit and attorneys' fees to anyone who comes in within three years thereafter and proves any damage.

"The substitute Oldfield bill forbids only patent owners to do these things, and expressly leaves the owners of every other form of property absolutely free to do any of them. Unlucky patent owners caught in the net may reflect that if they had only dealt in unpatented goods, instead of spending time and money developing new inventions, which their patents publish to the world, to the end that in seventeen years the world may use them without cost, they could have avoided all their misfortunes. Is this the way by which Congress seeks to 'promote the progress of science and useful arts?'

"Some amendments in the patent law are certainly needed. Few will disagree with the House Committee on Patents that some legislation, other than that proposed in the substitute Oldfield bill, is required, 'amendments, specifically in the patent law, and particularly some radical changes in the administration of the patent law, both in the courts and in the Patent Office.' The committee continues: 'As respects the courts: two vital changes are essential—the present method of trying patent cases must be abandoned for a new one and a court of patent appeals must be established. * * * Changes should be made in the equipment and organization of the Patent Office to increase its efficiency and to secure for the public and inventors whom it serves the best possible service.' By changes of this sort; rather than by the radical innovation proposed in the substitute Oldfield bill, will the patent system of the United States be improved."

As Mr. Montague very aptly says, the attitude of Congressman Oldfield and his associates is not one that tends to "promote the progress of science and useful arts." On the contrary, the passage of any measure similar to that proposed by Mr. Oldfield would demoralize business, undermine prices and work an injury to American art and commerce.

The Artistic Development of the Talking Machine.

WITH every year the artistic development of the talking machine becomes more apparent, and its mission as an uplifting factor in the musical world is being recognized in an impressive way. It is noticeable that lecturers on musical subjects throughout the country are paying tribute, in a very enthusiastic way, to the influence of the talking machine as a stimulator of musical appreciation.

If one were to have predicted ten years ago that the talking machine would have assumed its present artistic status he would be laughed at, for only the most optimistic and enthusiastic believers in the talking machine at that time deemed it would be anything more than a very satisfying musical toy. The comparatively few, who had faith, however, must be gratified at the wonderful work being accomplished by the talking machine in inculcating a love of the best in music.

To-day the most celebrated artists in the instrumental and vocal worlds deem it an honor to have their especial talents permanently recorded for the benefit and enjoyment of humankind. These artists are most particular, too, that the records of their voices, and of their playing, shall be absolutely perfect, and it is safe to say that many of our most noted singers are heard to greater advantage through the talking machine than in the opera house or concert hall.

Some noted artists who consider it a reflection on their prestige if asked to attend opera rehearsals are not averse to make several "masters" so that a perfect record of their singing may be secured. This in itself demonstrates how these artists value the talking machine as a means of bringing their voices and especial talents into the home.

Indeed, some of the most enthusiastic admirers of the talking machine are distinguished musicians. One of them recently said that he "learns something every time he plays a record." If it helps a teacher of the eminence of the man referred to—and he is an international figure—what a wonderful influence it must have on those young people who have scarcely ever heard a good song well sung, and who have little idea what a good orchestral organization sounds like, or the playing of a great pianist, violinist or 'cellist? To these people the talking machine is an educator, whose value is not always fully estimated. For the latent love for music must be stimulated in the home by some degree of knowledge of the works of the great masters, and this is made possible through the talking machine.

We venture to say that no other influence to-day is doing more to develop musical taste in this country than the talking machine, and we say this with a full appreciation of the wonderful work that is being done by our great orchestral organizations, musical clubs, singing societies and other musical artists that are bringing music to the people.

It is true there are still some critics who are fond of speaking of "canned music" and its "debasing influence," but it is notable that the people who buy talking machines, no matter what their

initial musical preferences may be, in a very short time buy the records of well-known singers who are heard in high-class musical numbers, and these records form a permanent library for their benefit and instruction.

It must be remembered that a love for music comes only through familiarity with the music itself, and herein the mission of the talking machine has been most effective. It not only pleases and entertains, but it enables those who hear music through this medium to comprehend it and so grow into a liking for it that is productive of results in an educational way that is truly remarkable.

It is not difficult to ascertain how powerful is the influence of the talking machine in the home. To-day, millions of people who never attended an opera, or heard great artists in concert or recital, discuss, with interest and intelligence, the singing, style and phrasing of the famous artists of the world. Their relationship with these singers is as intimate, thanks to the talking machine, as if they heard them in the concert hall or in the opera house.

This is a wonderful achievement—so great, in fact, that we wonder it has not received even a greater recognition than it has.

When the historian of American musical development gets busy in years to come he must record that no one factor has been so influential in stimulating a knowledge of and a love for music in this country as the talking machine.

It is the talking machine that has encouraged the desire among people in the smaller cities and towns for the hearing of operas and concerts. It has so developed their tastes that they want to hear in person those artists with whom they have become so pleasingly acquainted through the medium of the talking machine.

The directors of the opera companies should really pay a bonus to the talking machine manufacturers for the wonderful work they are doing in educating the American people to a greater appreciation of opera and the singing of the great artists who are under contract with them.

Of course the influence of the talking machine would be absolutely nil had not its manufacture been so improved and perfected that one is enabled to hear a reproduction of music that is satisfying.

In recording especially innumerable minor details have been given such attention that to-day one is enabled to hear some wonderful "photographs" of the voices of the great artists and orchestral organizations of the world.

While the talking machine has been steadily improved, yet it is bound to attain a still greater height in the artistic field, and all over the world many minds are working with the result that within a few years more it is not improbable the talking machine will have reached a new apex as a musical and artistic factor in the community.

THE announcement is made elsewhere in this publication that the American Graphophone Co. has voluntarily increased the rate of compensation of its employees eight per cent., and that half-holiday Saturday would in future be in order. It was, of course, welcome news for the employees of this big talking machine company.

Such an announcement emphasizes a desire on the part of the directors of this institution to share profits with employees.

The American Graphophone Co. has enjoyed an unusually heavy demand for its products in various sections of the country, and by taking this course and granting an advance in pay and a reduction of working hours a broad and generous spirit is shown, and if such a plan were followed generally it unquestionably would do away with many of the labor troubles which seriously interfere with the systematic movement of trade.

President Edward D. Easton and his associates have given the most gratifying kind of news to their employees, and without question it will mean a hearty co-operation on the part of the

Columbia working forces, because the men must show their appreciation of such substantial recognition on the part of their employers.

In discussing this matter with The World President Easton remarked that the growth of the Columbia business during the past twelve months had been surprising, and that he felt that this act would show an appreciation of these conditions and would develop a close relationship between the business and factory workers.

Last year the percentage of the increase in Columbia business was very large, and the first four months of the present year indicate a steady growth, and April scored the best record of any month of April during the existence of the business.

The increase is particularly noticeable in the higher-priced Columbia products, and with the splendid campaign of live, virile publicity which the Columbia Co. is effectively carrying on it is but fair to assume that the business will be materially augmented as the year advances.

VISIT OF GRAND OPERA CO. HELPS ST. LOUIS TRADE.

Affords Opportunity for Some Effective Advertising on the Part of the Leading Concerns—
Local Columbia Territory Augmented—F. K. Dolbeer a Recent Visitor—Silverstone
Music Co.'s Publicity—Shortage of Victor Machines Complained of by Aeolian Co.

(Special to The Talking Machine World.)

St. Louis, Mo., May 11, 1913.

Local talking machine trade is in excellent condition except as Victor dealers are affected by the shortage of machines. Record trade on all lines has been above par, according to reports. The tour of the grand opera company in the St. Louis trade district and the local visit served as a stimulant to both retail and wholesale trade. Practically every dealer shared in this trade.

Manager Reid, of the Columbia Co., remarked on the addition to the territory of the local store and the general increase of business without considering this added field. St. Louis has been awarded parts of Arkansas, Kentucky and Tennessee that previously were handled from the Memphis store.

Harry Levy, of the Aeolian Co., and the Koerber-Brenner Music Co., report Victor trade running to the limit of the supply of machines. Several applications for agencies in small towns recently have been denied because they could not be supplied.

Kleekamp Bros., Grand avenue and Arsenal street, have added the Edison disc line to their talking machine offerings.

Lairs Bros.' Furniture Co., of Charleston, Mo., recently have sent to the Columbia store here samples of a monthly bulletin service instituted by them that has increased their trade immensely.

On the occasion of the recent visit of J. T. Rogers, traffic manager of the Edison Co., to this city to meet with the Western rate-making committee, the Silverstone Music Co. supplied a disc machine and records for the entertainment of the railroad men during leisure moments of their extended session.

During the recent visit of F. K. Dolbeer, sales manager of the Edison Co., to St. Louis, Mark Silverstone's little son came to the store. He watched for some time and became impressed that the visitor was of more than ordinary importance and his four-year-old brain tried to solve the identity of the newcomer. Finally it occurred to him that the Edison disc was the most important topic he had heard discussed recently, and he walked up to the visitor and announced: "I know who you are. You are the Edison disc." The identification made a hit with Mr. Dolbeer, who felt greatly complimented.

George R. Long, a Belleville Columbia dealer, was a recent visitor at the store here.

The advantage of high class advertising is shown by the number of persons who have visited the Silverstone Music Co. recently and have announced that they were induced to investigate the disc machine by reading the article printed in the reading pages of the Cosmopolitan Magazine, which is an advertisement only as it tells of Mr. Edison's achievement.

"We are feeling the effects of the recent flood now more than at any other time," declared Harry Levy, manager of the talking machine department of the Aeolian Co. "We have had more trouble with shortages of machines in the last few days than at Christmas time; the only difference is that the customer is more content to wait and the distressing shipping conditions makes explanations sound plausible. We are short of almost everything above IVs. We have no VIII or IX styles and XIV and XVI shortages are chronic.

"As to business we have no complaints. While trade has seemed a bit slow we have had all we could handle and have been forced to decline some orders from small centers, where it did not seem wise to establish agencies during the present condition of the supply of Victor machines. Of course we expect when the new models soon to be placed on the market come and freight traffic adjusts itself that we will be able to supply all comers. This condition should not continue."

The visit of the grand opera stars to St. Louis

gave an opportunity for some classy talking machine advertising, and the Columbia Co. grabbed its share of it. This company was very fortunate in having seven of the stars who sang here on their record list, and enjoyed a splendid sale during and after the concerts. By request Columbia machines were placed in the rooms of several of the singers at the hotels, and Messrs. Dufranne and Scott visited the Columbia store to hear records and to see the various machines. Mr. Dufranne first saw the new Columbia Grand on his visit to the store, and after looking it over and

VALUE OF WINDOW DISPLAY.

New York Talking Machine Co. Utilizing Space to Good Advantage to Interest Public.

In accordance with its desire to always have its show window represent the very latest ideas in window decoration, the New York Talking Machine Co. shows each month the Victor show card de luxe, featuring various selections by world-famous artists, or the artists themselves. This month's show card, No. 22, which has been on display in the company's show window the past ten days, has attracted considerable attention by reason of its artistic arrangement and well-balanced display.

This display card features the portrait of Caruso in the center, with the autographed testimonials and photographs of Farrar and Gadske on both sides. These testimonials from two famous operatic stars are entitled "What Farrar (or Gadske) says," and give brief talks on the merits of the Victor records and machines, as observed by these artists. These autographed signatures are in bold, clear type, which can be easily read by the passers-by and thereby hold the attention.

HEXT CO. OPENS IN GREELEY.

The Hext Music Co., of Denver, Col., has opened a branch in Greeley under the management of E. E. Harbaugh. In addition to a full line of pianos, it is handling the Victor and Edison talking machines and has established very attractive quarters.

hearing several of the other records on it, pronounced it an unparalleled success. "I never have heard anything like it," he said. Sales Manager Byars reports an excellent business in records and good general results from the advertising.

Manager Irby W. Reid, of the Columbia Co., is much pleased with the outlook so far. "On one Saturday during April we passed as much business as often has been done in one-half a month before," he said. "We closed last month far ahead of any previous March, and prospects are splendid. We sold 33 dictaphones to the Norvel-Shapleigh Hardware Co., one of the very large jobbing concerns of the West, an order of which we are very proud."

Mr. Reid reports a come-back sale on the Ysaye record sale after his concert here was regarded as a closed incident. The later sale rolled the total above 500.

"TALKER" PUBLICITY DOMINATED

In the Advertising Carried In the New York Newspapers During the Past Month.

A feature of the advertising carried by local newspapers the past month has been the preponderance of talking machine publicity, as compared with other lines of trade. Not only have department stores carried frequent and lengthy advertisements on the merits of the talking machine, but leading dealers throughout the city have been constant users of "printers' ink."

A most pleasing feature of this intensive advertising is the fact that the majority of copy exploiting the talking machine and records is unusually forceful for newspaper advertising and well qualified to bring excellent results. An example of this local advertising is furnished by the excellent copy that Landay Bros., the prominent Victor distributors, carry each day in the newspapers. This publicity is not only of benefit to the advertiser, but to the trade in general, for it assists in maintaining public interest in talking machines the year round.

MADE SPECIAL DISPLAYS.

The talking machine and piano dealers of Los Angeles, Cal., took advantage of the opportunity to make special displays of instruments in their lines during the recent Los Angeles Fashion Show, conducted under the auspices of the prominent department stores and dry goods merchants of the city for the purpose of acquainting the public with the latest spring styles in ladies' dress.

IN the clinches you can rely upon the Ditson Victor Service. Profits are contingent upon *our fast work*—and we know it.

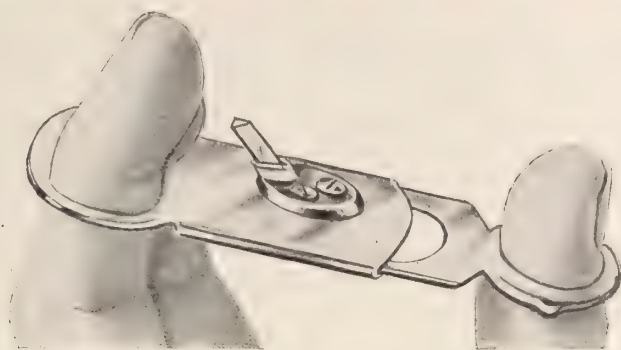
STOP saying to your customers: "We haven't got it," because you can get it from **DITSON**.

FAST Victor service is our aim and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company, Boston, Mass.



You can't help selling

"No. 14" The Dollar Needle Cutter

- People Want** a cutter that does not waste the needle—"No. 14" is guaranteed to point any needle at least FOURTEEN times.
- People Want** a cutter that will give a perfect point—"No. 14" is guaranteed to produce a sharp, clean, even point every time.
- People Want** a cutter that will stand up to its job—"No. 14" is guaranteed not to get out of order—to be fool-proof and wear-proof.
- People Want** a cutter that is easy to use—"No. 14" is so simple that nobody can use it wrong—just slip in the needle and snip!
- People Want** a cutter that is compact and good-looking—"No. 14" is both. Fits the vest pocket—handsome, small, well finished.
- People Want** a cutter at a reasonable price—"No. 14" sells for ONE DOLLAR—\$1.25 gold-plated—and leaves YOU a handsome profit.
- People Want** "No. 14"—that's the solid truth of it, and you can't help finding it out for yourself if you'll make one experiment.

Give the People what they want—in a needle-cutter that means give them "No. 14"—a perfect cutter at a reasonable price.

Sold through distributors. If yours can't supply you send us your order and we'll have it filled for you.

Send in that order—delay is expensive.

Condon - Autostop Company

Manufacturers of Talking Machine Accessories

26 Front Street, New York



The Columbia supplement for June features records by Bonci, Felix Weingartner, Chauncey Olcott and Scharwenka. It would be a rather forgetful salesman who would let a customer out of his store without selling him records by every one of these artists.



**Columbia Graphophone Company
Tribune Building, New York**

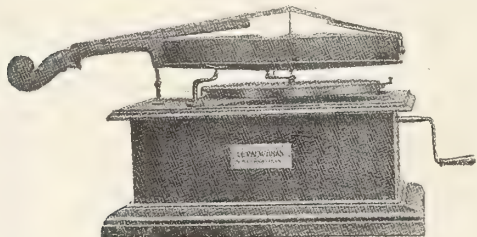
NEW TYPE OF TALKING MACHINE

Called the Palmodian, "The Violin Which Sings," Introduced by H. O. Buffet, a Frenchman, and Which Contains Novel Features.

(Special to The Talking Machine World.)

Paris, France, May 1, 1913.

H. O. Buffet, Conde-Sur-Noireau (Calvados), is advertising a new type of talking machine called the Palmodian, "the violin which sings," which, as can be seen from the illustration, is something unique. It is made in three styles—Model A, alto; Model B, 'cello; Model C, violin. This talking machine has a carbon microphone, an apparatus for magnifying sounds of the faintest character by variation of pressure at loose contact. When the loose carbon is jarred by the sound to be magnified, there is a rapid variation of pressure pro-



The Palmodian.

ducing a similar, or louder, sound. This is along the lines of the principle employed in the ordinary carbon telephone transmitter.

The Palmodian has neither diaphragm, horn, nor tube for the ears. Disc records and sapphire are employed, and the reproduction is said to be marvelously true and lifelike of the voice, as well as the orchestral instrument it is fitted with in the different models.

This new instrument was presented for the first time at the Sorbonne during the fiftieth congress of the Learned Societies at Paris, and attracted considerable attention from the scientists who were in attendance.

FOLDERS FOR EXPORT TRADE.

Recent literature issued by the Columbia Graphophone Co. includes several Spanish folders for export trade and a sixteen-page folder for domestic trade, featuring a partial list of recordings in the Columbia library rendered by prominent operatic and concert stars. One of the folders for export trade is devoted to the new records recently in, made by Bonci. This folder is very attractive and artistic, and in keeping with the high-grade character of the records featured in its pages. The other folder for export trade consists of a twenty-eight-page supplement dated July of this year, and introducing to the Columbia Co.'s Spanish-speaking representatives the new records by Ysaye and Bonci. This supplement for export trade is one of the most complete of its kind ever presented to the trade and contain a comprehensive variety of records which are certain to appeal to the customers of the Columbia Co.'s export representatives and dealers. The partial list of the recordings by concert stars and operatic artists for domestic trade is valuable as a work of reference for Columbia dealers.

HOW CO-OPERATIVE WORK HELPS SALES TO SCHOOLS.

The Splendid Work Accomplished by Fred E. Lane, Manager of the Eclipse Musical Co., in Cleveland, and His Talented Wife Has Increased the Interest in the Talking Machine and Its Use and Appreciation in the Schools.

(Special to The Talking Machine World.)

Cleveland, O., May 10, 1913.

Fred E. Lane, manager of the Eclipse Musical Co., is greatly interested in educational matters and is making every effort to secure the attention and consideration of the teachers of Cleveland in the introduction of musical instruction in the schools.

Ruth McTammany Lane, the wife of Mr. Lane, has been instrumental in his placing Victrolas in the schools, when otherwise the sale would have been delayed, or not have been made at all. Mrs. Lane is gifted with a fascinating voice of genuine musical expression, and all who hear her are delighted and charmed.

In an interview Mr. Lane explained his plan of work as follows: "When calling upon a school I find that the principal most generally expresses herself with, 'Yes, I know about them, they are a fine thing and I wish we could have one, but you see we have no money.' It is right here that Mrs. Lane forms an important entering wedge in bringing about a sale. She shows dozens of programs of concerts that have been arranged and given in other schools successfully, and where the entertainments have netted the schools more than enough to buy a Victrola and all the records desired. I then arrange to come with Mrs. Lane on an afternoon set for the occasion, and with the pupils gathered together in an auditorium, each having paid five cents admission, which, with the school of 1,400 pupils, brings this item alone to over \$50 for the school. The scholars having all assembled, I play the Victrola while Mrs. Lane sings several groups of songs to the enjoyment of all the children. In the meantime I have planned a big concert, wherein the pupils' mothers, fathers and friends may attend. These evening concerts are planned and executed very easily. The school always has a good lot of talent ready to put in without any trouble to the teachers, and with Mrs. Lane's voice and the rendering of the Victrola,

makes an elaborate entertainment for ten cents, and with an 800 attendance makes \$80. This, added to the \$50, makes an ample sum for the school to secure the instrument. I am planning to



Ruth McTammany Lane.

call on the schools where I have sold Victrolas after six months, with the suggestion that another concert be arranged to obtain money to purchase records.

W. H. BYARS GOES TO CHICAGO.

Promotion for the St. Louis Manager of the Columbia Co., Who Has Made a Splendid Record in St. Louis.

(Special to The Talking Machine World.)

St. Louis, Mo., May 10, 1913.

W. H. Byars, retail sales manager of the Columbia Co. here, has been notified of his transfer to Chicago about June 1. The change is a marked advance for Mr. Byars, both as to salary and the force handled. Mr. Byars, since he took charge of the retail sales at the Columbia, has made that department noticed by every musical selling concern in St. Louis. While no figures are given, it is known that Mr. Byars is credited with trebling the sales in his department while connected with the store here.

ARTHUR D. GEISSLER IN NEW YORK.

General Manager of Talking Machine Co. Reports Excellent Business in Chicago.

Arthur D. Geissler, general manager of the Talking Machine Co., of Chicago, the prominent Victor distributor, was a visitor to New York last week. Mr. Geissler visited the Victor factories at Camden, N. J., and contemplates leaving for Chicago at an early date. He reports splendid business with the Victor products in Chicago, and reports that his company still has on file many unfilled orders for the various types of Victrolas. This shortage of stock particularly applies to the Victrola XVI at \$200. Mr. Geissler states that the demand for this model is a fair example of the general trend of trade in the Middle West toward the higher-priced styles of machines.

SOME ASPECTS OF MUSIC AND THE GRAPHOPHONE.

Selection of Records that Appeal to Public Taste No Light Matter for Consideration—
Approximates the Music Publisher's Line in Its Appeal to the People.

By G. C. JELL, Chairman of Record Committee, Columbia Graphophone Co., New York.

If you ask me what should be the guiding principle of musical selection and editorship as applied to recording affairs, I should say it largely harks back to the time-honored proposition that "the voice of the people is the voice of God." It is the great mass to which the record editor must address himself, a mass which, however inarticulate, has a certain means of making its desires known. The desire of the many for music that appeals to them must have the right of way over the desire of the comparative few whose interest is bound up in the academic forms—in the music of the intellect as distinguished from the music of the emotions, and, in short, such various forms of "classical" music as the average man understands to be music which he cannot understand, a statement with which he generally dismisses the subject. In the record business, as in many other situations in life, there is safety in numbers.

Generally supposed to be parallel with the concert platform, the opera, musical comedy and vaudeville, the record business as a matter of fact much more closely approximates the music publisher's trade in the manner in which it must respond to public impulse, while at the same time guiding and directing this impulse wherever it is possible. The problems of the concert manager, while no doubt serious enough to him, are decidedly different from and undoubtedly less complex than those of the record editor. A giver of concerts appeals to a certain distinct and well defined portion of the public. They go to hear an entire program by an artist, or a group of artists, some part of which program will please them and some part of which probably will not. If they do not like one number they can go on to the next, which will most likely please them better. It is all in the evening's entertainment, and the money is in the box office (or, at any rate, it ought to be). The same applies more or less to opera, vaudeville and every other grade of public musical production. In record making there is an entirely different problem to face. Each record standing as an entity to be accepted or rejected must be, so to speak, a program in itself. There is no taking away a part of it and leaving the rest. Hence a record of a song that does not please at least a certain portion of the public or an acceptable song by a singer who does not please is likely to lie on the shelf.

Between the record editor and the baseball umpire there should be traced a decided fellow feeling resulting from the fact that no matter what either of them does he is fairly certain to succeed in at least one thing, namely, that of not pleasing somebody or other. As for the former, he it is who is likely to be regarded by the highly cultured musician as a low-brow of the most villainous type, whose imbecility of judgment is equaled solely by the execrability of his musical taste, and whom, on the other hand, the man who regards our ancient friend, "Little Annie Rooney," as a gem of classic lore, is quite likely to anathematize as a prig and an upstart whose high flown notions are likely to work dire havoc with his musical diet. There is still another and even more extreme class represented by the man who admits with a shudder that the coon song, the turkey trot, vocal and instrumental, and the various other species of the ephemeral tunes of the day are unescapable, however evil, but that apart from these there should be nothing issued that does not conform to the standard of the Beethoven Symphonies or the Wagner Tetralogy.

In a broad view of the situation, such as must be adopted, all three, begging their respective pardons, are wrong. The graphophone and the sound record, like all other commodities of universal import and utility, must appeal primarily, mainly and all the time to the average man, to say nothing of the average woman, and the average man is neither a musical sharp nor altogether a musical dunce. He is, as a rule, not especially interested in majors and minors, tonics and dominants; the chord of

the diminished seventh may fairly shriek at him and he knows it not. He does know, however, that certain kinds of music give him pleasure. Through the medium of his emotions they appeal to him and cause the quickening impulse that everyone feels when strongly moved. He may recall songs that he learned at his mother's knee thirty, forty or fifty years ago—the simple tuneful airs that were played on the piano in his boyhood evenings at home—the ballads of his sweetheart days.

Briefly, what he understands as music to be sought for and enjoyed is melody—frank, free, unrestrained, singable, understandable melody, to which his pulse or his feet can keep time and on which his mind, wearied perhaps with many business affairs, can linger with satisfaction and comfort. Of the classics he accepts such as by their nature he can easily digest, and the more he can be made to hear of them the stronger and more avid his digestion becomes. But he is a brave man who would set before him in recorded form the



G. C. Jell.

complex tonalities of the "moderns" in anything but homeopathic doses. Outside of the jingles of the day, it is the melody that has stood the test of time that perennially interests and delights him.

And, after all, is he so very far wrong? Though my personal taste may not quite always coincide, I candidly admit my sympathy with his point of view. Proverbially and every other way life is short enough, and in the average sane, normal life there is a very great deal beside music to be thought of. When the time for music comes, in such a life, music is a matter of melody and the simpler harmonies, and who can say that it should not be?

To a great extent familiarity is the keynote in an appeal to public musical taste, and though to the professional musician the song that he sings for years on end, or a composition that he plays a thousand times over, may become trite, commonplace and banal, as a matter of fact, it may be and probably is nothing of the sort. It can be safely reckoned that in everything that has defied through the years the acid test of public forgetfulness, there is the germ of some inherently deep and lasting merit, however elusive, some invincible element of human interest, something that is close to the heart of humanity and stirs its mighty beat.

If in addition to this virility it has the elements of beauty, and in words or in sensuous melodic outline, a distinct emotional appeal to a public, which, in its off hours, feels to a much greater extent than it thinks, we need not go far to find an explanation for musical immortality and perpetual sale. The extent to which the professional musician realizes this and arranges his programs accordingly very often spells the difference between success and failure. There is this difference between the concert and record program, however: of what he hears, the concertgoer retains in

his mind that which he likes and forgets the rest, but pays for it all. Of the records he hears he takes away perhaps those that he likes, but he leaves the rest behind unpaid for.

Nevertheless, it is by opening up new avenues of musical appreciation that real progress is made, and such must be our object to every degree that business expediency will permit, and by inducing, however gradually, a permanent taste for what is truly great and enduring we build an asset for ourselves that grows with the years and makes for continuous advancement and prosperity. As before stated, it is in the end largely a matter of familiarity. Contrive to make a man listen to anything four or five times and almost invariably he will grow to like it if it is good. He may even come to tolerate it if it is bad, though not for long. To this end the classics that are nearest the heart of a majority of true music lovers must be drawn upon with more or less frequency.

For the most part, however, we are, it is true, more interested in giving the average man the airs that he has been humming and whistling since childhood than in telling him why Beethoven wrote the second movement of his Fifth Symphony.

ENTERPRISING COLUMBIANS.

Fletcher Bros. Pushing the Edison Line with Great Success in Nanaimo, B. C.

Fletcher Bros. conduct an artistically arranged store at Nanaimo, B. C., Canada, where they are at present featuring the Edison disc phonograph to splendid advantage. They have a large double store, and also a hall capable of seating 150 people about the store, where concerts are given once a month. H. R. Skelton, the Edison representative, who recently visited Fletcher Bros., is quite enthusiastic over the energetic manner in which this concern is pushing the Edison disc phonographs. They are catering to an expanding clientele.

The J. L. Hudson Co., which conducts a large department store in Detroit, Mich., has purchased the retail store of the Farrand Co., which handles pianos and Victor and Columbia talking machines. The company will continue to do business under the same name.

Learn to be a good loser. A reverse of fortune dismays the wise man no more than would a change of the moon.

"DUSTOFF" RECORD CLEANERS

Get into the minute sound grooves of the record as nothing else can because of the special processed high-nap cleaning fabric employed. "DUSTOFFS" cannot scratch the record and to use it is only necessary to simply brush across face of record a few times.

The use of "DUSTOFFS" before playing ensures a wonderfully clear and distinct tonal reproduction free from blurs, scrapings or harsh sounds, and moreover through the removal of the dust and dirt in the reproducing point track lengthens the life of the record.

"DUSTOFF" RECORD CLEANERS 15c. Each
(In Canada 25c. Each)

Each in Two Color Carton

A very liberal trade discount applies.

"DUSTOFFS" can be used on Victor or Columbia or any other records.

YOUR JOBBER CAN SUPPLY YOU or write us direct.

"DUSTOFFS" are excellently adapted for use as advertising media with your ad reproduced on labels on holders of cleaners. Write for details.



Minute Shine Co.
Sole Mfrs.
284 W. Canal St.
Providence, R. I., U.S.A.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

Boston, Mass., May 8, 1913.

The first banquet of the Business Building Club of the Columbia Graphophone Co., held at the Hotel Thorndike, was a pronounced success in every way and the twenty-five charter members all had a great time. The evening was ushered in by the taking of a group photograph in the reception room, and then the party adjourned to the dining-room, where the several courses were interspersed with a few minutes of jollity, Thos. Lanagan giving songs and humorous recitations in the Scotch dialect; John Riley, tenor; C. H. Hicks, baritone, and R. P. Dinsmore, baritone, also contributing to this part of the entertainment. A good word is due William Martin, who accompanied the singers on the piano. Mr. Coursen told some stories that

tative of the company, responded with some very pleasing remarks, as did H. P. Dinsmore and Warren Brown, of the local office.

Much credit is due to the efficiency of the Social Committee for the great success of the entire affair. A very fine spirit of co-operation was evidenced by the management of the Columbia Co. in defraying one-half of the expense of the banquet.

One of the delightful innovations of the occasion was the excellent reproduction of the voice of Edward D. Easton, president of the Columbia Co., who offered his best wishes and congratulations through the medium of the Dictaphone. A very enthusiastic letter from George W. Lyle, general manager of the company, was read and applauded.

After cheering and recheering the manager of

lena, Miss Ivy Scott and George Parsons, and they got well-deserved encores for their fine work. Following the entertainment there were refreshments. The Associates are all agog over the summer outing, which will be held on June 17 at Crescent Park, R. I., just outside of Providence. Friend Chamberlain, manager of the wholesale department of the Eastern, has the program in charge and he is putting in a lot of good work looking to a successful outing.

Enlarge Talking Machine Department.

George Lincoln Parker's already large department devoted to Victor and Edison goods has had to be enlarged, and another good-sized room has been added to the suite which is ably managed by Charlie Trundy. The quarters now consist of four rooms, well furnished and admirably adapted to exploiting the qualities of talking machine goods. Mr. Parker is having considerable of a call for the Edison disc machine; and, fortunately, there is not as much scarcity of records now as there was a couple of months ago. The list is one that Mr. Parker's patrons fell highly satisfied with.

Working Out Window Display.

T. Norman Mason, to whom the credit is due for the tasteful window arrangements of the Columbia Co., is just now working out the details of a display which will include a nine-foot canoe which will float on real water, no glass or mirrored illusions, but the real thing for which the window has to be converted into a veritable tank. Of course there will be a happy couple in the craft and also a Grafonola, the picture being an exact reproduction of a scene that one may see any Saturday or Sunday afternoon on the Charles River.

School Proposition Looms Up.

The school proposition is looming up large with the Eastern Talking Machine Co., and W. J. Fitzgerald is hustling to install Victor equipments, and his efforts are meeting with the greatest success imaginable. He says that Cambridge schools are entirely equipped with Victors, and a concert given lately in Sanders' Theater, under the direction of John B. Whorisky, supervisor of music, was to defray the expenses of a Victor equipment in one of the large schools of that city. He also tells, in his usual interesting fashion, of a concert that was given under the supervision of Mr. Chase, the superintendent of music in the Malden schools, in the Malden High School by the pupils, to meet the expenses of a Victor outfit, and the result of the concert was that the school was able to purchase a \$200 Victrola and \$150 worth of records. Fitzgerald says that by the time the school term will have ended, his department will have some interesting data to show as to thoroughness of school equipments.

Charles F. Atwood to Remove.

Charles F. Atwood, who has had his Victor quarters at 207 Boylston street for about a year past, is giving up his lease at the end of this present month and going to take smaller quarters in the Walker Building, in Boylston street, where he has leased rooms on the third floor. Mr. Atwood's present quarters are expensive to run, and he will thus be able to conduct his business on a more economical scale.

Wedding Gift for F. R. Erisman.

Fred R. Erisman, of the Columbia Co., and his bride, who was Miss Nellie Brown, of Wilmington, Del., whose marriage was mentioned last month, have taken apartments in Jamaica Plain, where they are pleasantly located. The Columbia boys gave Mr. Erisman, as a wedding gift, a set of Flemish oak furnishings for his den.

Subway Building Hurts Trade.

The Victor department of the Henry F. Miller Co. had a very good business up to the time excavations began in front of this large Boylston street establishment for the subway which is to run under this thoroughfare. For some time the



Members of the Business Building Club of the Columbia Graphophone Co.

helped to get the company into a state bordering on hilarity. Following the dinner there was some speechmaking, the introductions being made by James S. Cahill, who acted as toastmaster.

The speakers included A. C. Erisman, manager of the Boston office of the Columbia Graphophone Co.; A. Y. Atwell, president of the club; F. R. Erisman, assistant manager of the company; James Holohan, vice-president of the club; J. T. Shaughnessy, treasurer; T. N. Mason, social director; W. E. Getchell, secretary, and the following members of the Dictaphone staff: W. Fred Hornsby, H. C. Golding, F. De Mond and A. B. Kierstead. J. F. Luscomb, the traveling represen-

the Boston office, the officers of the club and the many lady members of the staff of the Boston office who, unfortunately, are not included in the membership of the club, the event was brought to a close with a final cheer for A. C. Erisman, the manager.

Enjoyed Fine Entertainment.

The Eastern Talking Machine Associates enjoyed a fine entertainment a few weeks ago, the contributing talent being several members of the Aborn Opera Co., which was playing a successful engagement at the Tremont Theatre, next door to the Eastern's headquarters. Among those who entertained were: Dominico Russo, Miss Edith H.

P-E MONEY-MAKING SERVICE

The Wonderful Beauty, Smoothness and Clarity of Tone of the New

Edison Blue Amberol Record

MAKES NEW CUSTOMERS.
WINS BACK OLD FRIENDS.
PUTS DOLLARS IN YOUR POCKET.

They Won't Break; Don't Scratch, and Never Show Wear

Will you permit our Special Representative to call and explain the New Selling Plans which allow you to sample the Blue Amberol Record to your customers **FREE?**

Send us your name on a Postal and secure Exclusive Money-making P-E Service without cost.

BOSTON
66 Batterymarch St.

— THE —
PARDEE-ELLENBERGER
— CO., Inc. —

NEW HAVEN
96-104 State Street

P-E MONEY-MAKING SERVICE

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

surface cars have been diverted from Boylston street for a distance of three blocks, but this was as nothing to the huge cavernous depth that one now sees directly in front of the store. It is the Victor department of the business that feels the condition the worst, and there has been a noticeable falling off in the calls for records in the past few days. Meantime Manager White of the department is hustling about to keep the business up to the normal standard of this house.

Visits Victor Factory.

Harry Rosen has made some advantageous alterations and changes in his School street quarters, and his patrons are now better able than ever before to be served. Mr. Rosen lately has been on a visit to Philadelphia and New York, spending considerable time at the Victor factory at Camden. He also is planning a trip to Chicago in a few weeks, so as to familiarize himself with the talking machine business at other leading cities.

Interested in "What We Hear in Music."

The New England Conservatory of Music sent down to the Eastern Talking Machine Co. a few days ago for fifty copies of "What We Hear in Music," referred to last month as a volume that has proved of immense value in some of the schools of the cities, especially in Brookline. There is such a demand for this book that the Eastern offices often run out of an adequate supply.

Exhibition of Test Record.

Visitors to the Eastern Talking Machine Co. have been interested the past few weeks in the exhibition of a test record made by Dominico Russo, of the Aborn Opera Co., singing next door. The record was Tosti's "Ideale," and the quality of the reproduction was likened by many visitors to Caruso.

Breakfast to Columbia Music.

At the May breakfast of the Boston Parliamentary Law Club, held at the Hotel Lenox on May 6, James F. Kerr, of the Columbia Graphophone Co., was one of the guests, and during the program of after-dinner speeches by more or less prominent people he directed an enjoyable musical program on a Columbia grand. Everybody voted the Columbia entertainment one of the best they ever had listened to.

Install Talking Machine Department.

Frank Ferdinand, Inc., house furnishers in the Roxbury district of Boston, is one of the latest establishments to install a Columbia department. The company has furnished a fine suite of rooms admirably adapted to demonstrating Columbia goods, and for the short time this department has been open there have been many outfits sold.

Pardee-Ellenberger Co. Increases Staff.

The Pardee-Ellenberger Co. has found it necessary to add another man to the staff, and just the right person has been found in Robert C. Peck, who will travel through New England, making his headquarters, when in this vicinity, at the Boston office in Batterymarch street. Mr. Peck has had several years' valuable experience, having been with the A. S. Cook Co., of Woonsocket, R. I., who are large Edison distributors. Manager Silliman reports a fine business, especially in the Edison disc goods, and the only embarrassment is through the scarcity of records which are being called for faster than the agency can supply them.

To Interest Women's Clubs.

Miss Belle Jones, who has been associated with a talking machine department in one of the department stores, has been engaged by the Columbia Co., and will devote her time to enlisting the in-

terest of women's clubs and organizations in the Columbia proposition. Miss Jones already has made many friends and has made a good start.

H. L. Wilson, assistant general manager of the Columbia, is expected in Boston the latter part of this month, and will be entertained by Manager Erisman.

Great Concert in Montpelier.

Manager Arthur Erisman got an interesting account the other day of a concert that was given under the auspices of Buswell's Book Store at Montpelier, Vt., which was attended by 1,000 people. The entire concert was given by a Columbia machine, and for the dance that followed this instrument also furnished the music.

Ambassador Skelton Heard From.

H. R. Skelton, the able traveling man for Thomas A. Edison, Inc., is now in Butte, Mont., according to information just received from Manager Silliman, of the Pardee-Ellenberger Co. From Butte Mr. Skelton will go to Portland, Seattle, Victoria, B. C., and other places before turning his face homeward. He will be back about July 1. Everywhere he goes he finds business excellent.

Hurrah! for Baseball.

The Columbia boys played a great game of baseball on Franklin Field on April 19, which is a local holiday. The game was between the married and the single men, and the former won by 13 to 12. The boys were a tired-looking lot when the strenuous day was over, and Manager Erisman, in making home runs, got so used to lying down between bases that no one thought anything of it. They're all looking forward to the next game, which will be played on May 30, when the office will have a picnic which will be enjoyed at some near-by resort where there is a lake.

A few loud needle points recording BAGSHAW facts

First—OLDEST

The first talking machine needles were made in the Bagshaw factories at the beginning of the industry. 43 years manufacturing needles of various kinds.

Second—LARGEST

Over 63 million talking machine needles shipped in ten consecutive working days to customers in the United States. This is the world's record, and shows at a glance the magnitude of our facilities.

Third—BEST

Quality alone achieved this big business. While the first factor gave us our start, the "Best" reputation makes possible the "Largest" acknowledgment.

We guarantee Bagshaw-made Needles to be the best for any record

W. H. BAGSHAW, Lowell, Mass., U. S. A.
ESTABLISHED 1870.



If you want to know why the new Columbia Reproducer Number 6 was sure to bring about the revolution in the industry which it is bringing about, ask us to send you the new pamphlet we have just issued describing it in detail.



**Columbia Graphophone Company
Tribune Building, New York**

BLACKMAN HEADQUARTERS

**On Chambers Street Being Reconstructed—
Front of Establishment When Finished Will
Afford Attractive Display Windows.**

Contrary to its apparent resemblance, this cut below does not represent the beginning of any blasting or house-moving job, but instead the appearance of the front of the Blackman Talking Machine Co.'s headquarters at 97 Chambers street, New York, about the first of this month. By the time this issue of *The World* reaches its readers, the general appearance of the store will be doubtless considerably improved, but judging from this picture, it could stand this improvement, and then some.



Condition of Blackman Store May 1.

No, this wholesale demolition of the store-front was not caused by any desire of Mr. Blackman's to ascertain how perfect a representation his window could make of a scene in modern contracting "warfare," but due to the orders of the New York Highway Department to widen Chambers street. This necessarily meant a narrowing of the sidewalk, and Mr. Blackman took advantage of the offered opportunity to make plans for a much more artistic and attractive show window than he had before. The accompanying portrait hardly does the new window justice, for when completed it will be one of the most attractive windows in that district. No pillars will obstruct the view of the machines or displays shown, but a high and

deep window space will permit of the display of Victor and Edison products to the best possible advantage.

In addition to increasing the strength of its window display, the Blackman Talking Machine Co. is also increasing its available floor space by leasing the entire floor and basement it now occupies all the way back to Reade street, thereby increasing its area of floor space considerably. This additional room was badly needed, as the company had outgrown its present quarters some time since. A steady increase in business is the primary cause for the leasing of this additional area of space.

The special attention of readers of *The World* is called to the unique sign prominently displayed in the accompanying photograph. Further comment is unnecessary, as the sign proclaims a statement that permits of no argument, and should therefore be regarded as an axiom, not as a generality.

REMODELED VICTROLA VI.

Victor Talking Machine Co. Sends Out Important Letter to the Trade.

The Victor Talking Machine Co., under date of April 26, sent the following letter to its trade, notifying them that a new remodeled Victrola VI at \$25, embodying a number of improvements, is now ready for the market:

"We hand you herewith printed announcement of the remodeled Victrola VI, believing that the trade and public will appreciate very much the extra value which the Victor Co. is putting into this style. It will have, in the future, a twelve-inch turntable and is equipped with a suspended horn-amplifying compartment, the same as the higher-priced Victrolas, and the price remains at \$25.

"This offers you a fresh opportunity for a campaign throughout the coming summer months which will enable you to sell more instruments than ever before at this season. No matter if there already be a higher-priced cabinet Victrola in the home, every family can find good use in the nursery, in the summer home, aboard boat or in the country bungalow for a wonderful little instrument, such as this \$25 Victrola is. Think what it means to your record business to sell a quantity of this Victrola VI. Remember that anybody earning from \$10 a week upward can afford to buy one of these instruments, and these owners frequently prove more enthusiastic buyers of records than the owners of the higher-priced instruments."

OUR FOREIGN CUSTOMERS.

**Amount and Value of Talking Machines
Shipped Abroad from the Port of New York
for the Past Four Weeks.**

(Special to *The Talking Machine World*.)

Washington, D. C., May 9, 1913.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

April 15.

Berlin, 9 pkgs., \$149; Callao, 20 pkgs., \$205; 1 pkg., \$110; Colon, 10 pkgs., \$228; Havana, 3 pkgs., \$167; London, 41 pkgs., \$424; 100 pkgs., \$5,142; Port Barrios, 2 pkgs., \$225; Progresso, 45 pkgs., \$1,191; Savanilla, 15 pkgs., \$557; St. John's, 100 pkgs., \$100; Yokohama, 11 pkgs., \$581.

April 22.

Berlin, 12 pkgs., \$144; Calcutta, 6 pkgs., \$120; Colon, 4 pkgs., \$246; Havana, 13 pkgs., \$381; Iquique, 5 pkgs., \$211; Iquitos, 5 pkgs., \$233; Manila, 13 pkgs., \$1,025; Rotterdam, 3 pkgs., \$204; Santod, 5 pkgs., \$167; Savanilla, 5 pkgs., \$134; Singapore, 16 pkgs., \$453.

April 29.

Acajutla, 4 pkgs., \$185; Berlin, 10 pkgs., \$200; Brussels, 6 pkgs., \$133; Buenos Aires, 157 pkgs., \$12,313; Callao, 2 pkgs., \$171; Colon, 11 pkgs., \$322; Guayaquil, 3 pkgs., \$180; Havana, 39 pkgs., \$1,280; Iquique, 26 pkgs., \$1,487; London, 56 pkgs., \$2,769; Montevideo, 4 pkgs., \$230; Para, 9 pkgs.,



New Victor Victrola VI.

\$823; Port of Spain, 12 pkgs., \$177; Valparaiso, 2 pkgs., \$500; Vera Cruz, 10 pkgs., \$450.

May 6.

Amsterdam, 1 pkg., \$150; Batavia, 3 pkgs., \$187; Berlin, 15 pkgs., \$260; Cartagena, 7 pkgs., \$170; Guayaquil, 8 pkgs., \$217; Havana, 6 pkgs., \$150; 11 pkgs., \$588; Kingston, 4 pkgs., \$189; Limon, 5 pkgs., \$234; London, 152 pkgs., \$3,604; 7 pkgs., \$815; Manchester, 2 pkgs., \$459; Maracaibo, 12 pkgs., \$694; Para, 10 pkgs., \$732; Port Madryn, 4 pkgs., \$251; Savanilla, 21 pkgs., \$885; Valparaiso, 3 pkgs., \$118; 3 pkgs., \$157; Yokohama, 4 pkgs., \$169.

FAST PROGRESS ON ADDITIONS.

New Structures for Victor Plant Will Be Ready for Occupancy Before Fall—Changing the Map of Camden at Frequent Intervals.

A resident of Philadelphia, in commenting upon the growth of the business of the Victor Talking Machine Co.'s business in Camden and the consequent necessity of adding to the extent of the

The available open land for the erection of Victor factory additions gave out long ago and it has consequently been the practice since that time to buy whole blocks of buildings and raze them for the purpose of making room for new additions to the talking machine plant.

The accompanying illustration shows the progress being made in the erection of the latest additions to the Victor plant on the blocks shown some time



Progress of Work on Addition to Victor Factories.

company's plant at frequent intervals, so frequent that the construction work on one building is not finished before that on another is started, remarked that the Victor Co. changed the map of Camden about two or three times each year and hadn't begun to slow down yet.

ago in the World with the old buildings, some of them substantial and modern structures, still standing. The newer Victor structures buildings are being rushed with all possible speed and will be ready for occupancy in the early fall, in time to help out in handling part of the holiday rush.

INTERESTING TO TRAVELERS.

Forty-five inches is the longest trunk that may be carried as free baggage on railroads after May 1.

New rules also frown on the trunk with bulging

side or bottom designed that it must stand in a certain position, so gowns and hats inside will travel right side up.

It may be some time, however, before "freak" trunks can be refused. Notice is required to reject them lawfully.

SILAS E. PEARSALL COMPANY

*Victor Talking Machines
Victor Victrolas
Victor Records*

RECORDS IN TWENTY-FIVE LANGUAGES

We are the oldest and most Expeditious Jobbers in the Talking Machine Trade.

Send in Your Orders. Send in Your Agreements. We Want Your Business.

**NEW YORK
541 FIFTH AVENUE 541**

"TALKER" GROWTH IN TWIN CITIES.

Five Wholesale Houses and More Than Twenty Retail Stores Now Catering to the Needs of the People of St. Paul and Minneapolis—Piano Houses Fall in Line—Columbia Expansion—Exclusive Edison Store Doing Well.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, May 10, 1913.

Five wholesale houses and more than twenty retail stores cater to the public demand for talking machines by residents of Minneapolis and St. Paul. And only a few years ago, less than ten, two houses had a precarious existence in trying to unload the old cylinder machines on a curious but not a purchasing public. The pioneer dealer in the Twin Cities after struggling for years to place the business on a paying basis became so involved that he was ruined just as the big wave of talking machine popularity, that should have landed him a competence, at least, overflowed the Northwest.

Four piano houses that for years dealt exclusively in pianos within the past six months now have Victrola departments, and four other old piano houses which also handle musical small goods deemed it advisable to add a talking machine line.

Let it be said that none of the piano men regret the innovation, and let it further be said that the success of the piano business in the Twin Cities has not cut into the profits of the exclusively talking machine concerns, for these, without exception, have redoubled their volume of sales.

"The Columbia machines are going out of here faster than ever," declared Jay H. Wheeler, general manager in the Northwest for that line. "Our wholesale business is extending in every direction and the Minneapolis and St. Paul stores are doing an excellent retail trade. Our old customers who were content with a \$50 machine a few years ago, are now investing in the higher priced instruments. A few years ago the mere suggestion of bringing a \$500 Columbia Grand to the Twin Cities would have appeared ridiculous, but we sell them right along now. Of course, the lower priced machines always will be the popular ones. We are having a great run at present on the new \$50 Columbia with a stand and the improved mechanism."

The new exclusive Edison store, opened last month in Minneapolis by the Minnesota Phonograph Co., is proving all that was expected. Lawrence H. Lucker, president of the company, contemplates also turning the old parent store into a simon pure Edison emporium. "We are having the greatest kind of success with the Edison disc machines, and if the success continues we will have all we can do with the other line."

The fortnightly Victrola recital in the big concert hall of W. J. Dyer & Bro., May 2, was attended by the largest audience of the season and was another indication of the spreading popularity of the newest musical instrument. The jobbing end of the Dyer business has assumed great dimensions.

The new Columbia store at 17 East Sixth street, St. Paul, under the management of C. P. Herdman, is one of the neatest retail shops imaginable. The arrangement of the booths and the record shelves are most advantageous while the decorations are highly pleasing.

Excellent Victrola business is reported by the two Cable houses, Foster & Waldo, and Raudenbush.

TO INCREASE CAPITAL STOCK.

(Special to The Talking Machine World.)

Jacksonville, Fla., May 7, 1913.

The capital of the Barfield Music House, Inc., of which W. A. Barfield is president, in this city, will be increased from \$10,000 to \$25,000 for the purpose of expanding the business. Mr. Barfield, who is general manager of the company, intends in the future to devote his entire time and capital to his local interests, as he is not connected in any way with the Columbia S. C. concern of somewhat similar name. The Barfield Music House, Inc., has attractive warerooms at the corner of Julia and Forsythe streets, and is handling the Packard and other pianos, and the Victor and Edison talking machines.

GET LYON & HEALY SERVICE WHEN YOU BUY VICTOR GOODS

The many years we have been wholesaling Victor goods have made us particularly well informed as to the best methods of handling Victrolas, Records and Record Cabinets, so that the Dealer will experience no delay in receiving his goods.

We have on hand at all times as complete a stock of

Victrolas, Records, Record Cabinets and Accessories

as factory conditions will permit ready for immediate shipment.

Are you using the Lyon & Healy Record Racks?

Are you using the Lyon & Healy Fibre Needle Cutter?

Send us your order now for Lyon & Healy Service.

THE WORLD'S
LARGEST
MUSIC HOUSE

Lyon & Healy

WABASH AVENUE
and ADAMS STREET
CHICAGO

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

Chicago, Ill., May 10, 1913.

The readers of The Talking Machine World will be glad to read of the progress made in the introduction of the talking machine in the public schools of Chicago. Below appears an extract from the report of Agnes C. Heath, head special music teacher in elementary schools, in the fifty-eighth annual report of the Board of Education of the city of Chicago for the year ending June 30, 1912. While the report is not recent, and does not tell the whole story, it is very probable that future reports will have a still more encouraging state of affairs to relate. Still the important thing is the methods used, and certainly this report indicates the exercise of a good deal of enlightened intelligence in this regard:

"Last year many Victor talking machines were purchased by the schools. I am sorry to say that the true value of this machine is not appreciated. Being a novelty, at first it was received with great pleasure, but in many cases it is now relegated to some place where it is least in the way. The general cultural value of hearing good music as a matter of common intelligence is well understood. These machines bring into the schools the best possible music, giving great enjoyment and appreciative understanding. This year we issued a new catalogue of records, which can be had upon application to the music department.

"We have in a few of our schools, among them the Brownell, Tilton and Kershaw, a rather unique feature. Twice a week a morning concert is given in the hall, commencing at 8.40 and lasting until school calls. The programs for these concerts are written upon the blackboard the day before, and the authors and music are discussed previous to attending the recital. If any operatic music is given a brief and simple synopsis of the story or the plot is told, over-technical analysis being avoided. Request programs are also sent in by the children, and as far as possible all requests are recognized. No one is forced to attend, and it is surprising how constant the pupils are and with what respect and courtesy they listen to the music."

About Lecture Recitals.

In last month's World there appeared an article, or, rather, a brief item, concerning lecture recitals conducted under the auspices of talking machine dealers. The Chicago correspondent of The World has since received various inquiries for further details.

An article on this matter will appear in the Chi-

cago correspondence of next month's World. In the meantime it may be said that the writer can put dealers in communication with sources whereby lectures on a stipulated subject can be obtained for a very reasonable price indeed. These lectures, of course, can be read by the dealer or anyone whom he may select, and a list of records illustrating the points brought out will be submitted with the lecture, providing the dealer states which make of records he wishes to exploit.

The services of a competent lecturer can be secured for a reasonable fee and expenses from Chicago and back, including hotel expenses or entertainment otherwise.

Address on Sound Photography.

Dr. Dayton Miller, of the Case School of Applied Science of Cleveland, O., delivered a most interesting address on sound photography entitled "Sound Waves and How to Photograph Them" at the Studebaker Theater before the National Federation of Musical Clubs last Friday afternoon. The speaker gave a most interesting demonstration of his apparatus for reproducing on the screen the tracks of sound waves. He spoke, sang and played musical instruments into the horn of the device and the vibrations, causing the sensitive diaphragm to convey its motion to a revolving cubical mirror, caused instant variations in the ray of light thrown across the screen. The odd and bizarre forms thus produced caused many exclamations of wonder on the part of the audience. Through means of flexible wires on bars the speaker, or rather demonstrator, showed the shape of simple and compound tone vibrations.

Waxing pragmatical, the lecturer stated that he saw how the art of sound photography could come to the aid of the manufacturer of musical instruments. While the scientist probably could not judge of the tone quality, he could analyze tones which seemed pleasing and correct to the skilled pianist or other musician, and could then give the benefit of this analysis to the instrument manufacturer, who would then have a criterion to go by in his work.

Manifold Activities of the "Talker."

While Dr. Dayton Miller was delivering his lecture on "Sound Photography," copiously illustrated last Friday at the Studebaker, the talking machine in various forms was discharging a multitude of functions in Chicago. It was being used to make money for the dealer. In a few music studios it was being used to teach interpretation through the great artists—it was being used in

the schools not only in opening exercises, but in teaching music—in English literature classes and in other departments of school activities. Cylinder machines were being used in offices for dictation purposes, saving much time. They were being used by people intending to go abroad or by office men wishing to carry on a foreign correspondence in studying language. It was being used for entertainment and educational purposes in thousands of homes. Verily, the uses of the talking machines are many.

Change Floor Managers.

S. M. Field, who has for some months filled the position of retail floor manager at the Chicago office of the Columbia Graphophone Co. most competently, has resigned and has gone to New York to go with his brother, Ben Field, into the metal fireproof door firm of Howell & Field. His successor will be C. E. Byers, who comes from St. Louis, where he has been retail floor manager of the Columbia Co. there.

Chicago First Again.

C. F. Baird, manager of the Chicago office of the Columbia Graphophone Co., has been awarded the first cash prize of \$50 for the Columbia branch ranking first in cash receipts during the month of March.

In Charge of Language Work.

R. G. Winters, formerly in charge of the order and correspondence departments, is now taking up the work of placing the Columbia in the schools for the Chicago branch. He has already succeeded in placing graphophones in some Chicago schools.

Lyon & Healy's Big Year.

Lyon & Healy are just finishing the inventory incidental to the close of their fiscal year. In Department H as well as other departments it has been a very wonderful year, in Department H—talking machines especially. Lyon & Healy service is no doubt largely responsible for this. Its reputation of promptness and efficiency is country-wide and is of the very highest character. The house is certainly to be congratulated on the great showing it is making.

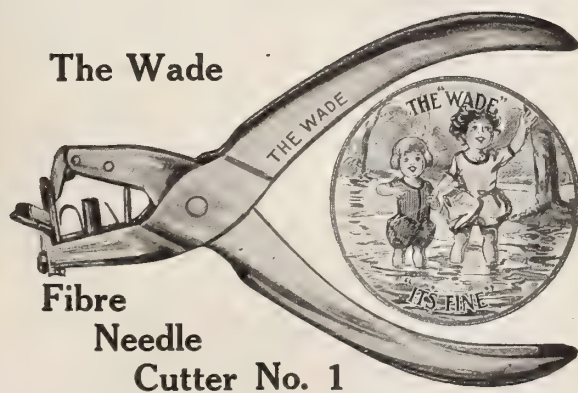
He Has Got a Girl.

B. F. Dvorak, manager of the talking machine department at Rothschilds, is the proud father of a petite mademoiselle.

Gets Charge of Department.

E. C. Behrens is in charge of the talking machine department of the big Wieboldt store on Milwaukee avenue.

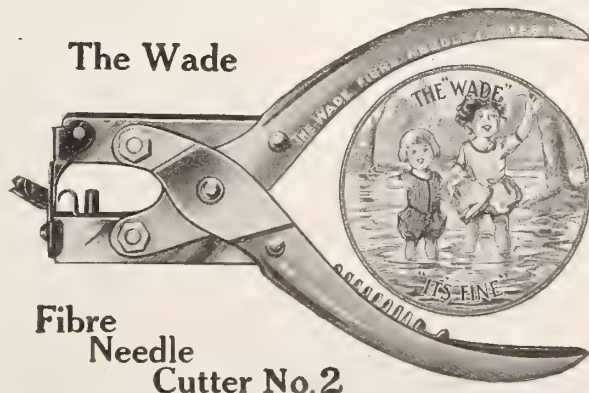
(Continued on page 22.)



The Wade

Fibre
Needle
Cutter No. 1

The WADE FIBRE NEEDLE CUTTERS, No. 1 and No. 2, trim the needle at the proper angle, and the needle can be repointed from 12 to 15 times, producing clean, perfect playing points. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point.



The Wade

Fibre
Needle
Cutter No. 2

The WADE CUTTERS have an upper and lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel, and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening.

The construction of the WADE No. 2 affords the most powerful cut of any tool ever made, and the blades work parallel to each other, therefore it requires practically no exertion whatever to trim the needle.

We fully guarantee this cutter in every respect, and if the blade of this cutter ever gets dull we will give you a new blade upon the return of the old one.

LIST PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Ave.
PHONE, DOUGLAS 8108
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 21).

Model Programs.

Here are several of the very excellent programs now being given at the Victor recitals in the concert room on the first floor of the Chicago house of the Rudolph Wurlitzer Co. They will be found highly suggestive to dealers who are now conducting or are considering the giving of talking machine concerts in their places of business:

PROGRAM No. 1.

- 1.—17284 Faust—Ballet Music—Waltz.....Vessella's Italian Band
- 2.—88335 Bohème—Io non ho che una povera stanzetta. In Italian.....Caruso
- 3.—87101 Elégie. In French.....Alma Gluck, with violin obligato by Efreim Zimbalist
- 4.—88065 Good-bye. In English.....Nellie Melba
- 5.—64138 Annie Laurie. In English.....John McCormack
- 6.—64109 Absent (Metcalfe). In English.....Evan Williams
- 7.—64074 Souvenir (Drda)—Violin (Piano accomp.).....Maud Powell
- 8.—31847 Gems from "The Quaker Girl".....Victor Light Opera Co.
- 9.—88354 Werther—Ah! Non mi ridestar (Ah! Do Not Awaken Me).....Battistini
- 10.—16960 Under the Double Eagle March.....Sousa's Band
- 11.—17173 Rose of Pyramid Land, from "Hanky Panky".....Helen Clark and Van Brunt
- 12.—17189 Oh, Promise Me, from "Robin Hood".....Henry Burr
- Dearie (Kummer).....Alan Turner
-Elsie Baker

PROGRAM No. 2.

- 1.—70046 Liebestraum (A Dream of Love) (Liszt).....Herbert's Orchestra
- 2.—87044 Tosca—E lucevan le stelle (The Stars were Shining) In Italian.....Caruso
- 3.—87107 Whispering Hope. In English.....Gluck-Homer
- 4.—88138 Stille Nacht, heilige Nacht.....Schumann-Heink
- 5.—31856 Gems from "The Count of Luxembourg".....Victor Light Opera Co.
- 6.—74167 Serenade (Ständchen)—Violin.....Mischa Elman
- 7.—64205 Macushia (Rowe-MacMurrrough). J. McCormack
- 8.—70073 Rigoletto Quartet, "Bella figlia dell amore".....Victor Opera Quartet
- 9.—17034 Moonlight Bay (Madden-Wenrich).....American Quartet
- 10.—17080 The Harbor of Love.....Van Brunt
- 11.—16967 The Herd Girl's Dream (Violin, Flute, Harp).....Neapolitan Trio
- 12.—95211 Lombardi—Qual volutta (Verdi).....Neapolitan Trio
-Caruso, Alda and Journet

PROGRAM No. 3.

- 1.—35270 Jewels of the Madonna—Intermezzo.....Victor Concert Orchestra
-Merry Wives of Windsor Overture.....New Symphony Orchestra of London
- 2.—70084 Far Off I Hear a Lover's Flute.....Agnes Kimball
- 3.—17236 My Little Lovin' Sugar Babe, Heidelberg Quintet
-Shamrock Belles (Mohaney-Wenrich).....Campbell-Burr
- 4.—70053 Badinage.....Victor Herbert's Orchestra
- 5.—74321 Love's Old Sweet Song.....Clarence Whitehill
- 6.—70083 Oh, for the Wings of a Dove.....Lucy Marsh
- 7.—17227 Glow Worm—Intermezzo (Lincke).....Victor Orchestra
-In Lover's Lane.....Pryor's Band
- 8.—17234 The Rosary (Nevin).....John Barnes Wells
-For All Eternity (Eternaments).....Alan Turner
- 9.—88339 Una furtiva lagrima—Elisir d'Amore.....Caruso
- 10.—60031 Italian Street Song—Naughty Marietta.....Lucy Marsh
- 11.—87082 Del Tempio—Pescatori di Perle.....McCormack and Sammarco
- 12.—35275 Andante from Beethoven's Fifth Symphony
-Op. 67.....Victor Concert Orchestra
-Largo, from "The New World" Symphony.....Victor Concert Orchestra

Enlarges Store.

A. Glick, talking machine dealer at 2100 West Division street, has enlarged his store and improved it in many ways.

Move to Better Quarters.

Henry Horner, well known piano and talking machine dealer at 700 W. North avenue, has moved his store to 40 West North avenue.

T. M. Co.'s Notes.

The Talking Machine Co., exclusively wholesale distributors of Victor goods, are having a very remarkable trade both on Victor machines and records.

H. L. Flinteye, Jr., has increased his territory which hitherto has been confined to Chicago, so that it includes Kenosha, Waukegan, Racine and contiguous points.

A New Needle Arm.

A. L. Burke, a Chicago inventor, is showing a device to the trade that is attracting much attention and causing considerable comment. It is in the form of a composition arm which is designed to replace the steel arm on the reproducer of Columbia and Victor talking machines, and is said to eliminate the thin, sharp tones that are peculiar to the steel arms, reduces the noise of the needle and produces a tone that is rich and full. A company has been formed under the name of the Natural-tone Needle Arm Co., which will manufacture the device in Chicago and push the business energetically.

Salter Co. Designing New Cabinets.

The Salter Co. is planning a number of new designs to further enlarge its already complete line. This is made necessary because of the ever-increasing and wide-ranged demand that is being made upon the company for its products. The factory is running to full capacity and doing much overtime work in order to keep pace with the orders.

Mrs. Frances Clark in the City.

Mrs. Frances Clark, who has charge of the work in schools and playgrounds for the Victor Co., was one of the prominent delegates to the recent convention of the Federation of Musical Clubs held in Chicago recently. She made one of her inspiring addresses, which was keenly enjoyed.

New Wade & Wade Shops.

The increasing demand for the Wade & Wade fiber needle cutter has been such as to necessitate more room and, although the concern is now located in more commodious quarters at 3807 Lake avenue, it still is being pushed to the utmost to keep up with the orders that have been received from all parts of the country. A new two-story shop building is being erected by the firm on an adjoining lot.

Record Orders in Ragtime Records.

The Chicago Record-Herald recently printed the following despatch from London:—Since the ragtime bacillus crossed the Atlantic to England 2,000,000 gramophone ragtime records have been sold. And in round figures the public has paid \$750,000 for the pleasure of hearing the catchy numbers in their own homes. Popular taste gives first place to "Everybody's Doing It," and other favorites come in the following order, "I'm Going Home to Dixie," "Alexander's Ragtime Band" and "Waiting for the Robert E. Lee." No parallel is known in the annals of business to this sudden and great demand for one kind of music, which at present shows no sign of falling off. The London Times, too, has at last condescended to notice this widespread fashion and provides a diagnosis of the popular music. "Ragtime is absolutely characteristic of its inventors—it is the music of the hustler, of the feverishly active speculator, of the 'skyscraper' and the 'grain elevator.'"

Concerts at the Shops.

The Talking Machine Shops has instituted afternoon concerts that are attracting ever increasing numbers of visitors to that very delightful place and keeping G. W. Davidson and Miss Tischler, who are responsible for them, busier than ever. Miss I. C. Caldwell, formerly with Lyon & Healy, and who is now connected with the shops is away on a vacation. She is devoting most of her time to the record department.

A New Edison Man.

J. Russell Kittleman is a new man with The Phonograph Co., and a new man to the talking machine trade, but is following up the many prospects that have favored the company since the opening of the new store like a veteran.

T. M. Co. Gets Opening Order.

The Otto Grau Piano Co., of Cincinnati, one of the oldest and best known concerns in its line in the Ohio metropolis, has decided to add a Victor department, and has placed its order for opening stock with the Talking Machine Co., of this city. Mr. Mildner, who will have charge of the department, is here posting up.

Among the visitors to the Talking Machine Co. the past week or so were: Mr. Buck, of M. J. & B. M. Buck, Lansing, Mich.; Wm. Hemmenway, Sycamore, Ill.; Mr. Goodman, of the Goodman Piano Co., Cleveland, O.

The Talking Machine Co. has had an excellent trade of late, and is more than pleased with the prospects for the year.

On Western Trip.

E. F. "Doc" O'Neill, of the traveling forces of the Victor Co., was in Chicago recently in the course of a Western trip in the company's interest.

Will Handle Chinese Records.

John F. Monohan, laundry supplies, 22d and Wentworth streets, has opened a department for the sale of machines and Chinese records exclusively.

Takes on the Victor Line.

George Miller, a well-known druggist, corner of Montrose and Hermitage avenues, in Ravenswood has opened a Victor department.

South Opening Up.

M. Sohmers, who travels for the Victor Co., was in the city on his way to Iowa. He had just been on a trip through the South and says that on all hands there are encouraging signs that Dixie-land is opening up in a talking machine sense. Conditions are generally good down there except in a few localities, which have been affected by high water. He says that in a very few years the South will be giving the West and East a vigorous run for their money so far as the sales of talking machines and records are concerned.

Gets Promoted.

A. F. Scannell, who has been in the retail machine department of Lyon & Healy, has been promoted to the city wholesale sales department.

Tresch, Fearn & Co. Move.

Tresch, Fearn & Co. have moved their store directly across the street from their old location and have built comfortable demonstrating rooms and greatly increased their stock. The new address is 130 North Fifth avenue.

SUCCESSFUL SALESMANSHIP—WHAT IT IMPLIES.

Calls for Highest Order of Intelligence and Ability—Its Psychology Consists of Applied Commonsense and Experience Plus Honesty of Purpose, Optimism, Energy and a Hundred Per Cent. Common Every-day Hard Work, Says J. E. Linihan.

(Special to The Talking Machine World.)

Chicago, Ill., May 10, 1913.

An excellent address on "Salesmanship" was delivered last Friday at a luncheon of the Executive Club of the American Specialty Manufacturers' Association, by the president of the association, J. E. Linihan, who is general manager of the United Cereal Mills, Ltd.

While addressed to a special class, the principles laid down govern all lines of trade, wholesale or retail, and are so admirably and pertinently stated that the Chicago representative of this paper secured Mr. Linihan's consent to the publication of that portion of his address of general interest, and which follows:

Salesmanship is a profession, calling for the very highest order of intelligence and ability in the American business man of the present day.

There have been a great many essays, orations and sermons upon salesmanship by some of our brightest minds.

You have all of you been told about the psychology of salesmanship. I believe that the true psychology of salesmanship consists of applied common sense and experience, plus honesty of purpose; optimism; energy, and 100 per cent, common, every-day, hard work.

You gentlemen, who represent in this city manufac-

turers located in different parts of our country, have a big responsibility resting upon your shoulders. In many instances you are the only representative of your company, with whom the wholesale grocer and retail grocer comes in personal contact, with the possible exception of an occasional flying visit made by some officer or member of your firm.

Remember this—that the opinion formed by your customers regarding your house is, to a great extent, the opinion they form of you personally.

How necessary then it is that you men so conduct yourselves, in your business relations with your wholesale and retail customers, that the impression gained be one of the highest value to the firms you represent.

True salesmanship enters more or less into almost every business transaction. If a man is a salesman in the highest meaning of the term he has gone a long way toward acquiring an education which will fit him to cope successfully with the most difficult problems in business.

I once heard Elbert Hubbard say in an address that salesmanship would never be reduced to an exact science until some genius had invented and perfected a process whereby the human emotions, sensibilities and heart-throbs could be placed under a glass and analyzed, catalogued, named and numbered.

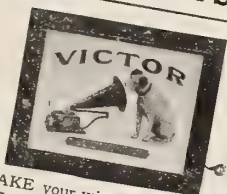
I believe that he is right. We have, all of us, met at some time in our lives those men who by their splendid physical and mental equipment radiated an influence

(Continued on page 24.)

**SALES
IDEAS**
Used Successfully by the Largest
VICTOR DEALERS

TALKING MACHINE CO.
37 North Wabash Avenue
CHICAGO, ILL.

The Eye of Your Store



MAKE your window work at night,
Mr. Dealer, as well as by day. This
"Tamaco" flash-light electric Trade mark
will let everyone passing your store at
night know where to go for Victorolas,
Victor Machines and Records.

Complete, with Flasher and cord, ready to connect with socket, in mahogany frame 15½ x 19½ in. **\$2.75**

THE TALKING MACHINE CO.
137 No. Wabash Ave.
Chicago, Ill.

The One Hundred Most Popular Victor Records

BANDS AND ORCHESTRA		SACRED MUSIC	
100	1000	1000	1000
101	1010	1010	1010
102	1020	1020	1020
103	1030	1030	1030
104	1040	1040	1040
105	1050	1050	1050
106	1060	1060	1060
107	1070	1070	1070
108	1080	1080	1080
109	1090	1090	1090
110	1100	1100	1100
111	1110	1110	1110
112	1120	1120	1120
113	1130	1130	1130
114	1140	1140	1140
115	1150	1150	1150
116	1160	1160	1160
117	1170	1170	1170
118	1180	1180	1180
119	1190	1190	1190
120	1200	1200	1200
121	1210	1210	1210
122	1220	1220	1220
123	1230	1230	1230
124	1240	1240	1240
125	1250	1250	1250
126	1260	1260	1260
127	1270	1270	1270
128	1280	1280	1280
129	1290	1290	1290
130	1300	1300	1300
131	1310	1310	1310
132	1320	1320	1320
133	1330	1330	1330
134	1340	1340	1340
135	1350	1350	1350
136	1360	1360	1360
137	1370	1370	1370
138	1380	1380	1380
139	1390	1390	1390
140	1400	1400	1400
141	1410	1410	1410
142	1420	1420	1420
143	1430	1430	1430
144	1440	1440	1440
145	1450	1450	1450
146	1460	1460	1460
147	1470	1470	1470
148	1480	1480	1480
149	1490	1490	1490
150	1500	1500	1500
151	1510	1510	1510
152	1520	1520	1520
153	1530	1530	1530
154	1540	1540	1540
155	1550	1550	1550
156	1560	1560	1560
157	1570	1570	1570
158	1580	1580	1580
159	1590	1590	1590
160	1600	1600	1600
161	1610	1610	1610
162	1620	1620	1620
163	1630	1630	1630
164	1640	1640	1640
165	1650	1650	1650
166	1660	1660	1660
167	1670	1670	1670
168	1680	1680	1680
169	1690	1690	1690
170	1700	1700	1700
171	1710	1710	1710
172	1720	1720	1720
173	1730	1730	1730
174	1740	1740	1740
175	1750	1750	1750
176	1760	1760	1760
177	1770	1770	1770
178	1780	1780	1780
179	1790	1790	1790
180	1800	1800	1800
181	1810	1810	1810
182	1820	1820	1820
183	1830	1830	1830
184	1840	1840	1840
185	1850	1850	1850
186	1860	1860	1860
187	1870	1870	1870

In the --- Sale of

Victor Goods

**You're Interested in
Every One of These Ideas
They'll Help Increase
Your Business**

To increase your business—

That's what we're in business for.

**You want to deal with a jobber
who can not only fill your orders
—but who can help you most
in turning your stock.**

*Write if you want
any of these ideas.*

SYSTEMATIZE

Your
VICTOR BUSINESS

TALKING MACHINE CO.
137 North Wabash Avenue
CHICAGO, ILL.

OUR "500" LIST

THE BEST SELLING VICTOR RECORDS

250--10" double face records
50--12" double face records
25--10" single face records
50--12" single face records
50 Purple Label records
75 Red Seal records

This list is not the selection of any one man, but is a selection made from accurate statistics, showing our most popular selling records.

This pamphlet is of special interest to
a Victor Record Library.

WE HAVE THESE RECORDS

Sectional Record-Filing Cases

All progressive Talking Machine dealers realize the importance of having each record in perfect condition, where it can be located at a moment's notice. We offer the following plan as not only the most convenient and cheapest method of handling disc records, but also as a complete inventory, sales and order system.

Each cabinet contains 20 shelves, one inch apart, with space between each shelf for 8 records in stack envelopes, making the section hold easily 240 records. Each section is 11x13x45 inches for the 10-inch records, and 13x13x45 inches for 12-inch records.



dried, placed on all sides; top, bottom and sides of M-inch material, backs 3/8-inch. Each section is braced in the middle with an extra heavy shelf.

Shelves of strong sheet metal.

This construction absolutely insures against warping of the records.

The records are carried in stock envelopes, each envelope numbered in one corner according to number of the record enclosed. When a record is sold, the empty envelope is placed aside and the record delivered to the customer in the regular Victor envelope, the empty envelopes showing the records sold each day; and re-orders made by copying down the numbers of the empty envelopes. A complete index of records carried in stock is obtained by checking a numerical catalogue and running the records numerically in the cabinet.

Each section is complete in itself, so as many or as few may be used as is necessary. Each case comes unfinished so it can be painted or stained to match the store fixtures.

Price per section, securely crated, weight 65 lbs.	- - -	\$3.00 for the 10-inch
Price per section, securely crated, weight 85 lbs.	- - -	4.00 for the 12-inch

THE TALKING MACHINE COMPANY
137 NORTH WABASH AVENUE CHICAGO, ILLINOIS

TAMACO STOCK ENVELOPE

THE TALKING MACHINE COMPANY, CHICAGO, ILLINOIS
137 NORTH WABASH AVENUE

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 22).

which won us almost instantly to their cause—for whom to do as they willed—was our greatest pleasure.

You, young men, who are representatives of your companies in this city, should remember that you are traveling along a road of great opportunities; salesmen, general managers and presidents of companies are often recruited from the ranks of salesmen. Make the most of your present opportunities. It is largely up to you.

One thing which we should all of us learn, as early in our business careers as possible, is to know thoroughly our own business; know the goods we sell. By this I do not mean that we should merely know our goods by their first name, and the price at which they sell—but that we should know how they are made; the combination of materials which enter into their manufacture where the materials are grown or assembled, the processes of manufacture—in fact everything of interest pertaining to them.

It is not possible for a salesman to know too much about the goods he is selling. Acquiring this knowledge and information, of course, requires some hard work and study upon our part, but it is well worth the effort. The great trouble with the most of us is that we want to take life too easy—we are not willing to work hard enough.

Have you ever stopped and thought, when you saw the splendid success being made by some man of the opportunities in his life, how far short the most of us come from working out the potential possibilities that are ours?

There is no royal road to success in business. Success for the great majority of us is gained over the rocky road of difficulties, and our only chance lies in being able, by hard work and steady application to the task in hand, to overcome these difficulties, and win success by putting to their best uses our natural and acquired abilities.

There is to my mind a great difference in the quality of salesmanship. By this I mean that there is something more to making the sale, than getting the order, and the signature of the buyer upon the dotted line.

A good salesman will so explain to the buyer the superior qualities of his goods and the advantages to be derived by the purchaser in buying these goods that he has—not only made a sale—but he has also made a salesman of the purchaser, with the result that when the goods are received they represent to the buyer desirable merchandise, in whose qualities he has confidence, and he immediately sets about recommending them and selling them to the retailer, or consumer, as the case may be.

There is a decided difference between a sale, made in one instance by intelligent, educational work, and upon the other hand, by bull-doing, brute-force and hypnotism. In the first instance the goods bought, represent in the buyer's mind desirable merchandise, to be enthusiastically recommended and resold. In the second place, a reaction sets in when the selling influence is removed, and the purchaser feels that he has been imposed upon and is very apt to take but little interest in the resale of the goods.

We should always encourage and sustain our salesmen, when they are doing right. We should be very careful, indeed, in regard to the letters that we write them. Many times good salesmen are discouraged and finally ruined on account of the salesmanager constantly writing them discouraging, nagging letters. Remember, that a typewritten sheet is a cold, impersonal, thing. That the statements we can make face to face to these men, modified

by the expression of face and tone of voice, sounds cold and discouraging, when read from the typewritten page of a letter.

It is said that the great merchant, Marshall Field, had a motto: "The customer is always right." I believe that we salesmen should have a motto something like this: "The salesman is always right." By this I mean that we should always have confidence in our salesmen and never decide against them in any controversy that may come up, until we have thoroughly analyzed the situation and found that they are in the wrong.

Impress upon these salesmen of yours that they should always have the courage to walk out of a store, or place of business, without an order, rather than to secure the order by misrepresentation or dishonest statements.

To be a successful salesman, the man should be a gentleman. The day of securing an order by buying a drink, or telling a questionable story, is a day that has gone in business circles—never to return.

Instruct your salesman that he should not oversell his retail customers. Let your salesman understand thoroughly that he should never run down his competitor, or his competitor's goods—that like the scandal monger in society—the man most thoroughly despised in business is the one who tries to sell his goods and build himself up by trying to detract and take from the reputation of his competitors. The knocker has had his day among American specialty salesmen.

It is of utmost importance that our salesmen take good care of their health, be of good habits, and so order their conduct the evening before that old—R. E. Morse—will not sit with them at the breakfast table the morning after, an unbidden and unwelcome guest.

We should all remember that there is no asset so valuable to a successful salesman as energy, optimism and enthusiasm, radiating from a pair of clear eyes, and a healthy, wholesome countenance made possible by being in "the pink of condition."

LETTER FROM KIMBALL CO.

Of Guthrie, Okla., Addressed to the Columbia Graphophone Co. Is Interesting in Its Appreciation of the Policy of This Establishment.

The following letter, received a few days since by the Columbia Graphophone Co., from the Guthrie, Okla. branch of the W. W. Kimball Co., is indicative of the broad and appreciative attitude adopted by the leading piano houses towards the talking machine. The W. W. Kimball Co. is one of the largest and best known piano manufacturers in the country. The headquarters of the company are in Chicago, and in its home offices, and in many branch stores throughout the country, talking machine departments have been established in order to cater to the demands of the company's clients.

This letter, sent from the Guthrie, Okla. store, under date of May 1, is unusually interesting, as an example of the high esteem that the Columbia line is held in by the W. W. Kimball Co., and reads as follows: "Just received your letter of

April 25, and I wish to congratulate you for raising the price of the 'Eclipse' to \$25, and agree with you that \$25 should be the bottom price of any good machine, for a factory can not do itself justice, neither can the dealer, and if the customer is worth any kind of a deal, he is able to purchase the \$25 machine.

("Signed)

E. H. KNAUSS, Manager."

SOUGHT NO UNFAIR ADVANTAGE.

W. A. Lippman, secretary and manager of the Field-Lippman piano stores, St. Louis, Mo., writes as follows to The World under recent date, calling attention to an item which appeared in the St. Louis letter last month, in which he says: "This statement is not fair to us. We quote: 'Field-Lippman piano stores, etc., advertised that the newspapers had discriminated against them in not displacing the older advertisers for their benefit.' This is not correct. We did not ask to displace the older advertisers, nor did we ask for any privilege which we would not have been glad to see any other live dealer take advantage of.

"The dealers were all using small space—about 50 lines by two columns. Our aggressive advertising policy did not accord with this small space idea, and without disturbing other advertisers we offered the newspapers copy which extended clear across the bottom of the Victor ad, leaving it squared off, but naturally dominating the advertisement. There was no desire on our part to displace the other advertisers. Evidently some of them did not like it, but several papers accepted the copy, and one of them for the first insertion, and the other for several months.

"The Aeolian Co. afterwards took the same position in one of the papers, and the same space as used in other cities by different advertisers. There was no unfairness on our part, and we do not like to be spoken of as seeking an unfair advantage."

THE VICTOR LINE IN FORT WAYNE.

Fox Brothers & Co., who recently took on the Victor line in their store in Fort Wayne, Ind., have installed five handsome demonstration booths for the purpose of displaying the line and testing the records to advantage, and are also using a liberal amount of newspaper space for calling the attention of the public to their new department, which has met with success from the start.

PAY OR PUBLICITY.

He was a North Country small tradesman who had just set up business for himself, and it was his dearest ambition to restrict his customers to paying cash, and that promptly. But, alas! there were a good many good souls who insisted on taking out credit books.

He began to feel very keenly that this sort of thing must be stopped before it went too far, so he posted up the following notice just inside the door of his shop, where all could read:

"Please don't ask for credit, as a refusal often offends."

But, alas! this delicate hint direct had no effect whatsoever, and the struggling small trader nearly tore his hair in vexation.

Next morning this notice took the place of the former:

"The names and addresses of all those who buy goods at this shop and don't pay for them can be viewed in the credit ledger for the sum of five cents."

The result was little short of miraculous. The curious paid their nickels with avidity—just to see who owed—and inside a week every debtor had paid his account in full.

The clerk who waits on customers with an out-of-the-window look in his eyes is worth about half the pay he's getting. Selling goods takes every bit of a man's attention, and he will fail often enough then.

Keep out of the way of the knocker and his hammer; he may want you to serve as an anvil.

Free Test Offer To Jobbers and Dealers

Upon your request we will be pleased to mail to your address, for a free test, samples of each of the three-tone Permanent Jewel Needles, the marvel of recent improvements for the phonograph user's benefit.

The following are our frank and honest claims for the permanent needle:

- 1—Tone production, beautiful, clear and full.
- 2—Economy to the consumer.
- 3—You don't have to change the needle. Once in place, if not accidentally broken, it will play 10,000 records.
- 4—The needle is not harmful to the records.
- 5—We give a certificate of guarantee with each needle for one year. In other words, 1 year's service for \$1 to the consumer. "Can you beat it?"

It must appeal to you that there must and will be evolution in needles as in everything else. You will soon be confronted by keen competition on the new permanent needle machine, and no doubt the new permanent needle machines already on the market will give you a hard chase. "A word to the wise is sufficient." What is your salvation? Say to your customer: "I can furnish your machine with a permanent needle and the cost of the needle to the consumer is only \$1 each—a price within reason, and one that permits the consumer to buy the 3 tones and effect a big saving. Write for the samples on this free test offer.

Permanent Phonograph Disc Needle Co., Dept. 6339, Chicago

CONVENTION OF TALKING MACHINE JOBBERS IN JULY.

Completing Arrangements for Gathering at Niagara Falls—Many Important Subjects to Be Discussed—President J. Newcomb Blackman Tells of Developments—Important Edison Report to Be Made—C. N. Andrews Tells of the Program Outlined.

The past month has been a very busy one for the officials and committee members of the National Association of Talking Machine Jobbers. The coming convention of the association in July has necessitated the calling of a number of meetings of the executive and arrangement committees, and in addition the officers of the association have prepared letters and outlined plans that should prove of considerable assistance to the members in keeping track of the plans for the convention. Judging from present indications, the 1913 convention at Niagara Falls will be the banner one in the history of the association. An unusually large attendance is already assured, and the popularity of the Falls as a scenic and convention location is certain to play an important part in arousing the enthusiasm of the members of the association.

J. Newcomb Blackman, president of the association, gives a very interesting report on the progress achieved the past month in the matters in his jurisdiction: "In the very near future," states Mr. Blackman, "I contemplate addressing a letter to every member of the association asking them for any suggestions regarding the convention, and particularly requesting them to recommend subjects which it would be well to treat in papers to be read at the convention. If the members do not wish to write these papers themselves I would appreciate it if they would suggest someone who will be best fitted to treat the subjects they have in mind.

"The subjects we are real desirous of handling and which will be the most valuable to the members are broad, general subjects, not personal subjects in a narrow train of thought, or pertaining to any one company. These subjects should relate to the industry as a whole, and consequently would be of benefit to each individual member in the conduct of his own business. For example, they may be voiced along the lines of price maintenance, which is a very important topic, extension of credits, salesmanship, successful instalment methods, proper store equipment and other topics in a similar vein. These subjects should be presented in a concise form, so that if it is thought advisable, suitable action could be taken by the members at one of the association's meetings, either by resolution or otherwise, thereby taking advantage of the thoughts expressed in the papers previously submitted.

"During the past week Louis Buehn, secretary of the association, and H. H. Blish, a member of the executive committee, who with myself, constitute a special Edison factory committee to take up with the Edison factory certain matters referred to in a resolution presented by the association, had a conference with the Edison officials at the factory. While we are not in a position to state definitely the detailed outcome of this conference, we can say that it was very satisfactory and that very beneficial results will be the outcome of this conference.

"As such matters are of an executive nature, and cannot be publicly presented at this time, suitable information to members and a report of this conference's transactions will be made at the convention in July. This report will undoubtedly prove of considerable interest to every Edison jobber."

During the past few weeks Mr. Buehn and Mr. Blackman held a conference and went over the constitution and by-laws of the association very carefully, and the members in the near future will be notified regarding changes which should be made by amendment at the convention, to conform with the laws of the State of Illinois, thereby removing any question regarding the interpretation of same hereafter. This action will be based on the recommendations given by expert legal advice.

Louis Buehn, secretary of the association, sent out to the members this week the first official notice of the convention. This letter formally announced the dates of the convention as July 7 and July 8, with headquarters at the International Hotel,

Niagara Falls, N. Y. This letter will be followed by other letters urging upon members the importance of attendance and a general flow of publicity will be issued in the nature of post cards with views of the Falls, and catalogs and other printed matter, pointing out the scenic attractions of the Falls. Members are notified to inform either Mr. Buehn or Mr. Andrews, chairman of the arrangements committee, what they will require and suitable hotel accommodations will be arranged for them. Mr. Buehn states further that it is very important for all members to decide regarding attendance at the earliest possible moment, as this will aid materially in arranging the programs.

C. N. Andrews, of Buffalo, N. Y., chairman of the arrangement committee, states that everything is well under way for a very attractive program, and that reports indicate a very large attendance. L. C. Wiswell, Chicago, Ill., and W. O. Crew, Elmira, N. Y., the other two members of the arrangements committee, are planning to spend a Sunday in the near future with Mr. Andrews at the Falls, with a view of arranging for every detail that will insure the comfort and pleasure of those who will be in attendance. The executive committee will hold a meeting on Sunday, July 6, in order that any matter that should receive its attention before the opening session may be disposed of.

Mr. Andrews reports further that the meetings of the convention will be held at 9.30 in the morning on Monday and Tuesday, July 7 and 8, and on the second morning's session it is the purpose of the committee to arrange for the reading of the papers, which will be followed by the regular executive session, thus giving an opportunity to take any action which the papers should seem to justify. "If each member of the association," states Mr. Andrews in his report, "will only use the influence which he has among those in his territory it will do as much and probably more than anything else to bring out a large attendance. Those who have analyzed the business situation, particularly in view of the price maintenance uncertainty, will understand the importance of getting together with all the factors in the business, which will not only give added support to the industry, but enable each member to receive considerable help through learning the viewpoint of the most successful people in the line. I want every member to feel that he is a committee of one to work with the committee of arrangements and make suggestions, for very often the best ideas remain unknown, because members will not speak up. There is ample time and opportunity for members to give some serious thought to the convention and our aim will be to make our session not only help every individual member, but trade in general, and suggestions along these lines from the members should be sent to me at the earliest possible moment."

Recent additions to the membership of the National Association of Talking Machine Jobbers include the following concerns: W. H. Bushner & Sons, Cleveland, O.; Hayes Music Co., Toledo, O., and H. B. Berner, Cleveland O.

BOUND TO SELL THAT RECORD.

Telephone and Victor Co.'s Record Department Called on for Aid When Customer Whistled Air of Selection Desired.

Not long ago a customer walked into a Victor dealer's store in Philadelphia to purchase a record, says "The Voice of the Victor." He had no idea of the name of the record, but "he could whistle it." He did, but the artistic achievement brought no ray of intelligence to the salesman. No one, in fact, recognized the tune. As a last resort, the record order department of the Victor Co., in Camden was called up and the tune whistled into the telephone. It was "In The Shadows." The customer got his record.

HANDLES TALKING MACHINES.

The Castner-Knott Dry Goods Co., Which Recently Opened a Piano Department in Nashville, Tenn., to Feature the Victor Line—Special Equipment Installed in New Department, of Which Edward J. Hayes Is Manager.

(Special to The Talking Machine World.)

Nashville, Tenn., May 19, 1913.

The Castner-Knott Dry Goods Co., of this city, which recently opened a handsome piano department, is announcing in the daily newspapers the fact that it is also handling Victrolas and Victor records. Attractive and forceful advertisements are being used in all the leading papers, and the copy is concentrated on the higher-priced types of machines.

The new Victrola department in this popular department store is under the management of Edward J. Hayes, formerly connected with the O. K. Houck Co., and familiar with the Victrola trade from every standpoint. Mr. Hayes is enthusiastic over the possibilities of the new Victrola department, and expects to close a splendid business both in machines and records.

A number of tastefully decorated and comfortably furnished demonstration rooms have been constructed in a prominent part of the store, and the display of machines is most complete and attractive. These rooms are sound-proof and well ventilated, and judging from the results of the first advertising of the new department, they will be used to good advantage.

The Castner-Knott Dry Goods Co., which is one of the leading department stores of the South, is a member of the Clafin chain of high grade department stores located in various parts of the country. It has always catered to a high-class and discriminating clientele, and its new piano and Victrola departments bid fair to become emphatic successes.

AN OPTIMISTIC REPORT

Made by H. A. Yerkes Regarding Columbia Wholesale Business for the Four Months of 1913—Big Gains Made in New England.

Optimistic to a marked degree are the reports of H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., in summing up the results of the first four months business of this year, and the outlook for the immediate future. In addition to being manager of the wholesale department, Mr. Yerkes is district manager of the New England territory, and is in very close touch with this part of the country. "Business at the present time in the New England territory is excellent," states Mr. Yerkes. "Talking machine dealers are enthusiastic in their praise of the quality of the products being turned out by our company, and many piano houses in New England state that their business in pianos has been considerably increased by their handling Columbia machines and records. A purchaser of a talking machine is very often in the market for a piano or player-piano, and the merchant handling a talking-machine line is in an excellent position to cater to this trade.

"Our business for the first four months of this year has really been remarkable, and this month will apparently be just as satisfactory. In New England in particular, our business has gained splendidly, and the month of April was the greatest month in New England territory that the Columbia Co. has ever experienced."

KEEPING TRACK OF ARTISTS.

Already the talking machine manufacturers are calling the attention of their dealers to the plans for next season of the great artists who have made records for the different companies. The Victor Co., for instance, advise their dealers that Fritz Kreisler, the famous violinist, has arranged to tour the entire country next season and appear with various distinguished organizations in over ninety concerts. Being forewarned, the dealers can do some effective advertising, locally, when the artist is scheduled in their own or a neighboring city.

Introducing an Upright

The Improved

HERE'S a small duplicate of a big announcement next week in the Saturday Evening Post.

You can't talk this way about an instrument like this new "Regal" at \$50 without getting things stirred up.

It is one beautiful \$50 worth. It has the Columbia tone-control leaves. It has a lid. It has the new Columbia tone arm and the new Number six Columbia reproducer. Mahogany or quartered oak—and fine cabinet work. We don't have to tell you where this *one* and only upright instrument at \$50 will stand in the market.

The principal trade that this new "Regal" is going to deflect will be the \$25 trade. There are enough *exclusive* good points worth talking about to make any \$25 prospect see the worth of another \$25.

You can leave it to the customer to decide for himself as to what the price looks like after he has seen what the instrument looks like—and listens like, too.

THE SATURDAY EVENING POST May 24, 1913

\$50 will now purchase

Special terms to introduce the Improved Columbia "Regal"

8500 dealers are ready to deliver for free trial at home—to be paid at \$5 a month after first payment is arranged.



NOTE THE NOTES

The cash price to hold good on these terms—not a cent of interest and no extras of any kind.

Your purchase money refunded if you find the "Regal" not exactly as represented.

IMPORTANT
This Columbia "Regal" Grafonola will play every record in the great Columbia catalogue—also every disc record on the market, of any manufacture.

Columbia Grafonola "Regal" in Quartered Oak

The Tone-Arm and Tone-Chamber
One continuous uninterrupted passage accurately reproduced, accurately correct.

The Reproducer
Our new "Number Six"—the perfected product of many thousands of experimental models—marvel of material, cast, purity, brilliant and resonant of tone.

The Motor Mechanism
A power plant that revolves the turntable in complete silence, and is absolutely even speed down to the last revolution.

Columbia Graphophone

Woolworth Building

Creators of the talking machine industry. Pioneers and leaders
Largest manufacturers of talking machines in the world.

Right \$50 Grafonola

ed "Regal"

THE SATURDAY EVENING POST

an upright Grafonola

A 50 per cent increase in the buying power of 50 dollars

If you had made up your mind to wait until you could get a complete, enclosed, upright Grafonola at your price—this message is for you.



The Tone-Control
Wholly at the pleasure of the operator—by the partial or complete closing or opening of the tone-control leaves.

The Speed Control
Controlled with the automatic lever—a simple, new and convenient device.

The Cabinet Work
Overlaid with an exclusive, perfectly constructed and finished design.

NOTE THE NOTES

In order to appreciate what this instrument at this price really signifies, you must realize that it is absolutely complete in itself, independent of any separate cabinet.

It has the latest Columbia features—the new bayonet-joint tone-arm; the new No. 6 reproducer, that is already bringing to talking machine owners an entirely new idea of pure, natural tone; and the same tone-control leaves that identify all Columbia Grafonolas.

You must own this Columbia Grafonola—the one incomparable musical instrument that brings into your home all the music of all the world.

If you do not locate a dealer who can deliver this instrument on these terms, write us and we will put you in touch with the nearest dealer at once.

Columbia Graphophone Co.
Box 000, Woolworth Bldg., New York

Columbia Grafonola "Regal" in Mahogany
With lid partly open and horn in its raised position. See how the tone-control leaves are in their original envelopes or in record albums.

IF you have not already decided that there are *money reasons* for taking on the Columbia line, don't forget that the public sees through its own eyes. Every time our advertisements appear the Columbia slice in the market is being cut a little deeper.

This next week's advertisement enables us once more to make a definite Columbia suggestion to an enormous number of people—among them, the chances are, a good part of the people you have a right to consider your regular customers.

The Improved "Regal," a complete, enclosed, upright Grafonola at \$50, should not be regarded by you merely as a difficult thing for competing instruments at more money to meet, but as a market-reacher that you have an entirely different sort of interest in—one that can do *your* work and make money for *you* as well as for anyone else.

Notice we said "money reasons." There is, legitimately, a good deal of sentiment in this business. But the only ground we have any idea of getting together on is that of *money*—mutual profit.

phone Company,

ling, New York

in the talking machine art. Owners of the fundamental patents.
Write for "Music Money," a free book you ought to have.

NEW KEEN-O-PHONE CATALOG

A Very Complete Publication Containing Illustrations and Descriptions of the Company's Very Attractive Styles Just Issued.

The Keen-O-Phone Co., Philadelphia, Pa., has just issued a new catalog devoted to its products—a very excellent sample of the printers' art. It is a volume of twenty-four pages, each page being printed in black on a light tint block. The cover is of heavy stock, embossed in gold.

The first few pages are devoted to the special features of the Keen-O-Phone, an apt description being given of the Keen-O-Phone stationary spiral tone arm, all-metal sound box, the Keen-O-Point jewel-tipped permanent needle, the sound modulator, sliding turntable, double spring motor, amplifier, etc.

A description also follows of the various Keen-O-Phone models that are illustrated, together with some details of Keen-O-Phone records. The styles illustrated are: Style XXX, retailing at \$225; Style XXV, retailing at \$175; XX, retailing at \$125; IV, at \$85; VII, at \$75; V, at \$60, and I, at \$35.

Illustrations also appear of the two positions of the sound box, one when playing the Keen-O-Phone record and the other when playing other disc records.

It is a very comprehensive publication, and will be mailed to dealers upon application.

SALEMANSHIP TALK

Issued by the Steinert & Sons Co., Boston, Interests Dealers—Manager Royer Reports Unusually Active Victor Business.

(Special to The Talking Machine World.)

Boston, Mass., May 10, 1913.

Business at the Arch street Victor headquarters of the M. Steinert & Sons Co. is reported by Manager Herbert L. Royer to be unusually good for this time of year, especially in the sale of machines. Several improvements are under way at the headquarters which will considerably facilitate the handling of business. Manager Royer has just prepared a cleverly-worded leaflet on salesmanship which will be sent out to the various agencies and jobbers who have business relations with this house, and if the advice therein incorporated is followed unusually expert salesmen should result.

BLUE AMBEROL RECORDS POPULAR.

(Special to The Talking Machine World.)

Boston, Mass., May 10, 1913.

At the large salesrooms of C. E. Osgood & Co. Chester J. Sylvester, who manages the talking machine department, states that his business for April was \$1,000 ahead of what the same month of 1912 produced. The Blue Amberol Edison records, he says, are selling wonderfully well. The rack accommodations in the department have been considerably improved in the past few weeks, and the demonstration rooms have been enlarged.

Wanted—Talking Machines and Accessories

Rosefsky Installment House, talking machine dealers, Punxsutawney, Pennsylvania, would like to hear of anything new in machines or accessories. When writing send catalog prices and sample, if possible.

The CLEANNOTE Pad.

If owners of talking machines only knew that the use of the CLEANNOTE PAD would improve reproduction 50 per cent., reduce scratching to the same extent, and double the life of records, all would buy quickly. The Cleannote Pad dusts, polishes and lubricates. Money returned if not satisfactory. Price, 25c. Discount to trade.

VOX HUMANA TALKING MACHINE CO.
Nantucket, Mass.

A REAL TALKING MAN.

Designed to Exploit Certain Commercial Specialties Has Made His Appearance in France—This Machine Is Humanlike in Its Completeness and in Its Results.

Talking by machinery is not new, for we all know about the talking machine, and advertising by machinery is done in endless ways, but to have a "man" lecture on the advantages of a certain article, making the proper gestures and facial expressions, is a novelty that has made quite a stir in France where it was invented.

Talking dolls, with a small phonograph inside them, have been on the market quite a while, but this automaton is distinctly new. A great number of the movements are given to this body, which give it a life-like appearance, the mouth moves, the eyes also move, it makes many gestures with the whole arms, forearms, hands and fingers, all of which are operated by motor-driven mechanism in the base or platform on which this man stands.

The most remarkable thing about it is that it can be so adjusted that its movements will fit any "speech" that is placed in the talking apparatus for reproduction. In all it can assume 5,600 different positions. It can also sing, and it is now being used in Paris in several places to advertise songs and all sorts of articles that are demonstrated by lecturing about them.

Some of the phonographic records are songs which this automaton sings with proper gestures. It can be dressed in various costumes, and the inventors are now at work making the same thing in the form of beautiful women, with a view of having it serve as a model for new gowns and talk about the gowns at the same time.

Of course, it is available in any country, as the record can be made in any language. It can also be so arranged that the figure sits level with the floor by having the base that contains the mechanism sink into the floor.

BOSTON GIRLS' HIGH SCHOOL

Has Just Installed Two Columbia Talking Machines Which Are Used in the Gymnasium—Thirty-eight Columbia Machines Now Being Used in the Boston Public Schools.

(Special to The Talking Machine World.)

Boston, Mass., May 12, 1913.

The Boston office of the Columbia Co. is highly elated over the way that schools are taking hold of the idea of installing machines in the institutions of learning. Since February 11 thirty-eight Columbia machines have been placed in the Boston schools, and Manager Erisman reports that many highly-encouraging letters have been received as to the satisfaction that their machines are giving. In the Girls' High School two machines lately have been installed especially for use in the gymnasium.

JOINS KEEN-O-PHONE CO.

William Sibley Dowdell, a baritone of wide reputation in the East, is now connected with the Keen-O-Phone Co. in an executive capacity, having forsaken the artistic field for the commercial side. Mr. Dowdell's last church position was with Grace Church of Orange, N. J.

DISCUSS "TALKER" VALUE IN SCHOOL

Frederic E. Goodwin, manager of the Columbia Co.'s educational department, spent a week recently attending the National Convention of Supervisors of Music, held at the Hotel Seneca, Rochester, N. Y. The Columbia Co. exhibited its entire line, with the exception of the Grand, at the convention, and Prof. Goodwin delivered an interesting address at one of the meetings. The use of the talking machine in the school was discussed at length, and the supervisors of music in attendance were apparently deeply impressed by the demonstrations of the various types of machines on exhibition. Members of the new Grafo-nola Co., of Rochester, Columbia jobbers, were in daily attendance at the convention, and assisted in the demonstration of the Columbia line.

VERY DEAR TO US ALL.

"Some Day" the One of the 365 That We Couldn't Do Without.

"Some day" is the one day of the 365 that has no place in the calendar and is still the most popular day for making disagreeable engagements. It is the day that every idle dreamer chooses to begin the monumental work that is to make his fame and fortune. To-day is always huddled, crowded, too hot or too cold, too wet or too dry. To-day is out of the question. But "some day" lies in the far golden haze of the future that seems to have in it the infinite leisure of eternity. And so we defer, till the more convenient season that never comes, what ought to be done instantly, without talking heed of our own feelings, our plausible objections, and permitting the creeping paralysis of over-much debate that keeps the arm from striking while the iron is hot!

These prophecies that begin with "some day" and a good resolution are rarely converted into the past tense. The man of action makes his plans soberly and takes the facts where he can get them that will help him to decide what to do. But when his mind is once made up he goes ahead without telling you much about it. He does not boast. He is too conscious of his own fallibility to be cocksure of brilliant and secure results. He knows that human agents may fail him, if not his own wit or his own strength, and he does not greatly care to describe the deed till after the fruition of his thinking and his striving is the accomplished fact.

The lesser man overlooks "some day" with the tardy, heavy transmittendum of yesterday and to-day, serenely unmindful of the fact that the future has problems of its own; the future needs its own clear field and has no room for the heritage of procrastination.

GOOD CALL FOR VICTOR GOODS.

(Special to The Talking Machine World.)

Boston, Mass., May 11, 1913.

Ubert Urquhart reports a good call for Victor goods at the Chickering & Sons warerooms in Tremont street. This is a very convenient establishment, and the Victor apartments in the basement are admirably arranged and comfortably furnished for the accommodation of customers.

WHY WINKELMAN IS PLEASED.

(Special to The Talking Machine World.)

Boston, Mass., May 11, 1913.

Ask Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., how business is, and his face becomes wreathed in a broad smile which tells the happy story. He reports a heavy call for some of the new records which have become the most popular.

Two suits have been instituted in the United States Court at Trenton, N. J., alleging large damages against the Victor Talking Machine Co. The plaintiffs are Samuel Levin, of Highland Park, Ill., and the Permanent Disc Needle Co., an Illinois corporation. The suits are based on a warning issued by the defendant company against the use of the jewel disc needle made by plaintiffs.

WANTED TO BUY

WANTED TO BUY—Dealers' surplus stocks or close-outs of Zonophone Single Disc Records. Address "Zonophone," care The Talking Machine World, 373 Fourth avenue, New York City.

FOR SALE—5,000 Edison 2-minute records, 10c. each; 5,000 Zonophone 19-inch records, 15c. each; all new, clean stock. Deninger, 335 North street, Rochester, N. Y.

WANTED TO BUY—Dealers' surplus or close-out stocks of disc machines and records. Address "Buyer," care The Talking Machine World, 373 Fourth avenue, New York City.

Wonderful Invention
IS
“ARTESTE TONE MAGNIFIER”
Attached to the Victrola

Eliminates all rasping sounds of needle and produces full rich tones of perfect coloratura, quality and expression, without the distracting mechanical noises.

Madame Tetrazzini's

records and those of other great artists give all lovers of good music the pleasure of personal rendition when heard through

“Arteste Tone Magnifier”

which is easily and quickly adapted to the Victrola; does not get out of order and require adjusting or attention after installation. *It will materially increase your business and profits.*

90% of your machine owners will buy. Sold only to the trade. Retail price \$3.50. Liberal discounts

THE STETSON MFG. COMPANY

NEW YORK

CLEVELAND

THE ARTESTE TONE MAGNIFIER.

The New and Remarkable Device Invented by C. Stetson Butler to Perfect the Tone Quality of the Talking Machine Has Now Been Introduced to the Trade—Company Organized with Offices in New York and Cleveland—To Develop This Business.

The Arteste Tone Magnifier is a new and most remarkable device that has been invented by C. Stetson Butler after long and continued experiments in an effort to produce a means for the perfection of the tonal qualities of the talking machine and to produce the natural tone of the artist or instrument in a realistic manner and in such a way as to eliminate mechanical effects.

The marvelous progress made in the production of talking machines has left the main step for improvement in the reproducing of perfect music in the direction of the development of tonal purity and the natural pitching of the voices or instruments reproduced.

The Arteste Tone Magnifier is said to be remarkable for the success it has achieved in this direction. Some of the greatest authorities on tone production were consulted and advised with continually and were themselves astonished with the result. Artists who have heard their voices reproduced with the new magnifier in use have been extremely enthusiastic and have expressed themselves that the reproduction was as perfect as an individual rendition.

The Arteste Tone Magnifier is not complicated but on the other hand is quite simple. It very successfully eliminates, however, the grating and rasping noise of the needle and prevents the echoing or fluctuation of tone caused by too violent or continuous vibration of the diaphragm and prevents the blasting of the high notes or tones by offering a flexible cushion to the diaphragm which prevents excessive vibration and consequently true and distinct reproduction.

It is designed to truly reproduce in absolutely natural tones the consonants and vowels so frequently emitted from the instrument without being well defined, and also to bring out clearly the separate voices or instruments in concerted productions and orchestra renditions. This is considered most important because the diaphragm is apt in the transmission of this collection of various tones to vibrate so violently in giving forth one sound that it does not fully recover its normal position in time to send forth the next tone correctly. All of the true natural tone of the voice with the true quality is also given through the use of the magnifier.

The manufacture and sale of the Arteste Tone Magnifier was undertaken by The Stetson Mfg. Co., of New York and Cleveland, in April. The officers and directors are: J. L. Miller, New York, president; Henry Dreher, Cleveland, vice-president; George T. Cappel, New York, vice-president; J. P. Stetson, New York, secretary; H. A. Auer, Cleveland, assistant secretary; C. Stetson Butler, Cleveland, treasurer; Jay Dawley, Cleveland; Dr. F. S. Clark, Cleveland, and F. A. Hall, of New York.

The company has organized a large and efficient sales force, backed by sufficient capital and ability to insure the proper introduction of its product. R. W. Shirring, manager of the Victrola department of the Caldwell Piano Co., of Cleveland, has recently joined the sales force, and has been assigned to Western territory. An announcement from this company appears on page 29 of this issue.

SELLING A ROUGH DIAMOND.

Some time ago a man who had not been on good terms with his razor, his tailor or his bootblack for several days, entered the Victor department of a certain store in New York City. He asked to see a small Victrola, and the three salesmen (on commission) each waited for the other to demonstrate.

Finally the best man of the three took the rather rough looking customer in hand and eventually sold him a \$25 machine and, of course, a few records. The salesmen did not think it worth while to show

anything but band, instrumental and popular low-priced numbers.

The rugged customer declined to purchase on "time," saying, "No, I guess I'll pay for it. I want to liven things up aboard the boat. I want it tomorrow, sure, and if I have it charged I may never get it."

The sale amounted to \$31. As he left the store the salesmen failed to notice a Masonic emblem of high degree and two diamonds worn by the customer. Three times in two weeks the same customer returned, and each time he was shown only low-priced records.

The fourth time, about eleven weeks later, the department manager was at leisure and handled this customer's business. The result, a sale of fifty-six dollars' worth of records. The customer remarked that he had begun to think that the store did not carry the opera records, because he had never been shown any before.

During the summer this man purchased over three hundred dollars' worth of records. Most of these were damaged on the boat and in the fall he purchased a style XVI and over two hundred dollars' worth of records for his home.

The man was a large property owner, rated several times a millionaire, and the boat was a good-sized yacht.

TRADE WITH SOUTH AMERICA.

Exports Shown to Be Increasing Faster Than Imports.

(Special to The Talking Machine World.)

Washington, D. C., May 10, 1913.

Reports from the United States to the five principal countries of South America—Brazil, Argentina, Chile, Uruguay and Peru—increased almost 12 per cent. during the first nine months of the present fiscal year, as compared with the same period last year. Imports from those countries increased only 5 per cent.

The exports this year totaled \$94,300,000, against \$84,400,000 last year; the imports \$145,300,000, against \$138,500,000.

The imports from Brazil in the comparative nine-month period increased from \$95,700,000 last year to \$104,500,000 this year; Argentina, from \$19,000,000 to \$22,600,000, and Chile from \$13,500,000 to \$18,500,000. Exports to Brazil increased from \$22,900,000 to \$32,000,000, while those to Chile decreased from \$12,200,000 to \$11,800,000 and those to Argentina from \$40,400,000 to \$39,900,000. These figures are most interesting.

A WELCOME VISITOR.

In enclosing a subscription to The Talking Machine World the Johnson Talking Machine Co., Ltd., Liverpool, England, writes: "We are pleased to inform you that business is still keeping good with us at both our Liverpool and Birmingham houses. This last season has been the best of our 15 years' experience in the wholesale talking machine business, and trade has every appearance of keeping brisk with us during the coming summer months. We look forward to your valuable publication every month, as it is very interesting for us to read about dealers and factors in our line of business in U. S. A., although it is not possible for us to do much business in your country through the high tariff which you have against us. We wish your paper every success."

IN THE STILLY NIGHT.

Caruso bravely sang the "Grand Old Flag";

"In terra solo" Harry Lauder sang.

Pol Plançon warbled "That Italian Rag";

Gus Williams gave the "Prize Song" with a bang.

I heard the Sembra pouring out "Poor John,"

And Melba, "You Are Just the Man for Me,"

And Eva Tanguay, with a smile, came on

And rang the changes on "Ah! fors' è lui."

De Pachmann wrung "Bill Simmons" from the flute,

And Elman beat the tomtom with much pride;

I heard Fritz Kreisler toying with the lute

And Damrosch playing on the ophicleide.

Ah, when you go to bed and slumber seek,

This is the sort of dreaming that you do

When regularly, seven nights a week,

Your friends grind out their phonographs to you!

—Nathan M. Levy in *Life*.

AUTOMATIC STOP DEVELOPMENT.

Discussed by an Officer of the Condon Autostop Co.—What This Concern Has Accomplished.

"The possibility of the development of the automatic stop was questioned by a few in the trade when we first marketed the Autostop," stated an official of the Condon Autostop Co., 109 Broad St., N. Y., in a chat with *The World*, "but it has taken only a year and a half to develop imitators without number. The active commercial plans we formulated and prosecuted after marketing the original Autostop gained a unique position for us, which the efforts of so many of these other people bringing out stops tendered to strengthen and improve. The wide sale enjoyed by the Autostop produced a demand upon us by jobber and dealer, almost without exception, for a stop that would be automatic in every meaning of the word; a stop requiring no setting, no regulation or adjustment. We felt the presence of this great demand and concentrated all our efforts to produce what has heretofore been but a dream. Upon the completion of our first manufacture, the public will be in possession of Noset—the autostartstop, which is the realization of the dream.

"The statements of insistence on the part of the trade have become an ensemble and is to-day a mighty chorus beating in unison all to one effect: 'Give us a stop requiring no setting or adjustment!' The efforts of every one here are combined and our plant is taxed to produce this accomplishment by making the earliest possible delivery of Noset.

"Eyesight varies in strength, and ability to make a fine adjustment, when records end at different points, is not possessed by all. Many times in using an adjustable stop it will be found that the record is stopped too soon, or it often happens that the adjustment is made so that the needle gets in the last line of the record and it doesn't stop at all. None of these annoyances happens when Noset is used, for it finds its own last line without any previous setting or adjustment, finding the last line in its own action which is secondary to the use of the machine. Any other beliefs tending to the idea that people can be made to adjust a stop, are untenable because impractical.

"From a commercial standpoint alone, it is easy to prove that Noset is the most logical article, for the talking machine store employe is unable in his busy times to take sufficient time to demonstrate and explain to the customer how a stop works and how it may be regulated, be it ever so simple and ever so easy—apparently. The customer will be attracted to, and won by the article that does not have to be explained to him and for the great mass of people using the talking machine—the stop that stops without any setting and works without explanations as to 'how' or 'why' it may work, is the one which will prove its own value on sight.

"Before *The World* is issued, our first run of 20,000, No. 14 Needle Cutters will have been completed, and will relieve in part an order situation which has taxed the patience of every one. The success of our cutter is immense and surpasses our greatest expectations. The splendid cut and many clippings of the needle which one gets—the amount being over twenty instead of fourteen, which was a conservative statement on our part—combined with the popular price of \$1.00, has produced an immediate demand for the article from the most prominent members of the trade."

COLUMBIA EXPANSION IN HAVANA.

A. E. Garmaize, traveling ambassador of the Columbia Co.'s export department, returned to New York recently after an extended Havana trip. Mr. Garmaize states that the Columbia Graphophone Co.'s products are doing remarkably well in Havana, and Frank G. Robins & Co., Columbia representatives in that city are steadily increasing their talking machine sales. This company recently constructed a new building, to be devoted exclusively to talking machines, and its success with the Columbia line is most gratifying. Mr. Garmaize reports a steady demand for the high-priced types of machines, with the Columbia "De Luxe" a prime favorite with the Havana people.



Godowsky! Our previous successes in piano recording have convinced the famous Polish pianist and the world's supreme technician that his art can be perfectly recorded, and he has just made his first Columbia Double-Disc records.



Columbia Graphophone Company
Tribune Building, New York

HOW TALKING MACHINES STIMULATE PIANO SALES.

Some Facts of Interest that Should Awaken the Curiosity and Action of Piano Merchants Who Are Not Now Handling Talking Machines—The Record Made by the Piano House of F. G. Smith in Brooklyn is Worth Studying and Consideration.

Piano merchants in all parts of the country were greatly interested in the recent announcement published in *The Talking Machine World*, relative to a startling increase in sales of pianos and player-pianos experienced by one well-known piano manufacturer, which was directly traceable to purchases of talking machines. The firm who reported this splendid record was the well-known Brooklyn, N. Y. piano house of F. G. Smith, who recently installed a Columbia department, and soon after its establishment, increased its sales something like \$1,600 in one week, all of these sales being made to owners of Columbia instruments, whose presence in the store was due solely to the fact that they were buying the Columbia product.

Interesting and valuable as this report was, a later statement from the same progressive piano house is to the effect that during the first week of

this month, the sales increased over \$2,500 from the same source as the first reported increase—namely, owners or purchasers of the Columbia product, who would not have been in the establishment if it were not for the fact that the Columbia line was displayed in the store.

In view of these encouraging and gratifying reports from representative piano merchants, who have established talking machine departments, it is not to be wondered at that piano houses in all parts of the country are expressing confidence and faith in the value of the talking machine department in conjunction with their business. With a competent manager in charge of his talking machine department, the modern piano merchant is offered an opportunity to reap additional profits in his own line of business, as well as from the talking machine end.

A GOOD INVESTMENT.

Commander-in-chief of the Massachusetts Consistory, S.P.R.S., Invests \$500 in Edison Disc Model and Records.

It is customary to present to the Commander-in-chief of the Massachusetts Consistory S. P. R. S. 32, when he retires from office, with a substantial purse or a substantial gift. This year \$500 was presented to Edward S. Benedict, 33.

Now, this is where the talking machine enters!

F. H. Silliman, manager of the Boston headquarters of Pardee-Ellenberger Co., sold Mr. Benedict a \$250 style of the new Edison disc model, and as fast as the new records appear Mr. Benedict will use the other \$250 to extend his repertoire. Probably there is not a more enthusiastic Edisonian than Mr. Benedict.

PRIZES FOR SALE EXPERIENCES.

Salesmen Should Take Much Interest in Competition Offered by Victor Talking Machine Co. for Stories of Difficult Sales.

The Victor Talking Machine Co. announces that the closing time of the competition for stories of difficult sales successfully closed by Victor salesmen in all parts of the country has been extended to May 30. With three prizes of \$20, \$15 and \$10, respectively, offered for the best articles based on actual and personal experience, there should be no lack of interest. With vacation time coming, \$20 or even \$10 should look mighty good to the average salesman.

As much energy as you spend in watching your competitor's business, just so much less will you have for pushing your own. And there are men who are going to take your chances away from you, unless you use them so effectively that they cannot.

CONCENTRATION DIDN'T PAY.

Too Much Concentration Often Costly, Says Edison, and Cites Incident.

An incident in the life of Thomas Edison, shows, curiously enough, that even the most practical genius of the age may sometimes be impractical, and that occasionally too much concentration is an expensive luxury in which to indulge.

While engaged in the perfection of many complex details in his first laboratory at Newark, N. J., Edison was notified that unless he paid his taxes on the subsequent day he would be compelled to pay 12½ per cent. additional. Nearly a hundred people were in the line ahead of him when he went to the City Hall to fulfill his obligations, and while he was awaiting his turn his mind reverted to the problem of the quadruplex telegraph upon which he was working, and when he reached the window, he had completely forgotten his surroundings.

"Well, well, young man," said the clerk impatiently, "what's your name?"

"I had lost my composure completely," said Edison, speaking of the incident, "and all recollection of my name as well, for I stared at the official behind the counter and answered in perplexity, 'I don't know!' Jumping to the conclusion, I suppose, that he had an idiot to deal with, the tax collector waved me aside, others poured into my place, the fatal hour struck, and I found myself saddled with the extra charge of 12½ per cent."

TALKING MACHINES FOR LEPERS.

A large order for Victor talking machines and records for the leper colony on Penikese Island, was recently filed by the Henry F. Miller Piano Co., Boston. It is stated that the talking machines prove a never failing source of entertainment to the victims of leprosy, who are cut off from the enjoyment of the every-day pleasures of life.

NEW LAWS DISTRESS THE FAKERS.

Legislation Enacted and Pending Against Misleading Advertising Already Has Effect on Business of Certain Class of Merchants.

The fact that six States have already passed laws against misleading advertising and that bills to that end have been introduced in the legislatures



He Delays Not the Order of His Going.

From the Pittsburgh Post.

of a number of other States and are expected to pass at an early date, has served to fill with alarm those who depend upon misleading advertising to sell their goods to the public. The predicament of the fake advertiser is well illustrated in the accompanying cartoon from the Pittsburgh Post. It is a case of "the tall timber" for the faker.

HIGHER PRICED MACHINES LIKED.

"Business for this time of the year is unusually gratifying," states G. T. Williams, manager of the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor. "The call for the higher priced types of Victrolas keeps up most encouragingly, and the demand for records maintains a steady increase over last year. Our business for the first four months of 1913 was considerably in advance of the corresponding period of 1912, and the month of May to date, shows the same substantial gain over last May. There has been a noticeable increase in the call for Victrola X, at \$75, which we attribute to the concentration of publicity, which the Victor Co. has been bestowing on this particular type of machine."

THREE TIPS.

It's the way a man sticks to a thing that marks him as a success or a failure. Many a fellow has won out at the eleventh hour just because he wouldn't let go. Don't be a quitter.

Promptness is the essence of all good business, the lack of it the cause of most failure.

In buying, stick to a few firms and make them your friends.

Your opinions carry weight to just the degree that you are able to understand and appreciate the opposite opinion.

SALTER CABINETS

With Felt-lined Shelves
Make an Ideal Line



SIZE—34 in. high
TOP—20 $\frac{1}{4}$ x 24 $\frac{1}{4}$ in.

FINISHED IN MAHOGANY OR ANY FINISH OF OAK.

Dealers are realizing more and more what profits lie in the sale of cabinets.

Every owner of a talking machine is a prospect, and feels the need of a cabinet every day.

The Salter Line attracts the buyer, because of high quality of workmanship and finish—protection to records and moderate prices.

Write for Catalogue
and Be Prepared.

SALTER MFG. CO.
337-43 Oakley Ave. Chicago

THE ONLY MAKERS OF FELT-LINED SHELF CABINETS AND SALTER ADJUSTABLE CORNERS.

STRONG BUSINESS IN BALTIMORE.

April Proves an Excellent Month with the Talking Machine Trade—Plenty of Machines to Supply Demands—Many Changes of Locations—New Building for Columbia Co.

(Special to The Talking Machine World.)

Baltimore, Md., May 6, 1913.

It is the same old cry with the talking machine dealers in this section. With each month it seems to be a case of increased business with the result that April is reported to have surpassed previous months, barring December, of course. The Columbia people are crying for more machines so as to furnish all the demands, while the Victor people declare for the first time in a long while they have been able to get enough machines to keep them out of hot water with the customers.

Several changes in location are scheduled to take place among certain dealers within the near future. The local branch of the Columbia Phonograph Co., F. A. Dennison, manager, has outgrown its present headquarters and have leased the spacious building at 305 and 307 North Howard street which they will occupy May 15. This is a four-story building, handsomely fitted up with French gray fixtures. They will have more room for customers and better facilities for handling crowds. Five attractive demonstrating rooms are being put in the first floor and the show windows are fine large ones, affording room for pretty displays of the Columbia productions. Manager Dennison reports a big month for the Columbia machines and records and expects the good things to keep coming his way right along. The Columbia is also having good results with the Dictaphone trade.

W. C. Roberts, manager of the local store of E. F. Droop & Sons Co., is a happy man these days for the reason, as he reports, he has been able to get in one of the largest stock of Victor machines of every description since he has been in the business. He declares that April was a record breaker and judging from results the past six months or

more the big stock on hand will be necessary to keep up the good business results.

Mr. Roberts is preparing to put in front of his store two demonstrating rooms such as have been recently suggested by the Smith Co. of Philadelphia.

The Lyric Music Co. has been going some during April with the Victor and Columbia lines and Manager Stran looks for a good summer trade. Thomas Gordon, of the Gordon Talking Machine Co., makes similar reports concerning the two lines.

GRAVES CO. TO INCREASE CAPITAL.

The Well-Known Portland Piano House Leases Building on Fourth Street, Which Will Be Occupied as Soon as Extensive Alterations Are Completed—Also Recently Closed Lease for Handsome New Quarters in Spokane.

(Special to The Talking Machine World.)

Portland, Ore., May 6, 1912.

A deal has just been closed whereby the Graves Music Co. takes a 10 years' lease on the property on the west side of Fourth street, between Morrison and Alder, known as the Jones Market.

Under the terms of the lease the Graves Music Co. will make extensive alterations to the interior of the building, fitting it up for a first class wholesale and retail music house. Among other improvements to be installed will be an electric passenger elevator.

The ground and mezzanine floors will be used for the retail department and the upper floors for demonstration quarters and storage for musical instruments for the wholesale department. The rental is to be \$12,700 a year, or \$127,000 for the entire period. This sum is to be net to Mr. Jones.

The Graves Music Co. is one of the many prosperous mercantile institutions in Portland which had very small beginnings 15 years ago at 285 Alder street in a small shack of a building 16 x 50 and with a small stock of pianos, instruments, etc.

In 1905 they incorporated for \$10,000. In 1908 their Washington street location was torn down, which necessitated another move to their present location, 111 Fourth street, where they added ad-

ditional capital and incorporated their business for \$50,000. In 1910 they re-incorporated for \$100,000.

Now it is announced that the firm is about to increase once more, raising the incorporation to \$150,000 capital.

The Graves Music Co. have also just consummated a lease for large new quarters in Spokane, Wash., in the Empire State Building, which is the second most expensive absolutely fireproof building in Spokane. They handle talking machines.

HOW THE DEALER IS HELPED.

The National Publishing Co. Helps Along the Demand for Its Record Albums.

(Special to The Talking Machine World.)

Philadelphia, Pa., May 9, 1913.

The National Publishing Co., of this city, is experiencing a great demand for its record albums, and this is due not only to the values embodied in these specialties, but to the support which the manufacturers are giving the dealers in disposing of them. In this connection they have prepared very attractive circulars showing pictures of the record albums opened and closed. These can be furnished by jobbers to the dealers for the purpose of stimulating trade. Among other things, they point out that the index in every album facilitates the instant location of any record, for the labels are seen through the openings and the title of the records can be read without removing the records. The name and address, or card, of the dealer will be printed on 500 circulars and sent to him free of charge, and it will contain, upon request, the prices at which the albums are sold.

The National Publishing Co. will also be pleased to send out a sample album by express, prepaid, for examination. In other words, they will do all they can to aid the jobber and dealer develop business. The record albums made by this company are most attractive and durable, the covers being made of bookbinders' boards and covered with a fine quality of cloth. There are seventeen pockets for records made of extra strong tag manilla paper and firmly secured to heavy guards at the back of the album.

WISCONSIN TRADE OPTIMISTIC OVER OUTLOOK.

Crop Conditions Are Excellent and Milwaukee Merchants Are Planning for a Very Active Summer Trade—New Edison Agents Appointed—Bradford Co.'s Handsome Victrola Rooms—New Columbia Boomers—Talking Machine Co.'s New Establishment.

(Special to The Talking Machine World.)

Milwaukee, Wis., May 20, 1913.

There seems to be a temporary dullness in the retail talking machine trade, although jobbers say that their business is holding up at a remarkable rate. Local dealers are not worrying over the present situation and are more than pleased over the outlook. New life is always added to the retail trade with the opening of the summer resort season and this period is due to arrive just as soon as the schools close. Wisconsin and Michigan are dotted with lakes, ideally located for summer vacations, so most of the watering places boast of many summer homes. Milwaukee dealers awoke several seasons ago to the possibilities to be derived from the summer resort trade. The average family takes along a machine and a liberal supply of records with which to pass away the time during the summer. John H. Becker, Jr., manager of the Victor department at the Espenhain store, several seasons ago established the principle that summer resorters owning large Victrolas, or other machines, were likely customers for smaller machines which could be easily taken to the summer home.

Prospects for the ensuing year were never brighter than right at the present time. Crop conditions all over the Northwest are exceptionally favorable, and unless something entirely unforeseen happens, a bumper crop will be harvested again this year. Good crops in this section of the Northwest always mean prosperity in all lines of activity, the talking machine business included.

Bradford's Remodeled Quarters.

The J. B. Bradford Piano Co., which recently took the agency for the Victor line, has completed the remodeling of its four-story building at 411 Broadway. Several thousand dollars have been expended in making the building into one of the handsomest retail establishments in the Northwest. The talking machine department has been arranged on the first floor where attractive demonstration and display parlors and a large record room, equipped with new dustproof record cabinets, have been prepared for the Victor department. Thomas DeSwarte, treasurer of the Bradford company, has general supervision over the new Victor department, but Miss Jule Steiner, an attractive young Milwaukee lady, is in charge.

Many Edison Agents Appointed.

Wisconsin dealers seem to be alive to the possibilities to be derived from handling the new Edison disc machine and other lines offered by the Thomas A. Edison, Inc., judging from the big list of new dealers which has been secured by the new Milwaukee Phonograph Co., 349 Broadway, jobber for the Edison line. William A. Schmidt, general manager, reports new Edison dealers located in practically every section of Wisconsin. Demand for the new Edison disc machine is increasing daily. Mr. Schmidt says that some difficulty is being experienced in securing enough records to meet the demands of the trade, but that larger shipments are beginning to arrive from the Edison factory.

J. R. Chapman, of the J. R. Chapman Co., Oshkosh, Wis.; Anthony Stiller, of the Stiller Photo & Supply Co., Green Bay, Wis.; George W. Coppins, Whitewater, Wis., and E. A. Meckelburg, Two Rivers, Wis., were among the new Edison dealers who recently visited the Milwaukee Phonograph Co.

New Quarters in the Fall.

Paul A. Seeger, manager of the Victor department at the Edmund Gram Music House, 414 Milwaukee street, says that the plan of moving the talking machine quarters to the first floor of the handsome new store will be carried out this fall. Attractive booths of ivory tinted mahogany, conforming to the Roman Ionic interior of the Gram store, will be arranged. Good Victrola and record sales are reported by Mr. Seeger and his associate, Ernest F. Leicht.

New Columbia Agents.

Several new Columbia dealers in Milwaukee and about Wisconsin have been located by A. G. Kunde, 516 Grand avenue. He expects to be able to announce next month the name of a new dealer who intends to open a new store at the location on Fond du Lac avenue, formerly occupied by Mr. Kunde. Mr. Kunde says the new Columbia Grafonola grand, the \$500 instrument, seems to be taking well with the Milwaukee trade.

Wisconsin Co. Occupying New Store.

Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., Victor jobber for this State, has moved her retail store into the building at 312 Grand avenue, recently leased for

a ten-year period. Miss Gannon is occupying the entire first floor, which has been remodeled and made into one of the most attractive retail talking machine shops in the city. Seven new booths have been installed. The window display facilities are unusually fine, while the main exhibit floor offers fine display possibilities. Miss Gannon has twice as much space as was available at her former location at 213 Grand avenue.

Brieflets.

Otto Krause, manager of the talking machine department of the Hoeffer Manufacturing Co., 306 West Water street, has resigned and is now located in the East.

Manager Campbell of the Victor talking machine departments at the two stores of the Edward Schuster & Co., reports that Victor business is much better than at this time a year ago. This is also true of the Schuster department at the Third and Garfield street store.

Victrola Will Entertain.

The officials of the Espenhain Dry Goods Co. will give its annual banquet to the employees of the big store in its grill room on May 15, and an elaborate Victrola concert for the occasion has been arranged by John H. Becker, Jr., manager of the Victor department at Espenhain's. Mr. Becker followed a new scheme in the issuing of his circulars to the trade this month. On the back of each circular he had printed the best 100 Victor records. He has had printed an attractive letterhead, calling attention to the Victrola IV, as a machine especially desirable for summer homes and outings of all kinds.

To Record Passing Events.

For the purpose of securing records of local concerts that can be appreciated in later years when the organizations may have become extinct, Geo. Schuette, of Manitowoc, Wis., recently purchased a new recording phonograph in Chicago and is now collecting a fine series of records before the close of the present musical season in Manitowoc. Not only concert music, but band music, speeches and anything of local interest and worth preserving will be retained by Mr. Schuette.

Featuring Victrola Line.

L. C. Parker, manager of the Victor department at Gimbel Brothers, and Manager Abbot, of the Victor department at the Boston store, are featuring the Victor line in the advertisements of their respective stores, and both say that business is increasing as a result. Manager Parker expects to add several new booths to his department sometime during the next few months. An especially large stock of Victrolas is carried by Mr. Parker, who believes in having every possible type of machine on hand in order that customers may select just what they want.

Visitors.

W. P. Gibbs, of the Rudolph Wurlitzer Co., and Roy J. Keith, of the Talking Machine Co., of Chicago, were among the out-of-town visitors who recently called upon the Milwaukee trade.

W. BEEBE PRICE BECOMES MANAGER.

Sol Bloom, Inc., of New York, has secured the services of W. Beebe Price as manager of its Metropolitan Opera House branch, at Broadway and Fortieth street. Mr. Price is well known in the talking machine line, having been connected for over a decade with the house of Jacot when it was in Union Square, and since then with other firms in the same business. He brings with him a ripe experience and a large circle of friends. Sol Bloom, Inc., reports that its Metropolitan Opera House store has more than met its expectations. During the opera season it was the rendezvous of music lovers and artists, and the overflow of many operas found entertainment in its beautiful rooms.

VISITING THE TRADE.

Edward A. Borgum, now a member of the Woods Filing Cabinet Co., Los Angeles, Cal., is visiting the East, making his first stop at Chicago, and working his way to the Atlantic Coast in the interest of this house.

**Bell-Hood Needles****The Needle with a "Sounding-Board"**

Experts know BELL-HOOD SUPERIORITY. Why?

Because BELL-HOOD clarifies and amplifies the vibrations and consequently improves the TONE-QUALITY.

There is money in handling our needles. Many dealers have increased their receipts materially. It draws in business.

Our new 10 cent package proposition is proving a winner. Also 25c. and 50c. boxes.

Write for samples and unusually liberal discounts.

THE BELL-HOOD NEEDLE COMPANY
183 CHURCH STREET NEW HAVEN, CONN, U. S. A.

TALKING MACHINE MUSIC AS A COMMUNITY ASSET.

How the Summer Life of a Country Village Can Be Brightened Through the Medium of the Talking Machine—The Solution Lays with Enterprising Talking Machine Merchants Who Believe in Working Along Original Lines and in Getting Results.

How will Cyrus and Mirandy Perkins be able to satisfy their craving for the blare of a real brass band this summer, Mr. Dealer? Will they be compelled, as usual, to harness old Dobbin to the carry-all and journey to Willow Grove Park, a good twenty-five miles across the river, for their musicfest, or are you going to invade the precincts of Hainesport with the talking machine and allow Dobbin a well-earned holiday in the South pasture?

Our little village is music mad, Mr. Dealer. When Jim Bailey carries his Victor out on the front porch of an evening and puts on a record by Mr. McCormack or Signor, Caruso, you can see the fellows running. Down by the Baptist Chapel, streaking by the tall maples in a cloud of dust, comes Numpy Cook enroute to the concert, and cussing a little for fear he has missed something. Across the fields, from the direction of the town hall, dashes Greeny, the veteran baseball catcher, and he too is mumbling imprecations at himself for being late. Up from Walther's store sprints George Boyarth, running his legs off to be in time for Celeste Aida.

This all proves that our taste for good music is highly developed and that the very best artists are none too good for us.

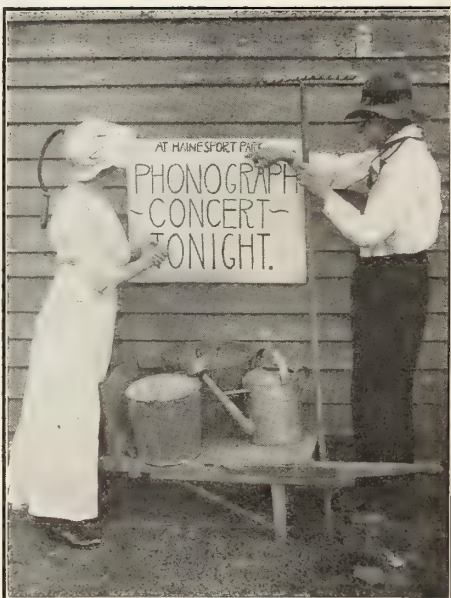
There is a picturesque little wooded dell directly back of the new ball grounds, and it is here, if the winter's dream comes true, that the world's greatest bands and orchestras will be heard on pleasant evenings throughout the coming summer. A miniature park it will be, with rustic benches distributed among the pines and spreading like an open fan round the phonograph stand.

Here we will listen to Victor Herbert, John Philip Sousa, Santlemann and Vessala. In fact, every great bandmaster and orchestra leader in the universe will flourish his baton at our command, and flood our souls with golden melody. The one

thousand dollars per night song birds will wing their way to our grove and warble their sweetest for us, and the dramatic celebrities will stalk among us, too.

Are we not to be envied, and should not every village far removed from the metropolis be offered a similar opportunity?

If you wish to create a sensation, Mr. Dealer, come to Hainesport ahead of your competitors, and bring your talking machine. Take this placard



The Awakening.

to Cyrus Perkins and ask his permission to tack it on the side of his barn:

AT HAINESPORT PARK
PHONOGRAPH CONCERT
TO-NIGHT.

and await results. I can assure you that the wait will not be long.

When our friend, Cyrus, informs Mirandy that their anticipated journey to Willow Grove across the river is entirely unnecessary, and that they can have a Gol dinged sight better time attendin' the musical doin's right to hum, your reputation will become firmly established among us. You see, Cyrus is an important personage in our midst, and what he tells Mirandy—goes.

Mr. Dealer, have I made myself sufficiently clear? Do you see my point? Are you able to realize after perusing my somewhat rambling tale that there is a chance for you to obtain some corking good advertising, and the good will of the countryman to boot, by invading a village in the good old summer time and giving concerts in the open air?

It will pay you to give this pet scheme of mine a tryout, I am sure. An enthusiastic audience will be yours from the very start—Jim Bailey will prove this to you most conclusively if you care to ask him—and then while the enthusiasm is at the zenith of its intensity, get busy with your trade talk and attractive literature.

Placard the village with big, healthy signs, insert an elaborately worded description of your aims and ambitions in the Hainesport Gazeteer, and O ye Gods and little fishes! how the orders will come rolling in.

An advertising campaign conducted through the medium of the magazine or daily paper is all right, Mr. Dealer, and generally speaking, conducive to good results, but if you want to reach Rube, you've got to show him. He has, in all probability, seen your ads before now, especially the illustrations, but his glance was a casual one, for his mind was centered upon the price of clover hay or some such matter dear to his heart.

When he comes to your open air concerts and hears with his own ears how wonderful the talking machine has grown to be, you've got him. Hearin's believin', Gol ding it!

Music as a community asset has been widely discussed in the public press of late, and as a fitting finale to my story I quote from an editorial in the Philadelphia Evening Telegraph upon this interesting and important subject:

Not a few cities in Europe and America are devoting some attention to municipal music. That is, they are attempting to bring music into the daily life of their citizens.

Throughout Germany, especially, the people have abundant opportunity to hear orchestra concerts and to attend opera for a very small sum. Band concerts in summer are not only a popular diversion, but a refining influence. That is a distinct asset in citizenship.

It has been pointed out repeatedly that the cities and towns in the United States are too busy commercially to give much attention to art and music. In refutation of this it may be pointed out that no country to-day is more commercially alive than Germany is, and yet its people, high and low, are a music loving race.

Many cities and towns in the United States are giving a special prominence to choral music. Festivals are inaugurated in which the townpeople participate as singers. In some instances the children of the public schools are included in the body of singers.

We are spending a large sum of money annually on public school music, and the effort to give the people pleasure through festival music in which children participate is logical.

Good music is at once stimulating and refining influence. In one prominent American city, famous for its festival music, the business men's club is actively interested in lending its support to the success of the effort, and it is distinctly successful, drawing attendance from far and near and often from European countries. Any country that can take steps to bring good music before the majority of its citizens has added a great asset to its working capital and power.

And any citizen that can find pleasure in good music has helped to raise the standard of his own life as well as the life of this community through that fact.

HOWARD TAYLOR MIDDLETON.

TALKING MACHINE MEN MAKE NOTE.

To achieve what the world calls success, a man must attend strictly to business and keep a little in advance of the times.

The man who reaches the top is the one who is not content with doing just what is required of him. He does more.

Every man should make up his mind that if he expects to succeed, he must give an honest return for the other man's dollar.

Grasp an idea and work it out to a successful conclusion. That's about all there is in life for any of us.—Edward H. Harriman.

PHONOGRAPHISCHE ZEITSCHRIFT

BERLIN W. 30, GERMANY

The oldest and most up-to-date trade paper covering the talking machine line published in the German Language.

PUBLISHED WEEKLY. FOUNDED 1900

Circulates all over the world.

SPECIAL EXPORT NUMBERS appear in four different languages at regular intervals.

Subscriptions for this talking machine publication 10 Marks yearly.

Sample copies sent free.

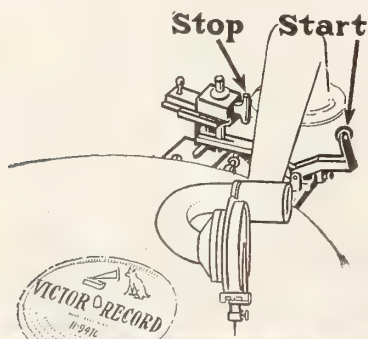
Simplex Automatic Start and Stop Device

LISTED BY 95%
OF VICTOR JOBBERS

WHY?

STANDARD GRAMAPHONE APPLIANCE CO.

173 Lafayette Street, New York, N. Y.



OUTLOOK IN CLEVELAND MOST ENCOURAGING.

Business Generally Recovering from Effects of Recent Floods Throughout West—Mr. McNulty Winning Many Compliments for His Successful Attachment for Playing All Kinds of Talking Machines—Columbia Entertainment Wins Praise—Other News.

(Special to The Talking Machine World.)

Cleveland, O., May 10, 1913.

Business in the talking machine trade is of good volume and has continued very satisfactory, so far, all this season, and from the fact that general business is good, the outlook is of the most encouraging character.

The floods of a month ago did not result in very serious damage or loss in this section of Ohio, talking machine dealers feeling its effect but slightly, and that indirectly. The water did not in any case reach the storerooms of the dealers.

The U. S. Phonograph Co., of this city, has decreased its capital stock of \$1,000,000 to \$10,000. It is surmised the company will retire from business.

Forest Chancy, on his return from the East to his home in Chicago, stopped off for a few days visit with Mr. Madson, of the Columbia Co. His new concealed talking machine horn is favorably commented on by dealers and others of the guild.

The Union Specialty & Plating Co. are highly pleased with the favor with which the attachment for Edison disc machines to play Victor or Columbia records, has been received. H. B. McNulty, the inventor, and who is personally supervising the manufacture of the attachment, showed the visitors scores of orders and letters from various sections, covering the territory from Maine to California, and from Minnesota to Louisiana. There is a large local demand by dealers who have satisfyingly experimented with the attachment.

A new candidate for public favor in the talking machine line is the "Artiste Tone Magnifier." It is an appliance placed in the air chamber, against the diaphragm of the reproducer, to eliminate the grating noise of the needle, and to transmit the natural tone of the voice. The Cleveland offices of the manufacturers of the device, are firmly equipped and activity prevails in all departments.

An innovation in the way of an interesting entertainment was given on the evening of April 21, at the store of the Columbia Graphophone Co., in a recital by C. A. Routh, assistant manager of the local store. A player piano and grafonola were arranged side by side and Mr. Routh, who is a very fine violinist, also a player-piano expert, used this knowledge skillfully by playing his own accompaniments to the records on the Grafonola, comingling the strains of the two instruments most harmoniously.

Mr. Madson, manager, is well pleased with the large volume of business which, he says, is daily increasing, and for the higher grade of machines and records.

Ethel M. Volk, the active, energetic manager of the talking machine department of the May Co., stated business was fine, and that she was satisfied the May Co. was getting its share.

T. H. Towell, president of the Eclipse Musical Co., is a very busy man these days, but he stopped long enough to tell the World that business was good—entirely satisfactory. His brother, P. J. Towell, one of the most popular talking machine men in Cleveland, is suffering from broken down arches, and finds it difficult to get about. He, however, is looking after things closely, and said the wholesale trade was booming, surpassing in volume last year at this time by fifty per cent. Talking with F. E. Lane, manager of the retail department, he expressed himself pleased with the way business was moving. While conversing, he showed a program of the monthly concerts to be held in the store. He has secured the best baritone voice in the city to render songs that are found in the Victor catalogue, and with the playing of the clarinet of the new records, the concerts are a great success. They are becoming so popular that the local papers are taking notice of them and are giving them extended, write-ups. The Eclipse Co. has recently purchased a new Cadillac automobile truck, which will hold four large Victrolas.

and is a fine addition to the already large equipment.

Business is moving along prosperously at the Edison distributing store of H. D. Berner, successor to Lawrence H. Lucker. A. O. Peterson, manager, said trade was good, improving and very satisfactory. He said: "We are busy and have been right along all the month. We have just received our first shipment of the new Edison \$60 disc machine. They are fine and will prove to be very popular, although the tendency of demand is for the higher priced machines, \$200 and up."

There is an air of prosperity and contentment at the store of the W. H. Buescher & Sons Co. Trade was said to be fine in both the Victor distributing and retail departments, sales of both machines and records largely exceeding those of the same period a year ago.

The Frederick Piano Co. report business in the talking machine department of the Cleveland store quite as good as it was the month previous, and especially good in the record line.

O. E. Kellogg, of the H. E. McMillin & Son Co., reports business exceptionally good in all but the mail order department, which was affected by the floods and cyclones, but that the trade is gradually coming back. Both Edison and Victor machines, especially the higher grade instruments, he stated, were selling well.

Edison and Columbia goods are in excellent demand at the store of H. D. Berner, in the Taylor Arcade. He contemplates consolidating the Arcade and Lucky store in new quarters on Euclid avenue in the near future.

The Arcade talking machine dealers, The Hart Piano Co., are doing a splendid business. The manager reports fine sales of Victor and Edison disc machines.

"We are having a surprisingly large trade, covering the entire line of Victor goods," said the manager of the department of the B. Döcher's Sons Co. "I ascribe it to the consistent, persistent advertising, and popularity of the company, coupled with the fact that the goods are worth the money."

GEORGE W. LYLE GOES TO EUROPE.

The General Manager of the Columbia Interests Visiting Principal Points Abroad.

George W. Lyle, general manager the Columbia Graphophone Co., accompanied by his son Harold, left Saturday, April 19, on the steamer George Washington for Europe. Mr. Lyle, of course, will visit the various Columbia headquarters throughout Europe, and will find time to enjoy a little rest at various stages of his journey.

His first call was to London, where he planned to meet the Columbia manager, J. A. B. Cromelin. From thence he will visit the principal points in Europe, including Berlin, Vienna and Venice, stopping a while at Luzerne. The Columbia business abroad is in splendid condition, and Mr. Lyle's trip will enable him to get in close touch with the various factors in Europe. He will return home on June 1.

HAIL COLUMBIA

JOBBER and DEALERS

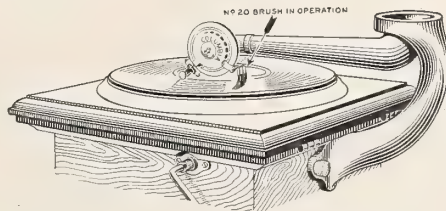
We want you to know the

No. 20
RECORD BRUSH



No. 20
RECORD BRUSH

List
25c.



List
25c.

Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.

FOR COLUMBIA CONCERT GRAND SOUND BOX

PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record Grooves wear the Record out quickly and grinds the Needle so it cuts the Record. **Save the Life of Your Records.**

FREE SAMPLE to Jobbers and Dealers who have not tried this model.

DEALERS should get supply from their regular Jobber. If he will not supply you, write us for name of one who will.

Manufactured by

Blackman Talking Machine Company

97 CHAMBERS STREET, NEW YORK CITY

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

General Outlook for Summer Business Encouraging—Many Disc Records of Cheaper Sort on Market—Talking Machine Men Interested in Coming Music Trades Convention—New Records Issued by Prominent Companies—Plans to Record Songs and Dialects of African Savages—Suffragettes Wreck Record Factory—The Amended Bankruptcy Law—English Record Company with New Selling Plan Fails—Gramophone Co. Announces New Stock Issue—News of Month.

(Special to The Talking Machine World.)

London, E. C., England, May 5, 1913.

As springtime progresses and we approach the trade prospects in store during the quiet summer months ahead, a little pessimism is apt to guide one's thoughts in dovetailing the various opinions expressed upon the trade situation. Undoubtedly business is slack; it is not usually bright at this particular period, and the question arises whether a comparison with last year's conditions is favorable or otherwise. After a careful survey of the situation, I feel convinced that the order of the day is progress. About this time last year the great trade-disturbing element was the coal strike. It held up almost every industry and seriously affected business for weeks. 1913 has so far experienced no similar trade-disturbing element, although the disquiet engendered by the near Eastern troubles is a factor for consideration. It has produced a great amount of uneasiness in business circles; nevertheless, general trading conditions are good so far, although orders have been held over in many directions pending the dispersing of the war clouds. With this general feeling of confidence absent, new enterprises and expenditures were for a time arrested. Fortunately, apprehension of the future is calming down; the conclusion of peace between the belligerents is, at the moment of writing, within sight; and, given an early adjustment of the allies' own difficulties, the future is undoubtedly one of bright promise.

Bright Outlook for Summer Business.

The position in the talking machine industry is, therefore, not unsatisfactory, and summer prospects would appear of good omen. Many dealers propose to specialize an outfit consisting of hornless machine and a dozen records—offered at an inclusive price. This policy, backed up by local publicity, has been found to be the line of least resistance, because such an outfit makes a very wide appeal these days of picnics, boating excursions and various other outdoor entertainment plans.

Market Flooded with Cheap Disc Records.

In the disc record field, competition is just as keen as ever, if not more so, for within the last week or so two or three new records have either made their appearance, or will do so shortly. It, of course, exercises a beneficial effect on the volume of trade, yet individually the dealer is, if anything, worse off. It may read somewhat paradoxical, but the solution is found in the fact that the market is flooded with cheap records sold at any old price. Profits are cut to the flimsiest possible margin, and what the dealer nets goes in fighting each other. Interrogated recently, a dealer friend of mine said that things were so bad in his neighborhood he was going to shut down. "It's suicidal to remain open any longer. I am losing money," was his parting remark. And, unfortunately, this is but one of many such cases.

Interest in Coming Music Trades Convention.

The third annual convention of the Music Trades will be held at Buxton from May 22 to May 27, both days inclusive, and from all reports it would appear certain of strong support. Inquiries elicit the information that every section of the music industry and profession will be in evidence, and many subjects of a practical and far-reaching nature are down for discussion. The talking ma-

chine trade will not be so strongly represented as it should be, but lack of numbers is, to some extent, counterbalanced by the pleasing knowledge that some of the troubles with which this trade is beset will be ventilated. The Music Trades convention at its previous meetings did not, I believe, afford an opportunity for debate on talking machine matters, and the present convention will, therefore, be the first at which our trade, in this sense, will be recognized. In the capable hands of H. J. Cullum, proprietor of Lockwood's, the big factors of City Road, we have no doubt that his paper, "The Necessity of Price-Maintenance and Agreements," will arouse a keen degree of interest and give birth to useful debate of a far-reaching nature. As a successful business man, Mr. Cullum has established for himself one of the few big reputations in the talking machine industry, and his wide experience eminently fits him for the task of introducing a subject of such supreme importance as the regulation and maintenance of fixed prices. To attain this consummation, whether by written agreement or otherwise, is the aegis upon which the future good welfare of the trade, for the most part, depends.

Big Demand for Edison Bell Products.

Messrs. J. E. Hough, Ltd., manufacturers of the well-known Edison bell disc and cylinder and other records, are experiencing considerable inconvenience at their factory. Those who know the place will concede it as one of the largest and most efficient in this country. Yet it is not large enough to cope with the remarkable demand upon its resources. And that is the trouble. It is really pleasant to report such a state of prosperity these times, and we congratulate the firm upon the increased dividend of 10 per cent., less income tax, paid on the ordinary shares for the third quarter—January to March—of their fiscal year, which is a splendid augury for the future.

Attractive List of "His Master's Voice."

Notwithstanding the advancement of the season, "His Master's Voice" monthly program of new records shows no sign of diminishing, and indeed it is not expected; for, despite the company's huge repertory, there yet remains a seemingly endless number of good things from which to make a choice each month, apart from the topical stuff in demand all the time. The patrons of the Gramophone Co., Ltd., represent a wide variety of taste, and to this consideration is due the issue each month of selections covering every phase of music. The May issues in their comprehensiveness emphasize, in this respect, a discrimination which calls for special mention. Be your mood gay, serious, or sad, there is a record to meet the situation, and we feel every confidence in recommending to the attention of dealers a supplement of exceptional merit. The full list is as follows:

Double-sided (twelve-inch.—"Il Trovatore," Miserere (Verdi, arranged by Franklin), and "Die Loreley, Paraphrase" (Nesvadba); "Princess Ida," Selection I and Selection II, (Sullivan, arranged by W. Winterbottom); Band of H. M. Coldstream Guards. "That Ripping Rag" (Collis Wildman), ragtime orchestra, and "Charm of Life Waltz" (H. Jaye), Mayfair Orchestra. Ten-inch.—"Danse des Aborigines" (C. le Thiere), and "Intermezzo—Endoria" (Andre), Band of H. M. Coldstream Guards; "The Wedding Glide" (Hirsch), and "How Do You Do, Miss Ragtime" (Hirsch, arranged by Neat); "My Honolulu Honey Lou" (Melville Gideon), and "Ragging the Baby to Sleep" (Muir and Miller), Hirsch's Ragtime Band; "Hedi Waltz," "Chauffeur In's Metropolis!" and "Lady, I Love You," waltz, "Chauffeur In's Metropolis!" (R. Nelson), Palais de Dance Orchestra; "The Girl on the Film," waltz and march (Walter Kollo), Palais de Dance Orchestra.

Single-sided Records.—"Marche Militaire" (Schubert), New Symphony Orchestra; "Take, Oh,

Take Those Lips Away" (Bennett), Mr. John McCormack; "The Lost Chord" (Sullivan), Mme. Kirkby Lunn; "Parted" (Tosti), Mr. Hubert Eisdell; "In Summertime on Bredon" (G. Peel), Mr. Thorpe Bates; "Drake Goes West" (Sanderson), Mr. Robert Radford; "O, Peaceful England, Merrie England" (German), Mme. Edna Thornton; "Minuet" (Mozart), violin, Mr. Francis Macmillen; Gems from "Oh! Oh! Delphine," Part I (Caryll); Gems from "Oh! Oh! Delphine," Part II (Caryll); Gems from "The Dancing Mistress" (Monckton), light opera company; "The Venus Waltz," "Oh! Oh! Delphine" (Caryll), Miss Dorothy Jardon; "Too Much Ragtime" (Zulueta), Mr. George Grossmith; "Everything's at Home Except Your Wife," "Oh! Oh! Delphine" (Caryll), Mr. Stanley Kirkby and chorus; "Tempt Me Not" (from a woman's point of view) (Wise and Dean), Mr. George Robey; "Ragtime Gems" from "Hullo, Ragtime" (Hippodrome Revue) (Louis A. Hirsch), the Ragtime Quintet.

To Record Songs of African Savages.

Captain Steele (Royal Field Artillery), who is making a trip to Central Africa, includes among his equipment a complete phonograph recording outfit supplied by Messrs. J. E. Hough, Ltd. It is Captain Steele's object to secure records of native music, war songs, and other interesting data, which should prove of permanent scientific benefit. For purposes of easy transport by native bearers, the outfit was split up into cases, each of about forty pounds weight.

Oxford Diploma for Business Training.

Apropos the recent discussion upon the relation of science to commerce, it is interesting to observe that at the university town of Oxford a congregation to be held on May 13 will promulgate a statute establishing a diploma suitable for persons intending to pursue a business career. The granting of it will be entrusted to the Committee of Economics and Physical Science, and the diploma is to be called a "Diploma in Commerce and Economics."

A Self-Speaking Telephone.

We have already a telephone that receives and transcribes messages automatically, but the latest advance, as reported from Copenhagen, is a telephone apparatus that is self-receiving and afterward self-speaking. Evidently some form of recording outfit is attached. Experts are agreed that the invention is of practical utility.

Suffragettes Wreck Record Plant.

The Disc Record Co., late of Stockport, which recently opened up at Harrow, near London, has attracted the attention of some militant suffragettes. The new factory, it appears, was in course of preparation, and the chances of an early commencement of operations were good. But prospects are often deceiving; and, as if to remind one of the truth of the old adage, "There's many a slip," etc., the suffragettes descended in force upon the building. It is assumed they chose a dark night, under cover of which the chances of detection were infinitesimal. Not content with smashing the windows, pulling down the electric-light fittings, quarreling with the telephones, and destroying the boiler fittings, they must needs break off the water taps after seeing that the main was turned fully on. Of course the place was soon a veritable wreck and, aside from the annoyance and expense, loss of trade, etc., it will require a considerable time to make good all the damage.

Beka Meister Records.

There is no secret concerning the remarkable popularity of Beka Meister twelve-inch records. Of the latest Meister issues, we could scarcely say more than that they are really superb, and we accord this praise, feeling confident it will be endorsed by all who hear them. The records are: (M 106) "Light Cavalry," overture, Parts I and II (Suppé); (M 107) "Lohengrin," Selections I and II (Wagner), rendered by the famous Meister

FROM OUR LONDON HEADQUARTERS—(Continued from page 36).

Orchestra; and (M 108) "Don Juan's Serenade," and "The Late Player," sung by Mr. Jamieson Dodds, whose rendition is remarkably perfect. Only a few, but they are really choice examples of these records.

The ordinary ten-inch list embodies a comprehensive selection of pleasing titles of the popular order, which should find much favor with dealers and public alike.

George W. Lyle Expected.

George W. Lyle, general manager of the Columbia Graphophone Co., is reported to be on his way to Europe. Before visiting London headquarters, Mr. Lyle will, it is expected, look over the situation on the Continent, whence he goes direct from the States.

Death of Lord Gorell.

The death is announced of Lord Gorell, the eminent judge, in his sixty-fifth year. Apart from his activities in other directions, he will best be remembered in talking machine trade circles in connection with copyright matters. As chairman of the committee appointed by His Majesty's Government to inquire into and report upon the relation of our copyright laws with the findings of the Berlin Conference, and in so far as they needed revision accordingly, Lord Gorell, then Sir John Gorell Barnes, rendered distinguished service. It was largely upon his report that the present Copyright Act (1911) was drafted.

Changes in Bill Amending Bankruptcy Law.

Before being reported to the House of Commons, the Amending Bill affecting the bankruptcy laws underwent drastic alteration in committee. Of particular interest is the new clause, moved by Viscount Castlereagh and accepted by Mr. Sidney Buxton, president of the Board of Trade, which reads as follows: "Where the property of a bankrupt comprises the copyright in any work, or any interest in such copyright, and he is liable to pay to the author of the work royalties, or a share of the profits in respect thereof, the trustee in the bankruptcy shall not be entitled to sell, or author-

ize the sale of, any copies of the work, or to perform or authorize the performance of the work, except on the terms of paying to the author such sums, by way of royalty or share of the profits, as would have been payable by the bankrupt; nor shall he be entitled to assign the right, or transfer the interest, or grant any interest in the right by license, without the consent of the author, or of the court."

Markets New Needle.

The British Zonophone Co., Ltd., is justly proud of its new line of soft-tone needles, a sample box of which is to hand. Of the very best, finely tempered steel, British made, this needle is of the long-tapered style, and is claimed to bring all the best out of a record—a claim amply justified by results. It is an all-round needle of excellent merit, suitable in my opinion for any kind of record, the size of room in which the reproduction is heard being considered.

English Record Co. in Trouble.

The English Record Co., Ltd., is in voluntary liquidation, and a meeting of creditors has been called. Whether or not a reconstruction of the company is possible remains for the creditors and others in authority to decide, but it is a fact that the principle of their trading, of which they were the pioneers, has proved eminently successful, broadly speaking. The public were approached direct by agents of the company, who would install a disc machine and, I believe, three records upon a promise to purchase one record (2s. 6d.) per week until sixty records in all had been bought. The machine remained the property of the company until the records purchased were completed, after which it was presented free of charge to the customer. In three or four years something like 80,000 or more machines were put out which, unless the company were overcapitalized, should have panned out a good and profitable undertaking. What, then, is the cause of the company's present unfortunate position? I am not in a position to answer the question fully, but two contributory

reasons are within general knowledge. Firstly, the class of buyer interested in such a proposition was, for the most part, quite new to the talking machine. From the outset they accepted, without much question, any class of selection offered, but as their knowledge expanded they began to want this and that—topical songs, etc., heard at the music hall or other place of entertainment. And it is just here where the company's troubles began. They were dependent upon other manufacturers for most of their records—issued, of course, under their own label. These manufacturers were marketing their own records through the ordinary trade channels and, perhaps under the fear of alienating their own connection, were not prepared to supply the English Record Co. with topical and up-to-date titles, such an action obviously tending to raise competition and neutralize the sales of their own records. Customers of the English Record concern began to kick, and the many court cases that followed, a good percentage of which went against the company, had a very detrimental effect generally.

I now refer to the second trouble. This had relation to the poor quality of the machines. Incidentally I may mention these were stated in the contract to be of the agreed value of 3 guineas. They cost somewhere in the neighborhood of 20s., but a machine of about equal merit would to-day fetch only 12s. 6d. wholesale. No wonder they proved unreliable and a source of constant trouble to the unfortunate possessors. A large percentage of them were soon in the hands of repairers. It should be mentioned, however, that every machine was guaranteed for two years, the company undertaking to make repairs free of charge, broken mainsprings excepted, and fair wear and tear. Following the writer's suggestion, the English Record Co. ultimately installed better motors. It, however, came too late in the day to stem the tide of adversity.

As may be imagined, the company at first met

(Continued on page 38.)



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEWIVE
OF EGYPT



To H. M. the KING
OF ITALY

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavn, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
ITALY: Compagnia Italiana del Gramofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros. & McMahon, 443 West Street, Durban; Ivan H. Haarburger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd. - 21 CITY ROAD

LONDON, E. C.



HIS MASTER'S VOICE



"There is as much money for a Columbia dealer in your territory as there is in the other territories that are already yielding big, profitable business."



(From "Music Money," a free book you ought to have)

Columbia Graphophone Company
Tribune Building, New York

FROM OUR LONDON HEADQUARTERS—(Continued from page 37).

with great opposition from the trade, more especially from dealers who perhaps may be pardoned for thinking it would adversely affect their business. As a matter of fact, the operations of the English Record Co. resulted advantageously for the ordinary retailer. Almost in every town the company located itself, dealers found their trade increasing. Some persons wanted better machines than those provided by the firm, others who could afford it purchased additional records—of titles the English Record Co. could not supply. Three or four other firms now operate this system of trading, and are doing well. They have profited by the shortcomings of the pioneer company, whose present position has aroused sympathy in trade circles.

New Opera Records in Edison List.

A significant indication of the rapidly expanding taste for operatic music is the issue of a further six grand opera records by the Edison Co. These are listed on their fifth Blue Amberol supplement. Five are sung in Italian, and one in German, by world-renowned artists. The titles are: "La Tosca—E Luceran le Stelle" ("The Stars Are Shining") (Puccini), Leo Slezak; "Barbiere di Siviglia—Una Voce Poco Fa" ("A Little Voice I Hear") (Rossini), Selma Kurz; "Il Trovatore—Il Balen" ("The Tempest of the Heart") (Verdi), Carlo Galeffi; "Voci di Primavera Valse" ("Voices of Spring Waltz") (Strauss), Melitta Heim; "Tosca—Non la Sospiri" ("Our Cottage Secluded") (Puccini), Maria Labia; "Tannhäuser—O, Kehr' zurück" ("O, Come Back") (Wagner), F. Eginieff (sung in German).

In the concert section four new records are listed: "Nocturne," E flat (Chopin, opus 9, No. 2), violin, Kathleen Parlow; "Old Folks at Home" (Foster), contralto solo, Margaret Keyes; "My Dreams" (Tosti), Thomas Chalmers; and "Home, Sweet Home" (Payne), Elenora de Cisneros.

The Blue Amberol ordinary list is of a very comprehensive nature, and will interest every dealer. A glance through the list reveals a galaxy of talent—artists of high repute in their various fields of activity. A newcomer to the list is Mr. Hughes-Macklin, whose initial effort at recording justifies the belief that his records will find much favor with the public. A unique record is made by the Rev. William H. Morgan, D.D., and Edison mixed quartet. Dr. Morgan has had a very distinguished career, and is now pastor of the Central Methodist Episcopal Church of Newark, N. J., a position which he has held for the last sixteen years. The record which he has made is from the fourth chapter of St. Mark, verses 35 to 41, the last portion of the record containing the popular hymn, "Peace! Be Still!" The list complete is as follows: "Suite de Ballet, Les Deux Pigeons" (André Messager), National Military Band; "Beside You" (Hoare and Jones), G. Hughes-Macklin; "The Ragtime Wedding" (Godfrey and Williams), "Billy" Williams; "The Athol Highlanders' March" (traditional), Highland Bagpipe Band; "I Loved You More Than I Knew" (Simpson and Ketelby), Charles Compton; "The Butterfly" (Theo. Bendix), Alexander Prince; "Only a Faded Rose" (Cooke and Stroude), Stanley Kirk-

by; "In Gay Paree" (David, Lee and Fragon), Jack Charman; "The Bandolero" (Leslie Stuart), Peter Dawson; "Boys of the Old Brigade March" (Barri and Myddleton), National Military Band; "When I Met You Last Night in Dreamland" (Williams), Helen Clark and Edwin Skeddon; "I'll Love You Forevermore" (Frantzen), Harry Anthony (John Young); "Kiss Me, My Honey, Kiss Me" (Berlin and Snyder), Ada Jones and "Billy" Murray; "Belle of New York March" (Clark), and "Second Regiment, Connecticut N. G. March" (Reeves), New York Military Band; "Waltzing Doll" (Poldini), Venetian Instrumental Quartet; "Down in Dear Old New Orleans" (Conrad and Whidden), Premier Quartet; "Nearer, My God, to Thee" (Mason-Himmelreich), piano solo with chimes effect, Ferdinand Himmelreich; "Dixie" (Emmett), New York Military Band; and "Gipsy John" (Clay), Albert A. Wiederhold.

New Columbia Machine Introduced.

The Columbia Co. advises us of the issue of a new model, hornless graphophone—the Phœnix. This instrument is constructed on the same broad lines as the popular Crescent, but has square, instead of rounded, corners. The size of the cabinet is 15½ inches square, and it is made in both oak and mahogany. The oak Phœnix is listed at £4 10s., and the mahogany at £5. The Phœnix is, therefore, the lowest price model in current hornless graphophones; and, seeing that it is equipped with the new tone-control shutters, it is really remarkable value.

First Columbia Records by Colliery Band.

The first issue of Columbia records by the St. Hilda Colliery Band is announced. This famous band, the composition of which is entirely brass, was the winner of the 1,000-guinea trophy at the Crystal Palace last September. The test piece, "William Tell," together with four marches and two sacred selections, is listed. Other records in the latest Columbia list are:

Twelve-inch.—Selections from "Oh! Oh! Delphine!" Columbia Light Opera Co., and "Venus Waltz" from "Oh! Oh! Delphine!" (Caryll), Miss Grace Kerns, Mr. Craig Campbell and chorus; "Father O'Flynn" (arranged by C. Villiers Sanford), and "Simon the Cellarer" (J. L. Hatton), Sir Charles Santley; "Lily of My Heart" (Henry E. Geehl), and "Yes, Let Me Like a Soldier Fall" (Wallace), Mr. Morgan Kingston.

Ten-inch.—"Row, Row, Row" (Monaco), Arthur Collins, and "How Do You Do, Miss Ragtime" from "Hullo, Ragtime" (Louis A. Hirsch), Jack Manning; "I Was Holding My Coconut" (Collins and Burley), and "While I Was Licking My Stamp" (Wye and Champion), Harry Champion; "That Ragtime Dinnertime Band" (Haines and Chandler), and "If You Want to Please Suzannah" (Mills and Scott), the Two Bobs; "Old English Melodies": I.—"False Phyllis" (arranged by H. Lane Wilson); II.—"The Pretty Creature" (Edgar Coyle); III.—"When Dull Care"; and IV.—"The Happy Lover" (arranged by H. Lane Wilson), Edgar Coyle; "Contemplation" (Julian Kandt), and "Nights of Gladness Waltz" (Ancliffe), Casino Orchestra; "Entry of the Marion-

ettes" (P. Volpatti), and "March Past of the Riflemen" (patrol), the Milan Military Band.

New Gramophone Co. Stock Issue.

The prospectus of the Gramophone Co., Ltd., for issue at par of £300,000, five per cent. first mortgage debenture stock, appeared in public newspapers on April 26 and 28. From this prospectus we learn that the debenture stock and interest will be secured by a trust deed creating a specific first mortgage on the company's freehold and leasehold lands, buildings, and fixed plant and machinery in the United Kingdom and a floating charge upon the undertaking, and all other property and assets, both in the United Kingdom and in foreign countries and uncalled capital, both present and future, the company being precluded from creating any mortgage or charge in priority to or *pari passu* with this issue.

The debenture stock will be paid off on December 31, 1938, at par, or at option of the company, as mentioned in the prospectus. The proceeds of this issue will be used entirely in the business, and principally for the extension of buildings, plant and machinery, and for purposes connected therewith, including further working capital.

The average profits of the company for the twelve years of its existence are said to amount to the fine total of £166,404 per annum, sufficient to pay the annual interest on the debenture stock and the sinking fund more than seven times over. At the time of writing, "H. M. V." £1 ordinary shares are quoted on 'change at 32s. 6d.

ADVERTISING FOREIGN RECORDS.

Two St. Louis Concerns that Are Building Up a Profitable Trade by Pushing Records in Foreign Languages.

(Special to The Talking Machine World.)

St. Louis, Mo., May 10, 1913.

The Raigon Art & Music Co., of 1519 Franklin avenue, on the edge of the Jewish residence district, and the Home Phonograph Co., on the South Side, recently have opened profitable fields for themselves by advertising foreign records. Both firms handle the Columbia lines, and by giving publicity to Yiddish, Italian, Polish, Hungarian, Russian and German records have built distinctive trade that is surprising in its volume.

LATEST COLUMBIA AGENTS.

Many prominent piano merchants and well-known institutions in other mercantile lines joined the rapidly growing ranks of the Columbia Graphophone Co.'s representatives during the past few weeks. Among these houses were the following: Simon Hirschberg & Son, Boston, Mass.; Rosenstein Piano Co., Baltimore, Md.; Hub Piano Co., Baltimore, Md.; Hecht & Co., Washington, D. C.; Hecht Bros., Baltimore, Md.; W. A. Cantrell & Co., Charleston, W. Va.; Sidney Blumfield, Detroit, Mich.; Globe Furniture Co., Annapolis, Md.; Cort Sales Co., New York; Sigmund Pollack, Poughkeepsie, N. Y.; Stefan Gulecsy, Garfield, N. J.; A. W. Friemel, Ridgewood, N. J., and H. Rea Cornish, Turin, N. Y.

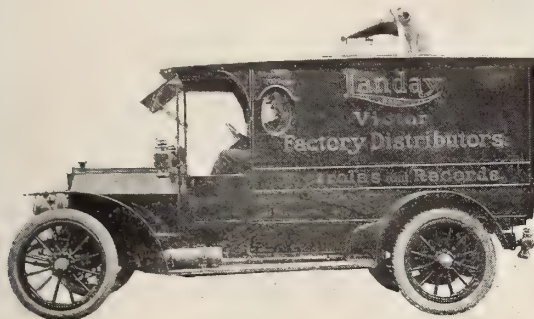
LANDAY'S LIMOUSINE WAGON

For Delivery Purposes One of the Finest in New York—A Great Advertisement—Max Landay Chats of Business.

Landay Bros., the prominent Victor distributors, have the distinction of owning the only limousine delivery wagon in New York, shown in the accompanying illustration. This handsome car, which is a powerful 60-horsepower Matheson, may be seen traveling along Piano Row at all times of the day, carrying records and machines from one Landay store to the other, as they may be needed.

Max Landay points with pride to this attractive delivery wagon as an example of the progressive and wide-awake methods of his firm, and states that he finds the car invaluable in daily work, as it very often happens that a special order is received at one of the four Landay stores for a machine or record that has just arrived at the main store. With this delivery wagon on hand, no time is lost in filling the order, as all of the Landay stores are in the fashionable shopping district and deliveries can be made in practically no time at all by means of the Matheson car.

In a chat with The World, Mr. Landay commented as follows on the healthy condition of his firm's business and the outlook for the future: "Our books all show substantial gains over last year, and in our new store we are more than



Landay Bros.' New Delivery Wagon.

pleased at the business consummated during the first four months we have been open. This store, which offers an unusual opportunity for the cultivation of a high-class clientele, because of its splendid location at the corner of Forty-second street and Broadway, is proving to be a Mecca for shoppers in that district, and our demonstration rooms are crowded each day with purchasers of machines and records. All of our stores are reporting excellent business for the first three months of this

year, and our continuous advertising in the leading local newspapers is bringing results in all our branches. The demand for the higher priced Victrolas is steadily increasing, and we expect that this year will be a banner year in all lines of our business, including Victrolas, Victor records, Landay player-pianos and music rolls.

OCCUPYING NEW QUARTERS.

New York Headquarters of the Dictaphone Department Located in the Smith-Gray Building on Broadway.

May 1 was moving day for the New York headquarters of the Dictaphone department of the Columbia Graphophone Co., which has heretofore been located at the Chambers street store of the company, 87 Chambers street, New York. The Dictaphone department is now located on the second floor of the Smith-Gray Building, 261 Broadway, New York, where it has increased facilities

and accommodations that permit of necessary expansion. This change had been contemplated for some time, as the quarters that the department occupied in the Chambers street store were found inadequate some time since, and a change was made absolutely imperative, as the business closed in New York increased by leaps and bounds. In its new quarters the Dictaphone department will have plenty of light, and more room will be allotted to the demonstration quarters for Dictaphone operators, which is a feature of the Dictaphone department's co-operation plans.

This move of the Dictaphone department also worked to the advantage of the talking machine end of the business, as Manager Bolton, of the Chambers street store, has been badly handicapped by the lack of sufficient demonstration rooms for the dealers who visit the store. With the removal of the Dictaphone department, larger offices for the wholesale and retail departments were arranged, additional demonstration rooms constructed, and a general rearrangement of the store's facilities for taking care of its trade was carried out.

MUSIC ROOM DRAWS TRADE.

Excellent Quarters and Frequent Recitals Enables Columbus, S. C., Concern to Build Up Big Business in Victor Line.

(Special to The Talking Machine World.)

Columbus, S. C., May 10, 1913.

One of the most attractive settings for the sale of the Victor line of talking machines and Victrolas in the State is the Music Room in the store of L. B. Divelbiss, which is fast becoming one of the recognized musical centers of the city. Paul D. Ashmore, who is in charge of the talking machine department of the house, is a firm believer in the efficiency of concerts in sales promotion, and on frequent occasions sends out numerous invitations to attend Victrola recitals in the Music Room to some of the leading people in Columbus and surrounding country. The invitations are printed on special notepaper of light blue color and bearing the Victor trademark embossed in gold.

In the Exchequer Court of Canada the Berliner Gramophone Co. recently won an important suit covering an infringement of patents brought against Gaston Labelle, who, it was alleged, imported and exposed for sale at his place of business, 392 St. Catherine street, East, Montreal, certain disc talking machine records known under the name of "Favorite."

Are You The Man We Want?

Do You Possess Initiative?

Can You Do Things?

If so, Qualify if possible as a dealer in the

New EDISON Disc Phonograph

Real Men, with a reasonable amount of capital, a necessary amount of business energy, and a genuine desire to make good, are wanted to market this new invention of Mr. Edison's.

ARE YOU THE MAN?

If you are—Write me now

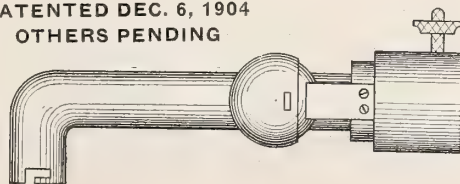
FRANK E. BOLWAY, Syracuse, N. Y.

FOR THE PRESENT, Address all Communications to OSWEGO, N. Y.

HERE IT IS!

Union No. 1 Attachment For Edison Disc Machine

PATENTED DEC. 6, 1904
OTHERS PENDING



To Play Victor or Columbia Records
(State for Which Sound-Box Wanted)

Orders filled now the same day
received for Union No. 1

Union No. 2 and Union No. 3
Ready June 1st

For playing Edison Records on
Victor and Columbia Machine
JOBBER WANTED

UNION No. 1 RETAIL
GOLD PLATED, \$5.00
NICKEL OR OXIDIZED, \$4.00
Foreign Countries, Duty Extra
Samples Retail Price, Cash with Order
To be discounted on order for ½ doz.
DISCOUNT—40 PER CENT
on orders of half dozen or more

The Union Specialty & Plating Co.

409 Prospect Avenue, N. W.

Cleveland, Ohio, U. S. A.

"TALKER" TRADE STEADILY EXPANDING IN CANADA.

Financial Condition of Country Accountable for This Apart from Merits and Appreciation of "Talker"—Approval Privileges Abused—Record Trade of Big Proportions—Larger Columbia Factory in Toronto—Bell Co.'s Big Victor Trade—New Stores.

(Special to The Talking Machine World.)

Toronto, Can., May 11, 1913.

While a very noticeable tightness in the money market is, in many quarters of the Dominion, checking real estate speculation, legitimate enterprise proceeds uninterrupted. The talking machine trade in each of the provinces is reported in a healthy state and the attitude of the music dealers generally toward their talking machine departments speaks volumes for that industry and the basis on which it is conducted.

Customers and Approval Privileges.

Few complaints are registered by the retail merchants, but one subject cropping up frequently is the abuse of the approval privileges. One dealer stated that he considered the time was not far off when the talking machine departments would require their own association in order to protect each other against "dead-beats." For example, he tells of a well-to-do customer telephoning for a list of children's records from which purchases might be made. These were duly delivered but all of them returned the next day with the statement that none were suitable. A perusal of the next day's paper, however, discovered a description of a children's party held at that customer's home the night before. Other customers have a habit of securing a couple of dozen or so records on approval, keeping them a week or two and then returning all but one or two. Such business is, of course, unprofitable, but the trouble is that one dealer shutting down on such people will send them to a competing house. It requires concerted action.

Over against a few difficulties similar to the foregoing, however, are many admitted compensations. Throughout the country talking machines are well advertised. It has now become recognized that every season is talking machine season and the demand for the better class of records is a very encouraging factor to salesmen.

Confined to Music Stores.

Papers in the interests of various lines of merchandise including drugs, furniture, hardware, and even drygoods periodically endeavor to interest retailers on this continent in talking machines, advocating their readers selling them. In Canada the music dealers are handling the situation in such a manner that the retailing of these instruments is pretty much controlled by the music stores. Occasionally a merchant, in a line of business to which the talking machine is quite foreign, is found featuring the latter with an aggressiveness that many music dealers could well copy. The policy of the manufacturers to keep talking machines from becoming a mere adjunct to any miscellaneous line, is one that music dealers have not realized as promptly or as loyally as warranted by the interests at stake. No doubt it was selfish reasons that prompted the talking machine manufacturers to keep the line associated with music houses, for certain it is that the status of the line has been more firmly established by so doing, nevertheless agencies have been refused to merchants in other lines where the music dealer had even refused to take it on, though subsequently doing so and giving it better representation than a hardware merchant, for example, could possibly do. Music dealers who can see no profit or merit in talking machines have become scarce. People expect to find music in a music store, but they should not be left to find out by accident or by persistent hunting that the local music store carries a stock of talking machines and records. This fact should be, and is, so thoroughly dinned into their minds through the medium of the local papers that they could not forget it if they wanted to.

Large Sums Spent in Records.

Not long ago somebody estimated that talking machine owners spent, on the average, five times as much on records as the machine cost. It would seem as if these figures now need revising. Only

the other day a layman told of a friend of his in a country town having purchased a sixty-five dollar instrument some time ago, since then his purchases of records have amounted to thirteen hundred dollars, just twenty times as much as his instrument cost, and he is still buying. An exceptional case, of course, nor does the informant state when the instrument was purchased, but it was less than two years ago. This man has made a hobby of his talking machine, having a bank account that permits him to do so. He buys the entire series of an opera at a time, and entertains his friends to musical recitals frequently. In fact his home has become an important unit in creating musical taste in his community. He enjoys his talking machine, so do his neighbors, while the dealer that is fortunate to have his patronage undoubtedly does. The average dealer may say this incident was greatly exaggerated in telling. Perhaps it was, but it is nevertheless not an improbable case.

A short time ago a certain Toronto business man was lugging home what appeared to be a heavy parcel. A friend accosted him on the street and wanted to know what he had. "Just seventeen dollars' worth of records," he said, "as many as I could afford," and he jokingly added "it costs a lot of money to own a talking machine," though he didn't call it a "talking machine." He is still buying records, and has half the people on the street wondering if they couldn't afford a talking machine. If anything were needed to show that people have developed a real appreciation of the line, the above incidents do so, and the fact is more prominent than ever, that no matter what music dealer is going to be the intermediary between the jobber and the public, the public is going to have more talking machines and more records this year than ever.

Trade News Notes.

Frank Dorian, general manager of the Dictaphone Co., New York, was a recent visitor to the firm's headquarters in Toronto where Mr. Wilson is in charge. The headway made by this branch is evidenced by the increasing number of dictaphones being used in this city. A recent sale was a battery of five machines to J. J. Gibbons, Ltd., the well-known advertising agency.

Among recent strong window displays by the T. Eaton Co., Ltd., Canada's largest departmental store, five window sections were given up to pianos and talking machines. These were shown side by side in model music rooms which is a silent yet powerful tribute to the talking machine as a musical instrument of high standing. The models exhibited included the various designs of Columbia Graphophones, Victrolas and Edison Phonographs.

The Bell Piano Co.'s warerooms on Yonge street, Toronto, present a splendid appearance since the recent alterations and improvements were made. Their eight demonstration rooms for the Victrola department are in charge of Mr. Whetzel. This department has developed from a very small one to one containing every record in the Victor catalogue and as many Victorolas as they can get.

Optimistic reports are current regarding the progress made by the latest distributing house of the Berliner Gramophone Co., Ltd., of Montreal. This is the Western Gram-o-Phone Co. of Winnipeg who look after the wants of the dealers in Manitoba, Saskatchewan and Alberta. They got under way the first of last March, the organization having been accomplished by W. R. Fosdick, manager of the His Master's Voice Gram-o-Phone Co., Toronto, the Berliner firm's Ontario distributors. The new concern is officered by J. M. Douglas, manager; Thomas Noble, accountant; Messrs. H. O. and C. Shuttleworth, road salesmen; Joe Symons, in charge of the repair department.

Passers-by collected in crowds the other day to watch demonstrations of the Edison Dictating Machine given in the large South show window of the R. S. Williams & Sons Co., Ltd., store, the



NYOIL

For Polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

new ten-story "Home of Music" at 145 Yonge street, Toronto.

As a result of the steady increase in the Canadian business on the Columbia Graphophone Co., it became necessary for that firm to secure much larger factory accommodation. This has been accomplished and they are now located at 363-367 Sorauren avenue in the western part of Toronto. This will make possible having the factory and offices under one roof as well as furnish the additional floor space so much needed. Manager A. G. Farquharson and Assistant Manager Otis C. Dorian get a factory accustomed to turning out musical instruments, it having been a piano factory for some time.

Herbert S. Berliner, vice-president of the Berliner Gramophone Co., Ltd., Montreal, has returned from a four months' absence in Europe. During his absence the firm's new factory in Montreal has made good progress and its completion will mean a materially increased output.

The J. J. H. McLean Co., Ltd., Winnipeg, have opened up their new Victrola parlors with four sound-proof demonstrating rooms and a large and representative stock including 5,000 records for a start.

Among recent Ontario houses to take on the Edison line were the Toronto and Hamilton stores of Gerhard Heintzman, Ltd., and it is needless to state that any line up by this well known firm will receive strong representation.

At the last stocktaking of the Music Supply Co., Ontario distributors of Columbia products, they reported an increase in trade of 105 per cent. over the previous year's business. In the face of that little need be said of the popularity of the Columbia line in Canada.

SONORA CO. IN NEW QUARTERS.

The Sonora Phonograph Co. has removed to 57 Reade street, New York City, where it now occupies three floors. The main floor is being used as a wareroom, with four demonstration booths, while the mezzanine floor will be used for storing records. The factory is on the upper two floors of the building.

George E. Brightson, head of this company, has brought to these warerooms many valuable paintings that he loaned to the Brooklyn Museum of Art at the time he closed his Brooklyn home. One painting which Mr. Brightson values at \$150,000 still remains, however, on exhibition at the Art Museum. The others, valued at many thousands, form a very pleasing environment for the display of Sonora phonographs.

To get a raise where you now are means that you are making good; to be hired away from one firm on promise by another of a higher wage is the expectation that you will make good. And it's ten to one you won't.



Morgan Kingston, the gifted English tenor, and destined to become one of the great tenors of the age, has just made his first records for the American public, exclusively Columbia. Don't wait for a Columbia distributor to write you about these records—reach him first.



**Columbia Graphophone Company
Tribune Building, New York**

DODGING THE EXCHANGING OF MACHINES IN DETROIT.

E. K. Andrew Persuades Purchasers to Sell Their Old Machines Themselves—Some Attractive Window Displays—Demand for Talkers for Yachts, Summer Homes, Etc.—Device for Fastening Victrolas to Boat Decks—General Trade Conditions Satisfactory.

(Special to The Talking Machine World.)

Detroit, Mich., May 6, 1913.

The talking machine business was dull in Detroit the first part of April, but began to pick up again in the latter part of the month. As it was not as dull as it was last April, there is high hope for even a more successful year than the record-breaker of 1912.

Every year there seems to be a lull at about the time the baseball season opens. It is more likely that housecleaning and moving have more to do with it than baseball does, however. "Even the window display wouldn't bring them in for two or three weeks," said E. K. Andrew, manager of the talking machine department of the Farrand Co. "Generally when the window is devoted to talkers, it brings in a lot of people. But lately they only have stopped to look. However, they are coming good again now."

Mr. Andrew has introduced an innovation into the trade here which is working out very well. The object is to ward off second-hand machines. A good many prospects desire to turn in one of the old-fashioned box and horn machines as part payment for a modern, high-priced one. There are three objections: First, a second-hand machine of the old style will command a very low price in a store full of new ones, hardly enough to make it worth while to sell it if it were all profit. Secondly, if a prospect retains a lot of old records, that perhaps are worn out, besides being so familiar to the owner that they have begun to pall a little, the new machine will not make as good an impression as it would if operated with a bunch of brand-new records, and the purchaser is likely to think that he has not done a very wise thing in trading. He will tell his friends so; and, consequently, if they have been thinking of buying a new machine, they may change their minds. Thus the trading in of an old talking machine for a new one may kill some business.

The third reason is an amplification of this one—if the prospect sells his old machine and records, his purchase of a new one will mean the purchase of a lot of new records. It is easier to sell a second-hand talking machine from the home of the owner than from a store. People have a tendency to think that in buying anything whatever at a store, they have to combat some hidden wiles of salesmen, who are paid for selling goods and must get away with it. If they buy of some neighbor, they think the article has been tried out and found to be all right—provided the neighbor gives a good reason for selling.

It is this latter point that makes it possible for Mr. Andrew to induce the purchasers of new talking machines to sell their old ones themselves.

The particular window display to which Mr. Andrew referred in prefacing his discourse included the Victor dog in active illustration of what he is on earth for. He was sitting on the

turning table of a Victrola which was operated by electricity, and thus was constantly on the move throughout the day. He was a real "barker"—that is, he called the attention of the public to the Victor display in the window, and the cards conveniently placed told the public of the merits of the Victor line.

Since the warm weather arrived the Max Strassburg Co. also is putting on some fundamental advertising. One of the best machines in the store is kept at an open door and the most attractive records in stock are put on. Hundreds of wayfarers stop to listen; and, naturally, many of them go in to see about it either then and there, or, if they are in a hurry, some other time.

The early advent of summer has hastened the annual demand for machines and records for use on yachts and smaller boats. This class of trade is better than the steamboat trade, for the owners of yachts, launches and canoes want the latest and best, their entertainment being for themselves and friends. The steamship companies, entertaining the public at large and mostly strangers, are not so particular about having new and up-to-date numbers on hand. This remark applies largely to hotels also.

The means of keeping upright Victrolas attached to the floor of a cabin have bothered the local dealers some. Recently a scheme has been devised whereby a flat, steel frame with four upright, integral bolts is screwed to the floor and the bolts inserted into the legs of the Victrola, being held firmly by the castor which is left on the legs.

The demand for the Victor line here is so large that the company is not opening any new accounts in this city at present, its present representations here absorbing all the machines that can be spared for this territory. Three big retail stores, lined up by the jobbing department of Grinnell Bros., have been turned down by the Victor Co. for this reason within a short time.

The Columbia, however, is placing more agencies up-State and has two or three deals lined up for the city, one of them with a prominent music house, the name of which probably can be announced next month.

In Ann Arbor the Columbia has gone into a piano house—Eberbach & Son Co. It is an exclusive agency. There is one other talking machine store in the University City handling the Victor and Columbia both.

Columbia dictaphones are in big demand. Manager Johns, of the Detroit branch store, has just received an order for between forty and forty-five of them from the Michigan Central. All of them are to be used in the Detroit offices of the railroad. The order amounted to \$2,500. "It is a pretty good indication of the trend of general business," said Mr. Johns. "When a railroad is going ahead in this way, it shows that freight is moving, which means that all industries are active.

In spite of all the scare stories that have appeared in certain newspapers regarding the effect of the new tariff, there does not seem to be the slightest indication of a slackening of business in this section of the country.

"While there were the customary spring dull spots in April, the month, as a whole, beat March and, as I said a month ago, March was better than any of the Decembers we have known, except three. The first four months of the year brought more business than the first six months of last year, so we could take a vacation until the Fourth of July and still be ahead of 1912. But we don't figure on any vacation. The sale of records augments steadily. We sold a thousand more in April than in March."

The business in records is spread around a good deal in Detroit. Some classes of people deal exclusively with the house of which they bought their machine, but many others shop around among all the well-known stores, to ascertain what is in stock. This is one of the most potent reasons why the dealers who carry a liberal stock of records get the record business. Comparatively few of the talking machine owners stick to their favorite store for their ammunition.

Manager Johns, of the Columbia, has just opened three good dictaphone accounts in small cities of the State—Port Huron, Bay City and Calumet. The one in Bay City is with a music house, a rather queer place for such an agency, because the dictaphone is a business instrument, not a musical one. But the firm—the Milliken-White Music House—is an active one and already is sending in a good many orders. The Port Huron agency is the Riverside Printing Co., an office supplies concern. So is the house in Calumet—the Keweenaw Printing Co. All are going after the business "right."

PROGRESSIVE YOUNGSTOWN HOUSE.

The Columbia Music House Capturing a Goodly Share of Trade in that Section of Ohio.

(Special to The Talking Machine World.)

Youngstown, O., May 8, 1913.

The Columbia Music House, of which Austin C. Wilson is proprietor, is quite enthusiastic about the prospects for business in this territory. "The outlook for the talking machine," he said, "seems to be brighter each day. Youngstown has a population of about 100,000 people, and we are having splendid success with the Columbia line. The \$50 "Favorite" type is one of our biggest sellers with the table line a close second. We have recently sold several instruments of the former type, and last week installed the first machine ever used in the Youngstown public schools—a "Favorite" and a cabinet.

"The Grand Opera House is using a \$200 Columbia in connection with its Sunday entertainments and has dispensed with the orchestra. We have also placed these machines in a majority of Youngstown restaurants, picture shows and ice-cream parlors of the better type.

"We take great interest in The Talking Machine World and anxiously await its coming every month, as it keeps in touch with happenings throughout the entire country and world."

FUTURE OF PRICE MAINTENANCE RESTS ON DECISION

That Will Be Handed Down by Supreme Court of the United States in *Bauer-O'Donnell* Suit Recently Argued—Some of the Important Points Involved—Of Interest to All Lines of Business Where Fixed Prices Prevail—Manufacturers Make Common Cause.

(Special to The Talking Machine World.)

Washington, D. C., May 10, 1913.

Musical instruments and talking machine interests, as well as those who sell accessories or supplies of any kind upon which a fixed re-sale price is maintained and enforced by virtue of our patent laws, will be vitally concerned by the outcome of a notable case now before the Supreme Court of the United States.

So important is this legal controversy, to many branches of the music trade, that the Victor Talking Machine Co. has caused its chief counsel, Horace Pettit, to volunteer as a participant in the case, in defense of the cause of price maintenance, although the Victor Co. is not a party to the litigation, in a fundamental sense. There is a rumor, too, that other progressive firms in the musical instrument field may follow the example of the Victor in joining issue or making common cause to safeguard one of the most valuable features of present-day systems of merchandising.

The Case at Issue.

The case on which hinges the future of the price restriction policy of the "square deal" manufacturers is what is known as the *Bauer-O'Donnell* patent suit, and has, in the course of its progress through the courts, several times been referred to in these columns. In a nutshell, the case constitutes a suit for infringement of patent brought by the Bauer Chemical Co., the manufacturers of Sanatogen, against James O'Donnell, a cut rate druggist, who has persisted in advertising and selling the above mentioned remedy at less than \$1 per package—the price at which it is placarded by the manufacturer. It will be appreciated that the commodity which forms the basis of this dispute is far removed from the field of musical merchandise, but the broad principle involved—that of the right of a manufacturer to protect his retailers by enforcing a uniform re-sale price, touches the very heart of this and every other trade which handles patent goods. And it is because this case seems to put the issue so squarely up to the court of last resort that the greatest significance attaches to it.

Discussing this sweeping application of the prospective mandate of the court in this case, the Victor Talking Machine Co., in its brief just filed at Washington, says: "The answer of the Honorable Court to the question will apply equally to the sale of all patented goods, machines, manufactures, and, in fact, to all patented specialties, as well as compositions of matter, and a decision adverse to the proposition thought to be so thoroughly established, would have a far-reaching and disastrous effect to trade in patented goods. This is especially true today when large industries have been built up in the manufacture of patented specialties having selling systems founded upon the doctrine laid down in a long line of decisions in the United States Circuit Courts and Circuit Courts of Appeal, such doctrine as enunciated in the case of the Victor Talking Machine Co. vs. The Fair."

Why Mr. Oldfield Awaits Decision.

And there is another side to this matter as it affects the maker of and dealers in musical instruments marketed under the fixed one-price system. Congressman Oldfield has confided to your correspondent that he is awaiting with the keenest interest the outcome of this, the most crucial of all the price maintenance cases which have ever been brought to the bar of the highest court in the land. It is known that the outcome of the case will influence the future actions of the author of the Oldfield bill, which is regarded as a serious menace to so many business interests. If the Court should, in its decision, knock out the principle of price maintenance under patent rights, Representative Oldfield's proposed legislation would be superfluous. On the other hand if the Court pronounces for the manufacturer's right to dictate retail prices in the interests of uniformity and justice it may be expected that Congressman Oldfield will prosecute his

"crusade" with renewed vigor and that he will use this very decision as the latest argument for need of a change of status in the market for manufactured goods.

Our readers are doubtless familiar with many of the arguments in favor of price maintenance which have been presented in this case because one or another of the attorneys (including some of the ablest patent lawyers in the country) have marshalled almost every fact and theory that has ever been cited as favorable to restricted prices and the manufacturers right to uphold them on pain of prosecution for infringement of patent. But there may be less familiarity with the arguments on the other side and, since an interested spectator should know something of both sides of a controversy—and because some of the contentions in this case are brand new in such litigation—it may be worth while to review the grounds on which price maintenance is being attacked, in this the first case of the kind that has been argued before the "full bench" of the Federal Supreme Court.

Arguments of Other Side Revealed.

The attorneys representing the cut rate druggist who sold Sanatogen at less than the stipulated price take as the text of their argument before the Supreme Court the question "When does the patentee's right to dictate the resale price of his patented article terminate?" They point out that prior to the year 1896 all the decisions of the Supreme Court seemed to indicate that when a patentee had manufactured and sold for a satisfactory price the article protected by patent, that article was thereafter "without the patent monopoly" and beyond the control of the patentee to dictate its resale price. But they go on to explain that the court decisions of the past 17 years have placed the whole broad question of price maintenance in "a cloud of doubt through which at the present day the vision of neither layman nor lawyer can safely penetrate." The situation was especially complicated, they hold, by the decision in the famous *Dick-Henry* mimeograph case, with which all our readers are, of course, familiar.

The essentially new feature of the defense presented on behalf of the price cutter is found in the argument that a manufacturer cannot use the patent laws to uphold a specified retail price so long as he himself grants concessions below the placarded price to the jobber and indirectly to the retailer. In other words the ingenious position is taken that the manufacturer himself is a price cutter and cannot proceed against other cutters.

The Argument of the Price Cutter.

Discussing this phase of the question the representatives of the cut rate druggist submit to the Court: "It was utterly impossible for plaintiffs to sell a package of the patented article to O'Donnell and reserve to themselves the right to sell that package to anyone else at any price. The argument is that the patentee, after having manufactured his patent device, after having sold that device at whatever price he chose, can, under his statutory patent right retain to himself the right to sell that particular article—the concrete embodiment of the patented invention—at some other or different price than that named in the label on the article.

"Or, to phrase it somewhat differently, the argument is that the patentee may part with the title to the concrete embodiment of the patented invention, receiving therefore the full price demanded for it, retaining no right to make any further profit out of it by virtue of the manner in which it is used or sold, but that under his patent, by means of the label affixed to the article, he licenses the purchaser of that article to sell that particular article at not less than the given price, retaining in himself the right to sell, not other embodiments of the patented invention at a different price, but to sell that particular embodiment of the invention at a different price. This argument can not be sound and it is only resorted to in an attempt to

apply the inapplicable doctrine of *Dick vs. Henry* to the wholly different situation presented by the price restriction cases."

Quote *Bobbs-Merrill Co. vs. Straus Case*.

Counsel for the cut-rate druggist lay great stress upon the decision by the Supreme Court of the United States, some time since, in the case of the *Bobbs-Merrill Co. vs. Straus*, and contend that it constitutes a precedent which should cause the Court to find for their client in the present case. This *Bobbs-Merrill-Strauss* case is, indeed, one which has lately been made the basis of much argument in the 25 or more price maintenance cases which are now pending in the various courts.

It resulted, many readers will recall, from the action of the proprietors of the department store of R. H. Macy & Co., of New York, in selling at cut price copies of copyrighted books upon which the publishers had fixed a definite resale price, just as the manufacturers fix a price upon patented talking machine records. The publishers sued the department store people, and when the case was carried up to the Supreme Court the decision was against the book publishers.

Difference Between Patent and Copyright.

However, the attempt to make out a parallel case between price cutting on copyrighted publications and price cutting on patented goods in order to justify the disregard of the resale prices on Sanatogen is not to pass unchallenged. The Victor Talking Machine Co., in its valuable contribution to the arguments in the case now before the Court has called especial attention to the fact that there are differences between the patent and copyright statutes in the extent of the protection granted by them. It backs this up by quoting from past decisions of the Supreme Court which prove conclusively that this, the highest Court, does not take the view that everything that is permissible under the copyright law is also, perforce, allowable under the patent system.

Taking up this, the very keynote of the present dispute, the spokesman for the Victor Co. says: "The main difference between the rights of a proprietor of a copyright and the rights of the owner of a patent, as far as the right to restrict the price at which the protected goods should be sold, resides mainly in the fact that the patentee is given by the statute the unrestricted right to regulate the 'use' of the patent product, as well as the right to make and vend, while the copyright owner under the statute is given only the right to multiply and vend.

"The main distinction is that the patentee, when he sells the patented article with a restriction as to use, can limit the use of the article within any bounds, and under any limitations which he sees fit (which are not contrary to public morals, and public health, etc.). This includes the right to limit the use of the patented medicine or device only to such of the public and only to such persons as shall have paid not less than a given price for the same."

Notable Companies Make Common Cause.

To what extent manufacturers of patented goods which are retailed under the restricted price system are making common cause in presenting to the Supreme Court their claims of rights conferred by the patent laws is shown by the fact that the Gillette Safety Razor Co., the Waltham Watch Co. and other makers of widely-sold articles have filed briefs just as the Victor Talking Machine Co. has done. The action of the Waltham Watch Co. is especially interesting because Judge Roy recently caused a good-sized sensation by deciding against the Waltham Co. in a case somewhat similar to the one now before the nation's highest tribunal. The Waltham Co. says that it believes that "price restrictions on patented articles follow the goods into the hands of every purchaser," and later, pleading for a definite pronouncement of the subject, says: "The Waltham Co. earnestly trusts that the Court will render a decision one way or the other which will settle the question for good."

This last is the sentiment of most manufacturers and merchants. No Supreme Court decision up to this time has been full and explicit enough to settle once and for all this question of price-fixing under patent laws.



The new folk-dance records recently issued by the Columbia Educational Department are played by full military band, not simply on a solo instrument. No wonder they are getting Columbia into the schools!



Columbia Graphophone Company

Tribune Building, New York

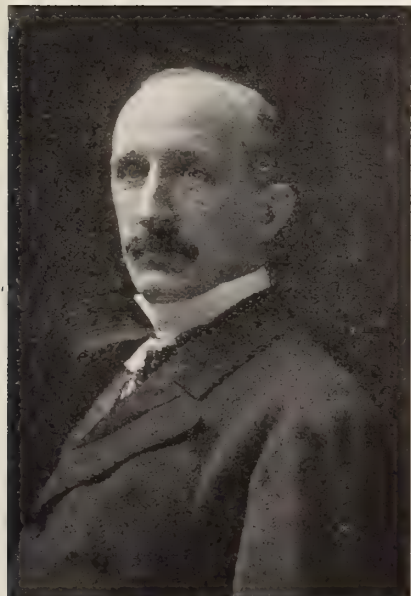
AMERICAN GRAPHOPHONE CO. INCREASES WAGES.

Rate of Compensation of All Factory Employees Increased Approximately Eight Per Cent. on May 1—Follows Recent Reduction in the Number of Working Hours—A Tribute to Clinton E. Woods, Factory Manager, and to Those Who Stand Behind Him.

The American Graphophone Co. gave its employees a pleasant surprise on Tuesday, the 29th ultimo, when it announced through Clinton E. Woods, the manager of its factory at Bridgeport, Conn., that beginning with the 1st instant the rate of compensation would be increased by 8 per cent. Simultaneously it was announced that a Saturday half holiday would in future be in order.

This step is the second one that has been taken by this company of its own volition, and which has been of the most gratifying kind to its factory people from the lowest to the highest. In 1903 the company took the unexpected course of giving its

No one can misunderstand his attitude toward those who are assisting him in the important work he is doing to the end that the product of the company shall be well made on economical lines and the sale of its goods thus made an easy as may be. Fortunately for employees, for the public and for the stockholders, the owners are men with clear heads. They do not expect something for nothing. They desire and are bound to possess the confidence of their employees, of the public and of each other. They recognize in Mr. Woods a master of the art of manufacturing, whose course is governed by a determination to extend the company's prosperity so that its workers shall share in it in a manner so substantial that there can be but one opinion as to the sincerity of those in control from the president down through the entire administrative and executive line to share the com-



Edward D. Easton

employees a nine-hour day. There had been surface indications for some months that the old ten-hour day was too severe for these modern times, and before even an informal demand for a reduction of working hours was formulated the company, at the instance of the late Thomas H. Macdonald, took the initiative and readjusted the schedule.

Of course, this was only made possible by the prompt compliance of President Edward D. Easton and his associates on the board of directors. And their alacrity in forestalling a possible request was repeated last month when Mr. Woods took the matter up and argued its justice and feasibility, in view of the unceasing demand for graphophones and records. In other words, Mr. Woods, who said to his employees a few weeks ago at a smoker in which the heads of departments participated, favors the policy of having the best men there are and keeping them permanently by paying them the highest wages compatible with a proper regard for changing circumstances in respect of sales, money conditions and the numerous other considerations that a manufacturer must take into account.

INDIANA TRADE LIVELY.

Much Interest Being Displayed in Shipments of New Edison Disc Machines Received in Indianapolis—Kipp-Link Co. Arranges Special Display—Stewart Talking Machine Co. Enlarging Wholesale Department.

(Special to The Talking Machine World.)

Indianapolis, Ind., May 11, 1913.

Shipments of the new Edison disc machine are being received now by the Kipp-Link Phonograph Co., distributors in Indiana for the Edison products. A great many persons had begun to believe that the new machine "just never would come," but now the machine is here, ready for the purchaser. The Kipp-Link Co. has exceptionally well arranged display rooms and the more expensive Edison disc machines show up well. Much favorable comment has been heard about the A-375, A-300, A-290 and A-275. The A-60 machine will also prove a favorite, it is believed. Machines are being shipped to dealers throughout the State by the Kipp-Link Co., and the company has started after buyers for the new machines in earnest. From the present outlook there won't be much need of "coaxing."

The talking machine department of the Rapp-Lennox Piano Co. is gradually being built up by the company. The Victor line handled by this company is being strongly exploited.

The Victor talking machine department of the Aeolian Co., in charge of Miss Lazurus, felt proud on the night of April 24, when the final recital of the season was held in Aeolian hall. A capacity audience applauded again and again when the Victrola selections were played. Business in the Victor department of the Aeolian Co. has been good.

The Stewart Talking Machine Co. is enlarging its wholesale department. A record room which will exclude dust and dirt is being constructed. A first-class repair department is also being installed

pany's success with employees and to convince them that their cause and that of all others in interest are identical and that absolute harmony is a fundamental requirement.

The situation which prevails in the factory of the American Graphophone Co. will be impossible without an intelligent and sympathetic head of the factory, and even with that much gained his efforts would be neutralized and his results imperfect but for the spirit of fairness and liberality which characterizes those at headquarters who stand behind him and give him their helpful and unwavering support. There can be no greater force in the realm of causation than a combination which brings together a competent and intelligent manager with a clear head and a warm heart, an earnest and unprejudiced corps of working people—foremen, clerks and mechanics—and a set of fair minded and progressive owners to attack their problems with a sympathetic determination to conquer victory over all vicissitudes at any hazard. This kind of a force is the predominant one within the official family over which Messrs. Easton, Lyle and Woods and their numerous coadjutors preside so successfully, and with a measure of distinction that wins universal recognition.

and the company will be able to take care of its repair work in the city and State. The Stewart Co. reports an excellent business.

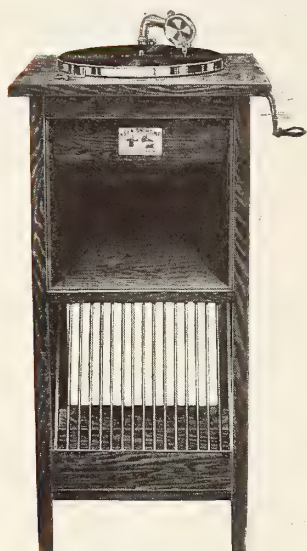
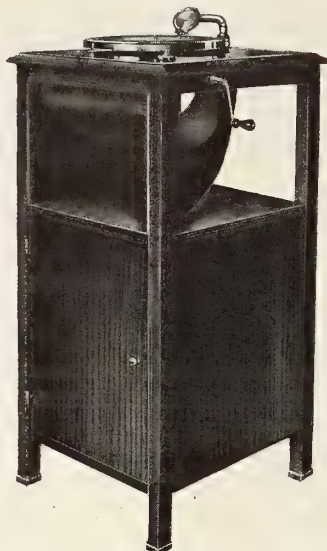
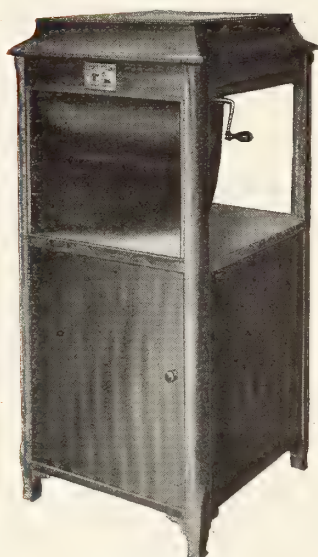
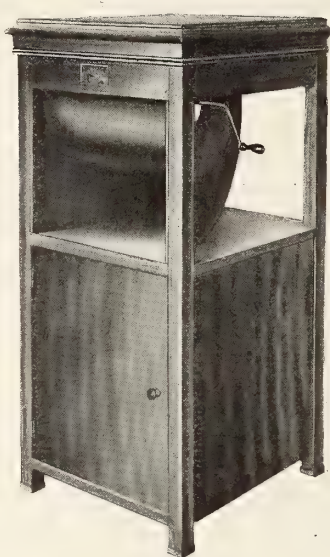
A. W. Roos, manager of the local branch of the Columbia Co., has a new automobile and a wrist which is out of commission. The two are closely connected, according to Mr. Roos's version of the affair. His friends are charging that the crank "back-fired," but Roos avers he did not receive his injury in that manner. He blames it on another automobile owner. Anyway, he says, he did not get it knocking the goods of a competitor. Roos was "petting" his machine one evening and as he was standing along the side next to the street the driver of another machine "side-swiped" him. Roos slipped and his hand fell on the hood of the machine. Examination developed that he had a wrenched wrist. "In view of the recent flood," said Mr. Roos, "business in April was much better than expected. Things are about normal again." The arrival of a sample Grafonola Grand, it is expected, will stimulate trade. The salesmen at the local store have been busy showing the new machine to interested parties.

Thomas G. Devine, manager of the Dictaphone department, succeeded in rounding out an April business in excess of any past April record made in his department. He has a number of real live prospects for May.

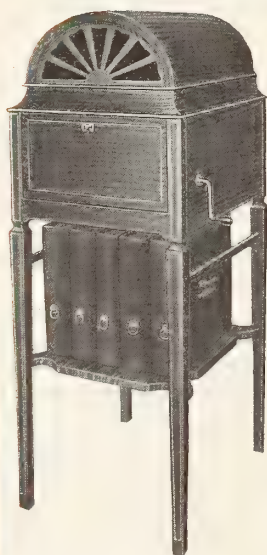
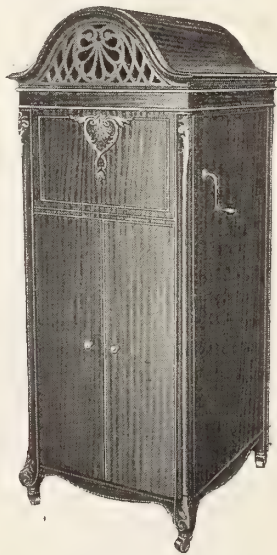
The Victor talking machine department of the Wulschner Music Co. is to be "raised up" in the world. Up to this time this department has occupied attractive quarters in the basement at the Wulschner store, but now it is to be placed on the first floor along with the company's finest pianos. The Wulschner Co. is remodeling its first floor.

Mr. Baldwin, of Cincinnati, connected with the Edison Business Phonograph department, has been in Indianapolis looking after old business and scouting around after new. He is making a special effort to increase the trade in this city and his agents are working accordingly.

SOME MODELS AT POPULAR PRICES

Keen-O-Phone.
Style 1 \$35.Keen-O-Phone.
Style 5 \$60.Keen-O-Phone.
Style 9, \$85.Keen-O-Phone.
Style 7, \$75.

A FEW OF THE MORE EXPENSIVE KEEN-O-PHONES

Keen-O-Phone.
Style 20, \$125.Keen-O-Phone.
Style 25, \$175.Keen-O-Phone.
Style 30, \$225.

ABOVE are illustrations of various styles of Keen-O-Phones at retail prices as indicated. The "individual" character of each model is clearly seen.

Many Are t

KE

IT is designed to fill a long felt want. It is the most perfect talking machine yet. It combines to give The Keen-O-Phone and its many distinctive features are

Exclusive F

THE Keen-O-Phone will play any make of disc records. The Keen-O-Phone records are playable only by the Keen-O-Point needle—is permanent; only one use, thus eliminating the necessity of changing to other makes of disc records on the Keen-O-Phone steel needle. The elongated tone chamber increases the tones before entering the horn, thus eliminating the necessity of performing this mission. The Keen-O-Phone holds its own voice or orchestra with positive naturalness.

Keen-O-Phone sound box exerts such a light touch, it is able to reproduce the minutest sound wave—at the very least tear on the record. As a result, the Keen-O-Phone gives better results.

The Tone Modulator is manipulated from the side of the cabinet during the rendition of a selection. By means of this, the tone can be increased or diminished to suit the size of the room. It makes it possible to give wonderful shading effects to the music. The Tone Modulator makes it possible to produce from a talking machine. The Tone Modulator of various tone needles which are used to perform this mission. The Keen-O-Phone holds its own voice or orchestra with positive naturalness. The Keen-O-Phone sound box exerts such a light touch, it is able to reproduce the minutest sound wave—at the very least tear on the record. As a result, the Keen-O-Phone gives better results.

IF you will stop and seriously consider the Keen-O-Phone you will learn—

First. It is a strong sales getter—appealing to all. It is found in no other instrument. The mechanical tone quality is emphatically noticeable. Your salesmen can sell it to customers. It will play any make of disc records. The Keen-O-Point needle after each record is overcome by the Keen-O-Phone.

Second. All dealers who are handling the Keen-O-Phone for producing an instrument that marks its individuality that pleases their prospects. As a result, this is the Keen-O-Phone.

Third. The Keen-O-Phone offers substantial value for the money. It is an instrument that you will be proud to include in your collection.

WHY not include yourself among our already satisfied customers? We are prepared to make immediate shipment to you. The territory awaiting you and profits in proportion. The Keen-O-Phone is at once for details and literature.

Patented in U. S. A. and Foreign Countries.

Address all communications to

Keen-O-Phone

Exclusive Features of the KEEN-O-PHONE

in the talking machine world, and is pronounced by noted critics and others of competent judgment to be never offered to the public. The highly developed mechanism, together with the exclusive case designs, distinction and dignity unattained by others. Its simplicity of operation; its unlimited scope of repertoire and reasons for its supremacy.

Features

records on the market, although the Keen-O-Point jewel needle. This needle is necessary for indefinite use after each record. To play reverse the sound box and insert the volume; clarifies and blends all rasp, scratch and harshness. In the quality and personality of the pressure on the record that it is possible to eliminate the wear and will prolong the life of the record.

Outside of the case, and can be operated by the Tone Modulator the volume of acoustics of any room. This also has heretofore been impossible. The modulator eliminates the necessity of similar function. These "multiple-graduation in tone, as is possible

features possessed by the Keen-O-

all classes of trade. Its features are durable, the superiority of which will enthuse in presenting while the annoyance of changing the Keen-O-Point needle.

Keen-O-Phone, congratulate us and gives them a product accomplishing a gratifying business. profits and ready sales, and is an ever stock.

substantial dealers?

ents of Keen-O-Phones and records. There is a large territory dealer or jobber eager to enhance his profits should write us

the Sales Department, General Offices,

Co., Philadelphia, Pa., U. S. A.

Keen-O-Phone Records

ARE considered a mark of distinction in the art of record making. In addition, these records will not become rough and lose their quality and volume by excessive playing, nor are they susceptible to the scratch of the needle. The records found in the new Keen-O-Phone catalogue have been carefully selected to meet all tastes and fancies, while the Keen-O-Phone repertoire is being substantially added to each month.

New York
Display Rooms
at the
Park Ave. Hotel

We Make All Parts

THE Keen-O-Phone Company manufactures every part that enters into the construction of this instrument, and is manufacturing under patents owned and controlled exclusively by it.

The large and extensive factories of the Keen-O-Phone Company are situated at Frankford, Pa., where the most modern facilities are employed in the manufacture of this instrument.

Our recording laboratories, situated in our own plant, are considered the latest and most up to date of any in this country.

Our extensive variety of styles afford you a choice assortment to select from, and are the most enticing values on the market.

The Test of Superiority is in Comparison

We Invite Comparison

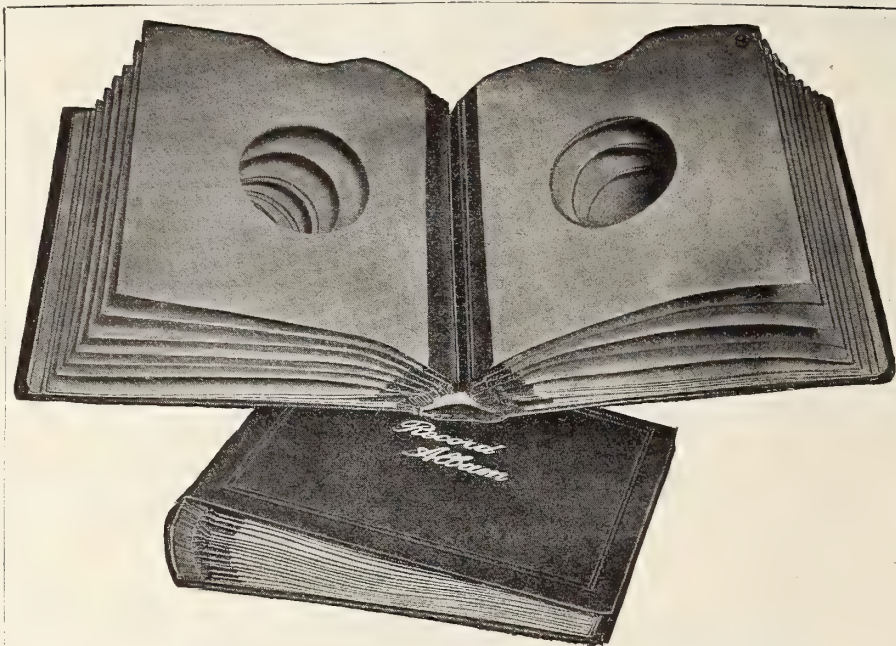


FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen.

Our Albums are first-class in every particular, and are sold at very low prices.



OUR SUPERB ALBUMS SHOWN OPEN AND CLOSED.

MADE IN TWO SIZES TO FIT ALL 10 AND 12-INCH DISC RECORDS.

These Albums contain 17 pockets made of strong fibre paper, each pocket having a hole in the center, as shown in the picture. These pockets are so made that they show very plainly both the single and double face titles on the Records. The Albums are bound in the finest quality of Brown Silk Finish Cloth, with gilt title on front cover. They are also bound in imitation leather. Write for sample and prices of our Albums, which are superior to all others.

Address NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa.

DISC RECORD ALBUMS

ARE WHAT EVERY

Talking Machine Owner

NEEDS AND MUST HAVE

With the index they make a complete system for filing away all disc Records, and can be added to, Album by Album, as Records accumulate, like books in a library.

CINCINNATI TRADE RECOVERING FROM FLOOD EFFECTS.

As Conditions in Flooded Districts Get Back to Normal Jobbers and Dealers Find Much Improvement in Business—Activity with Columbia Co. Branch and Outlook Encouraging—Deep Appreciation for Generous Attitude of Manufacturers—Recent Displays.

(Special to The Talking Machine World.)

Cincinnati, O., May 9, 1913.

The trade is in an expectant mood. Normal conditions are being restored, but it will be some time before the jobbers will proclaim themselves to be satisfied with conditions. The railroads are taking only small shipments, and this with no promise of prompt delivery. Consequently but little has been accomplished in the way of supplying the dealers in the flood sections.

Manager Whelen, of the local Columbia store, stated, when interviewed, "that business was very good during the past month in both wholesale and retail, considering the way the month opened up, as there is no doubt in the minds of dealers not only in the talking machine line, but in all the various industries that the floods had a damaging effect on business in general. Still, dealers in the Cincinnati territory who suffered flood losses showed the usual American grit by restocking in preparation for the spring and summer trade." He further stated: "The past few months there has been quite a shortage in certain types of machines, but this is not due to the erroneous idea of quite a few people that there is no future in the talking machine business and that the manufacturers have lost faith, but to the fact that even the manufacturers did not foresee the phenomenal increase in the business; and, while we have more than doubled the producing facilities of our factory during the past two years, the output was unequal to the demand, which is four times as great as it was two years ago. It is very gratifying to note that the largest increase is in the higher-priced instruments and the symphony records. The grand opera season here last month was a great stimulus

to record business, and there was a great demand for Carolina White, Olive Fremstad and Mary Garden records. The Chauncey Olcott (the great Irish tenor) records, which were put on sale recently, have proved to be wonderful sellers."

W. S. Givler, traveling representative of the local Columbia branch, was kept "on the jump" during the past month, closing with new dealers throughout the Cincinnati territory.

Prof. Frederick Goodwin, manager of the educational department of the Columbia Co., spent a few days in Cincinnati to attend the Y. M. C. A. convention and to personally investigate the Cincinnati school question.

Manager J. H. Dittrich, of the Rudolph Wurlitzer Co., makes the following newsy comments: "The topic of to-day in all business circles is, of course, the aftermath of the flood and naturally in considering the trade conditions during April, this item is uppermost in our minds. Upon investigation the flood losses in the Ohio Valley, exceeded the amount first expected because of the erroneous information given regarding the high water in the great flood of 1884. Much stock which could have been saved was lost because it was thought to be located above danger line.

The lot of these dealers which, in many cases, was absolutely hopeless was changed by the generous attitude assumed by the Victor Talking Machine Co., and throughout the flood zone Victor dealers find words inadequate to express their gratitude for the magnificent generosity of the Victor Talking Machine Co. From all the flood zones the most optimistic letters are being received, and the orders that are coming in from these points speak more eloquently than the let-

ters of the courage and spirit that prevails in the desolated district.

While the history of the Ohio flood is brightened by many deeds of heroism and self-sacrifice, the action of the Victor Talking Machine Co. in helping their dealers as they did will forever illuminate the dark memory of those terrible days.

The memory of the flood will only be incidental in the minds of Victor dealers, for the magnitude of their loss only helps to magnify the vastness of the gift extended to them. As one Victor dealer expressed it, "I might forget the flood, were it not for the fact that my stock will be a daily reminder of the gift I received from the Victor Talking Machine Co., and that it is the greater part of the flood history."

The H. & S. Pogue Co. during the past week has had an interesting joint display of Columbia Grafonolas and some Victor Victrolas. Jointly it has been the most interesting display of its kind in Cincinnati. The settings are interesting and the whole has been built up in a manner as to compel notice on the part of pedestrians.

The Aeolian Co., as usual, appears to be having trouble in getting stock. It has a Victor display of small instruments in the show window, the Victors forming the center of attraction, with pianos on both sides for weight.

The Otto Grau Piano Co. will soon blossom forth with a Victor department, carrying the complete line. Goods have already been ordered from the Talking Machine Co., Chicago, and should reach Cincinnati in time for the opening, to take place about May 15. Two soundproof booths have been installed in the rear of the wareroom.

John Arnold, the Elm street dealer, reports good business in the Edison disc instruments.

News comes from Cleveland that the United States Phonograph Co. has decreased its capitalization from \$1,000,000 to \$10,000.

J. C. Poorman, who has been without a regular line since the troubles of the Zonophone, is said to be negotiating for the rights as jobber of either the Keen-O-Phone or the Vitaphone.

VICTOR TALKING MACHINE CO. TO PENSION EMPLOYEES.

To Look After an Army, Consisting of 5,400 People, in Their Old Age—Co-operative Beneficial Association Designed to Aid Members Whose Income Is Cut Off on Account of Sickness—Cost of Maintaining Business of the Association Borne by Victor Co.

So that its employes may be provided for in their old age, the Victor Talking Machine Co., of Camden, within a short time will establish a pension system. The company employs 5,400 men and women. The pension plan has not yet been perfected, it was announced recently by officials of the company, but will be similar to that of the Pennsylvania Railroad Co.

Every one of the 5,400 employes who remain with the Victor Co. a certain number of years will be

for 100 days. There will be a death benefit of \$150.

The company announces that the cost of maintaining and carrying on the business of the association will not be placed upon the employes, but will be borne by the company itself.

As a further incentive to faithful and continued service on the part of its employes the Victor Co. has announced that it will give persons dependent on any employe the sum of \$500 in the case of the death of the employe after five years' service.

The sum of \$500 will not be taken from the funds of the co-operative beneficial association, but will be a gift of the company.

Officials of the company said recently that it is part of the scheme of efficiency in force at the Victor factory to provide for its employes in all cases of sickness or want. Heretofore they have provided in all cases where their attention was called to such cases. Under the new system of co-operative benefices, the company hopes to keep in touch with its employes in every case of illness or death.

TEACHERS FAVOR "TALKERS."

Louisiana Music Teachers' Association Favorably Inclined Toward Talkers and Players.

(Special to The Talking Machine World.)

New Orleans, La., May 10, 1913.

"Canned Music" was one of the principal topics of discussion at the meeting of the Louisiana Music Teachers' Association at the Hotel Grunewald last week. Opinion was divided as to whether the advent of the talking machine and the mechanical piano player will result disastrously to the perpetuation of appreciation of musical artistry. Many of the members expressed the belief that interest in classical music will be stimulated by the contrivances for the reproduction of the singing and playing of the stellar lights of the musical firmament, while others contended that a fondness for the classics is being vitiated by such instruments.

The general opinions of the teachers were entirely favorable to the cause of mechanical music both by means of the talking machine and player-piano, and echoed the opinions of music teachers in other sections of the country on the subject.

DAVEGA MOVING TO NEW QUARTERS.

The S. B. Davega Co., Victor and Edison jobber, is now moving from its former home at 126 University place, New York, to larger and more adequate quarters at 831 Broadway, New York. The new home of the company will be furnished attractively, and the talking machine departments will be considerably larger than heretofore. A number of demonstration rooms are now being constructed, and the company will be in an excellent position to handle its trade to good advantage.

REVISED ESTIMATES OF LOSSES

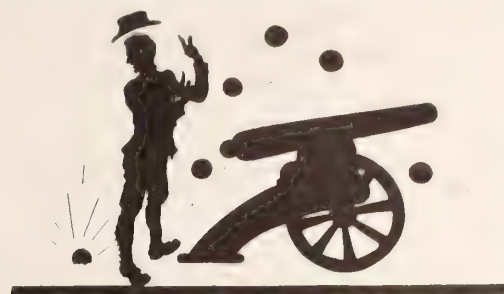
Prepared by Dayton Business Men Place Figures on Pianos at \$800,000.

(Special to The Talking Machine World.)

Cincinnati, O., May 9, 1913.

A committee of Dayton real estate men and other citizens who have been making estimates on the losses in the Gem City, on Saturday issued a revised statement, which shows that the loss on pianos in homes was approximately \$800,000. Other figures follow: Buildings, \$15,200,000; furniture, \$9,440,000; merchandise, \$18,000,000; live stock and autos, \$1,000,000; churches and property, \$2,068,100; fire losses over insurance, \$975,236; wages, \$4,045,000; losses in production, \$747,000; leaf tobacco in warehouses, \$900,000, and the grand loss to real estate, in the event of the Government not aiding the city, is placed at \$55,000,000.

Some men come up to the mark they have set for themselves, but it was placed low.

**The man behind the gun**

You are the "man behind the gun" with your customers, and they look to you to hit the mark every time—to give them what they want when they want it.

But what good is the man behind the gun if some one holds back the ammunition on him! With customers wanting this, that, and the other thing, and firing questions at you to find out when they will get their goods, you're in anything but an enviable position.

That's where an A1 jobber "saves the day"—by giving you all the ammunition you need; by getting to you promptly whatever you want in Victors, Victrolas, Victor Records, record cabinets, horns, needles, fibre cases, repair parts, and accessories of every sort.

Promptness is one of our strong points and around it centers every other desirable business attribute; and promptness with us means all orders shipped the same day they are received.

If that's the kind of service you want, we can give it to you—always. Drop us a card for our catalog and our booklet, "The Cabinet That Matches".

Victor foreign records

The entire list is here, ready for immediate delivery:

"If it's in the Victor catalog, we have it".

Arabian	Greek	Norwegian
Bohemian	Gregorian (Latin)	Polish
Chinese	Hawaiian	Portuguese
Croatian	Hebrew	Roumanian
Cuban	Hungarian	Russian
Danish	Italian	Sistine Choir (Latin)
Finnish	Japanese	Slovak
French	Jewish	Spanish
French Canadian	Mexican	Turkish
German	Neapolitan	Welsh

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street

New York

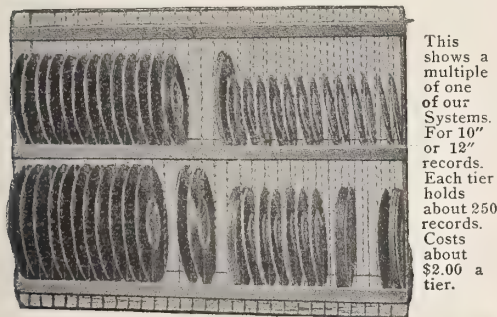


E. R. Johnson, President of the Victor Co.

retired with a pension, the amount to be a percentage of the monthly earnings of the employe when retired. The percentage and required time of service have not yet been decided.

In connection with the establishing of the pension system, the Victor Co. has announced that a co-operative beneficial association, designed to aid members whose income is cut off on account of sickness, will be formed.

Every employe who has been in the company's service thirty days is eligible to the association. Members pay 25 cents a month dues. In case of illness the association will pay members \$1 a day



BUILT OF HEAVY STRONG WIRE,
PLATED AND LACQUERED.

WRITE for 20-page
catalog giving
details and information
on the best way of keep-
ing your records.

The Syracuse
Wire Works

SYRACUSE,
NEW YORK



RECORDING ARTISTS OF ALL CASTES IN INDIA

Calcutta, Madras and Bombay—A Recording Expedition of Over 12,000 Miles, Recording Only Oriental Artists—A Most Interesting Experience in Far Off Lands.

By T. J. THEOBALD NOBLE, a Prominent European Talking Machine Recorder.

The weather was so oppressively hot in Madras that I was compelled to record with only my pajamas on, and those of the thinnest silk obtainable. I was to record only native artists, and their was no fear of "shocking" their modesty.

Of the artists, I will mention but one; the one that I had come to Madras to record. Miss Godavari, the first artist in the Tamul language. We visited this woman's house for the purpose of discussing terms (this is always a tedious and worrying business.) The house was a great surprise, for the interior was constructed of marble and a faint glimmer of a blue-shaded light cast an interesting and warm sensation over the interior that was at once fascinating and seductive. It was presented to her by an admirer and had cost 180,000 rupees (\$60,000). We were compelled to pay two visits before ultimately coming to terms. We secured her for sixteen titles for the sum of 300 rupees* per song. I may add that she held out consistently for two days for 900 rupees per record.

The trouble we discovered was through the agents, who are a most arbitrary set of men. They persuade most of the artists to ask for large fees in order to swell their commission and at the same time advise us that such and such a price is usual for a particular artist.

She came to the hotel to record, accompanied by a retinue of seven servants, including two accompanists. One of the instruments for accompanying was the most extraordinary musical (?) instrument. I should imagine, in the world; it is best described as a large earthenware pot, which is held in the lap of a man who plays it by beating a series of taps on the periphery, certain parts of which given out various tones. (This was not perceptible to the writer.) The accompanist's fingers have to be particularly hard and dexterous for to continually beat on such a hard surface sufficiently loud for recording purposes requires an appreciable amount of strength and adroitness. A clearer impression can be observed in the photograph.

The other accompanist was a young girl playing the harmonium, whilst the artist herself was playing another instrument bejeweled in most elaborate fashion. The instrument was valued at 12,000 rupees (\$4,000). She was covered with gold and precious stones of great value. It was for the express purpose of guarding these jewels that she possessed a guard of four men. An Indian artist by-the-bye, invariably dons her finest jewelry in the presence of a white. Round her throat she wore a necklet of English sovereigns,



Making Records by Miss Godavari.

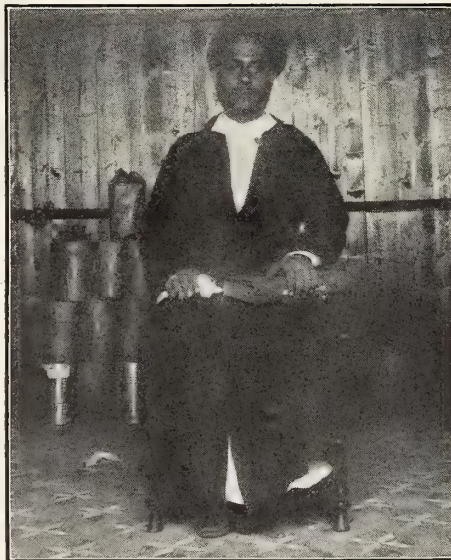
the clasps holding each to the other were studded with diamonds. There being in all fifty sovereigns and fifty clasps, the value can be appreciated. On the toes she wore platinum and gold rings. I secured a photograph but she insisted on removing from her person all jewels, for what reason I was never able to comprehend. In the photograph nevertheless, can be seen the rings on her toes and the large diamonds in the ears.

She sung exceptionally well, her high cadenzas being particularly loud and clear, which is always a great necessity and advantage for recording.

It may be interesting to state here that the broker present was so enraptured with the singing that he immediately ordered three thousand of

each title. She, herself, ordering from the broker, fifty of each title for distribution amongst her friends. Having made records before, she was little troubled and in fact, was a great assistance, for it was that instructed the accompanists exactly what to do and where to sit, explaining to me that the position in which she placed the men was the best position, for the so-and-so company had already experimented with the placing and had lost two days before ultimately succeeding. I therefore left it to her and the result proved eminently satisfactory.

After having recorded Godavari, I visited another woman at her home in the native quarter of Madras, but this time the house was not constructed of marble. In the worst part of the town we were compelled to climb a flight of stairs into a dirty, evil-smelling room, where one or two men were squatting, smoking and talking, which at our approach diminished into murmurs of surprise. We were conducted through the room



Mahomedan Priest, Bombay.

into another (certainly cleaner), where sitting on the floor was the artist. With her were two Indians with diabolical and satanic faces, who regarded us with invidious glances which seemed to infer "We own this female, don't touch her without first displaying your gold." We stated our business and they were a little more agreeable and regained less vindictive countenances.

We listened to the young girl sing a couple of songs, and found her voice sufficiently good for recording. We accordingly arranged terms; not with the artist, however, but with the men who were apparently her body guard, with the emphasis on the body.

The girl was retained by the men as a business proposition, and she was compelled to obey all their desires and instructions, both as regards singing and otherwise. She was but sixteen years of age, with a perfect figure, large sympathetic eyes and a charm of manner.

The following morning she arrived at the hotel, accompanied by her two guards and accompanists. The former, I immediately dismissed from the recording room and out of the hotel, bidding them return after three hours for their charge.

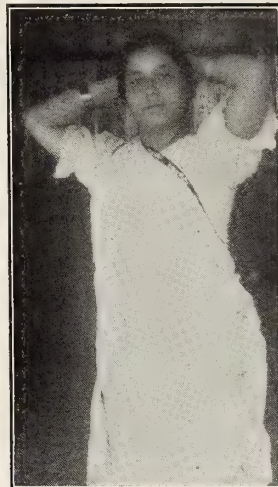
During the recording she regained her vivacity and sung with appreciable amount of enthusiasm, and appeared to wish the recording would continue for time indefinite. She beseeched us not to give her fees to the men in full, but to tender but half, and with the other buy bracelets and trinkets. A proposition in which we readily acquiesced.

I afterwards learned that the Indians were incensed against us for buying the bracelets, for they only received half the amount they anticipated. They dare not strike or ill-treat the girl,

for they were cunning enough to conceive that under such circumstances the poor girl's attractions would immediately disappear. I often think of and pity that poor little Indian girl in Madras.

I here returned to beautiful Bombay for the final recording. My first duty was to visit the native theatre, in order to hear the artist of most importance, a Miss Cohar, of Bombay. To my surprise, I afterwards learned that there was but one female in the performance and that was Miss Cohar, the other female parts were played by young men, and the difference was imperceptible to the uninitiated.

Miss Cohar is the most beautiful of all the In-



Miss Cohar, Bombay.

dian artists, and her voice the sweetest, but unfortunately the latter is very weak and I was a little dubious as to whether a commercial record could be secured. I constructed specially sensitive diaphragms and succeeded in obtaining a number of satisfactory commercial records. She was intensely nervous, and it was over an hour before she regained her self-possession after first hearing her voice reproduced.

As with most Indian women, she was reserved, timid and exceedingly dainty. She was the wife of a prosperous Bombay merchant, and has one son. The theater is her own concern and is filled every night of the year. She spoke English in a manner which made our language appear strangely musical and fascinating. (This artist was the first I had recorded in India that was not ostracised socially.)

I next recorded a Mohammedan priest; he recited a number of verses from the Koran, with much feeling, and made a very clear, fine record.

An incident illustrating the depth of the Eastern mind is worth recalling. The priest, being short of stature, it was necessary to requisition a few books for him to stand on. To my surprise, he apologetically refused, and gave for his reason one of the multifarious commandments in the Mohammedan decalogue, "It is a sin to look invidiously or treat with contumely—knowledge in all forms." I was amazed, but who cannot appreciate such wonderful tribute to knowledge?

A Parsi orchestra was my next recording. It was constituted of three dilapidated clarionets, two split cornets, a flute which had been broken and repaired with glue, a trombone of such obvious antiquity, tone and shape, that I am inclined to believe it to be the original ancestor of the trombone family which entertained the "Ark." Drums, tum-tums and bells galore. With these things they attempted to play native music. Fortunately, the indescribable slaughter and heartless massacre of music which I was compelled to record, can be better imagined than described—or, better still, not heard at all. The brokers informed me that the records would certainly sell, so I went ahead and made a dozen, afterwards retiring to my hotel to partake of a bath in a vain endeavor to cull my sorely wounded imagination of music.

The next day I received a similar worrying gruelling, which, nevertheless, has caused considerable since. I was to record an artist four songs and anticipated in getting through in an hour or so. After giving careful instructions as to where to finish, also when to commence, explanations which occupied fully fifteen minutes, I began to record. As an example, in one he would commence perfectly correct, but after a minute's singing, would suddenly stop and shout across the horn, "Is that enough?" Another time, just after the start, he stopped and asked: "What is the hissing noise I can hear?" Again halfway through

another record he exclaimed: "Did you say four or five verses?"—and then he attempted to continue. I eventually succeeded in obtaining the four records of him in three hours, and spoiled fifteen master blanks in the attainment.

His imbecility was so provoking that I actually threw a record at him. It was at the third attempt of his third song, and he was within half a minute of the finish, when he again stopped and with a most tantalizing stupidity, observed, "I shall not sing the last verse, I may make it too long." (We had already timed it live times. In momentary disgust I threw the wax record at his feet, smashing it into a hundred pieces. Strange to say, it had a most exhilarating effect, for he made the next round perfectly and the fourth song at his first attempt. Possibly he thought if he committed another mistake the record would be thrown higher up. In Bombay, other than Miss Cohar, there was no one of note, but she was compensation for all. Her beautiful voice was fascinating and I believe she would prove interesting to an American audience, as did Miss Jan, of Calcutta prove to a London audience in 1910.

I experienced the same trouble in India as in Turkestan, with mercenary artists who dally and shillyshamble around for days over their fees.

The usual customs is to fix a price, they (the artists) then leave and the following morning send word that their price is so much, generally twice the amount you have virtually agreed on. You naturally refuse and they will send another message in the afternoon reducing their price somewhat, again you refuse, and once again they reduce until they ultimately arrive at the recording room and without speaking, commence to make preparations for recording at your price. Half-way through the numbers they will again commence asking for more money. A more arbitrary and perverse man of business than an Indian would be hard to find, and if found, would certainly be in the Orient.

After having recorded approximately 850 records, I left India for Paris on the ill-fated steamship, the Oceana.*

During my stay I often witnessed curious happenings, examples of caste distinctions, religious customs and funeral rites. Of these, I will write in my next and last article, together with one or two incidents, amusing and otherwise, which happened to me in recording in Europe, Caucasus and Turkestan. I shall also outline the expenses during the whole of my recording for the last three years, artists fees, waxes used and persons met.

(To be continued next month.)

*The P. & O. Liner Oceana it may be remembered collided with another vessel and sunk in the English Channel in March, 1912. She sunk with \$3,750,000 in bullion. The latter was afterwards recovered.

NEW QUARTERS IN LOUISVILLE.

Franklin Building, That City, Especially Remodeled for Accommodation of Wurlitzer Co. Branch—E. B. Waithall is the Manager.

(Special to The Talking Machine World.)

Louisville, Ky., May 8, 1913.

The local store of the Rudolph Wurlitzer Co., is now located in new quarters in the Franklin Building, at 652 Fourth avenue, the building having been remodeled and handsomely decorated to meet the requirements of the various departments of the company's business. It is stated that when everything is completed and in readiness for the formal opening of the new quarters they will be among the handsomest and most conveniently arranged of any music store in the city.

Special arrangements have been made for the display of the company's line of pianos, player-pianos, electrically operated instruments and Victrolas. The new store is in charge of E. B. Waithall, who has for eight years been manager of the store of the Columbia Graphophone Co., in this city, and who is therefore well known locally. The date for the formal opening of the new establishment has not yet been announced.

The man who spends two minutes meddling with other people's business loses two minutes from his own.



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

**MUSIC
MASTER**
Solid Wood Horn



Endorsed
"The Best"
By Experts

The Music Master

is not built merely to win buyers, it is built to win friends—well satisfied friends who will be glad in years to come that they have one.

"Tone"—its meaning is not worn out. It is only just now coming to carry its full meaning.

Every Horn Guaranteed.

For samples write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

TO DEAL IN TALKING PICTURES.

(Special to The Talking Machine World.)

Wilmington, Del., May 9, 1913.

The Webb Talking Picture Co., of this city, has been incorporated with capital stock of \$6,000,000 for the purpose of manufacturing, selling, dealing, leasing and renting all kinds of machines for vibration of sounds, either vocal or instrumental. The incorporators are: S. S. Adams, Jr., John G. Gray and M. B. F. Hawkins, all of Wilmington.

SELF-SATISFACTION A HINDRANCE.

Means That the Possessor Has Gotten Into a Rut That Prevents Progress.

There are several characteristics in men that run directly counter to success, but it is doubtful if there is any trait in human nature that stands out so conspicuously as the enemy to everything that is naturally progressive as the condition of smug self-satisfaction that so many persons assume. Once fitted firmly into this position in life

there is no hope that they will ever be able to do anything that is really worth doing. They have got themselves into a rut from which it is practically impossible for them to extricate themselves, and, like the dead bugs in amber that they are, they must remain in the quarters they have chosen for themselves until some more energetic fellow comes along and digs them out.

PARCELS BY POST C. O. D.

(Special to The Talking Machine World.)

Washington, D. C., May 10, 1913.

Postmaster General Burleson is at work on a plan for improving the parcel post system by establishing July 1 a collect-on-delivery service. This, it is believed, will mean tremendous increase of business, especially on rural routes. Farmers everywhere, as shown by hundreds of letters coming to Mr. Burleson, are anxious to make greater use of the parcel post service. At present the use of the parcel post is far greater in the cities than in the country.

Since the installation of the parcel post the Post Office Department has had 300,000 sets of zone maps and rate books printed to satisfy the demand.



"No talking machine dealer can make up his mind in this matter from any opinion he might have had even as recently as two years ago. Don't miss out on this business. The Columbia proposition is too good a thing to be 'slept over.'"

(From "Music Money," a free book you ought to have)



**Columbia Graphophone Company
Tribune Building, New York**

LECTURES ON RECORD MAKING.

Clinton E. Woods, General Manager of the Columbia Graphophone Co.'s Factories at Bridgeport, Conn., Speaks Before Lotos Club and Demonstrates Columbia Grand.

Clinton E. Woods, general manager of the Columbia Graphophone Co.'s factories at Bridgeport, Conn., demonstrated the "Columbia Grafanola Grand" before the members of the Lotos Club, New York, on Tuesday evening, April 24, accompanied by an interesting lecture given by Mr. Woods on the manufacture of records.

From the beginning to the end of Mr. Woods'



Clinton E. Woods.

remarks the members of the club and their guests in attendance were enthusiastic in their applause at frequent intervals, as Mr. Woods illustrated certain features of his lecture by playing specially selected records on his invention, the Columbia "Grand."

It is very unusual for the Lotus Club to permit lecturers or entertainments in their club rooms after April 1, but the members have taken such a keen interest in the development of the talking machine that all precedents were waved aside and the lecture took place before a crowded house. Two dozen selections, specially selected for Mr. Woods' lecture, were played on the Columbia "Grand," and these records ranged all the way from humorous to operatic selections. At the close of the meeting the members and their guests carefully examined the mechanism of the "Grand."

The talking machine has received official recognition at the hands of the Cincinnati Board of Education. At a meeting of the School Board superintendents, held recently, Superintendent Condon, who arrived recently from the East, recommended the purchase of the "most improved style of phonograph" for the purpose of assisting in music education in the Sixth District school. If the innovation proves a success, the same will be tried in the other public schools.

TALKING MACHINES IN JAPAN.

Recent Meeting of the Nipponophone Co., Ltd., Held in Yokohama, Throws Some Interesting Light on the Development of the Business in that Country—Control Stores—Fight the Copying of Records by Irresponsible Firms.

The Nipponophone Co., Ltd., which is extensively manufacturing talking machines in Yokohama, Japan, recently declared a semi-annual dividend of 20 per cent. Its directors and managers are entirely American. It has a plant capable of turning out 4,000 talking machines and 200,000 records per month. The Japanese employed under American expert direction and supervision give satisfactory service at an initial cost of slightly more than one-third of the wage rate paid in the United States for similar services.

The company in 1912 increased the number of its agencies throughout the Empire from 106 to 306. These agents sell its products exclusively goods being consigned to them against security on condition that they sell only machines made in Japan. During 1912 sales increased over 1911 by nearly \$200,000.

At a recent meeting of the American directors and shareholders the president, F. W. Horne, made the following statements regarding the copying of records without consent and the question of advertising with a view to meeting competition of talking machines imported from other countries:

"Your directors for some time past have felt that the copying of records without the consent of the artist or owner of the original matrix would be declared illegal in Japan, copyrighted or not copyrighted, as it has been so held in America, England, France and Germany. Had we been able to secure this protection we could have reduced the selling price of all records not protected by copyright to a point at which it would be unprofitable for the dishonest dealer in or manufacturer of this class of goods to compete, while at the same time we would be able to make a reasonable profit because of our large output. With the view of protecting our rights we have now employed a capable attorney who will devote his entire time to our interests, and it is our intention to bring criminal suit against all parties infringing our copyright records. At present there are about 20 concerns throughout the country engaged in this copying business, with capital varying from \$500 to \$5,000 each.

"In this connection I would especially call your attention to a very important judgment recently given in one of the Tokyo higher courts, holding that the copying (which is generally known as 'dubbing') of a record is illegal, making the directors and officers of corporations, as well as manufacturers and dealers in such, subject to imprisonment and fine and also liable to suit for damages.

"In introducing our product to the trade in com-

petition with the well-known foreign goods, it was not only necessary to advertise freely, but to establish our own branches throughout Japan, Formosa and Chosen. At present we own 40 stores which have been managed by capable, honest young Japanese. We believe the time has now arrived when we can afford to reward these employees in a substantial manner. Your directors have approved a plan of your general manager which permits the manager and his assistants at each branch office to purchase such branch on a time basis with a guaranty that our goods exclusively shall be sold. The conclusion of each sale will naturally relieve the company of all charges attaching to such branch and will finally leave the company as a manufacturing concern only. This plan will eventually allow us to give ordinary agents who deal exclusively in goods of our manufacture even more advantageous terms than at present. We shall continue to advertise freely in the future, as we have in the past. In 1911 we spent about \$18,150 and in 1912 \$38,600 for advertising, and hope to increase it to \$50,000 for this year."

WHAT A WISE MAN DID

In the Recent Flood at Parkersburg, W. Va.—E. N. Smith Anticipated the Deluge.

There was a wise man in Parkersburg, W. Va., and his name is Smith, for when the flood began to rise this wise man, E. N. Smith, proprietor of Smith's Music Store, decided to move his stock, which was located on Market street.

Many of his neighboring merchants laughed and thought he was getting very nervous, but the wise



E. N. Smith's Store on Market Street.

man continued to move out his pianos just the same and the laugh of his fellow merchants cost them anywhere from \$2,000 to \$20,000.

Now Mr. Smith laughs and says that he did not lose a piano. His store is the one over which a cross is indicated, and it will be seen from the picture that the water was at least piano high.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of Wax "P," the best recording material for Berliner-cut.

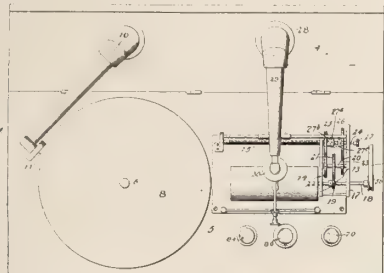
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., May 9, 1913.

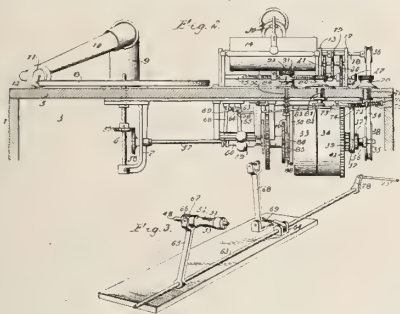
PHONOGRAPH.—Adolph Schwer, Buffalo, N. Y. Patent No. 1,058,911. One of the features of the invention has reference to a disc record mechanism and a cylinder record mechanism, each of which is complete in itself and independent of the other, a driving mechanism and means for connecting the driving mechanism with either the disc record mechanism or the cylinder record mechanism.

Another feature has reference to the mounting of the disc record mechanism, the cylinder record mechanism and the driving mechanism on a mov-



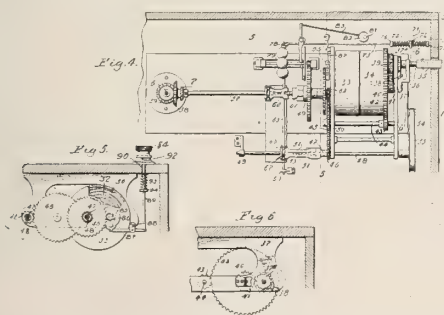
able base or support so that said mechanisms may be quickly and conveniently exposed for adjustment or repair.

Another feature has reference to the manner of starting and stopping the driving mechanism, regulating the speed and shifting from the disc record



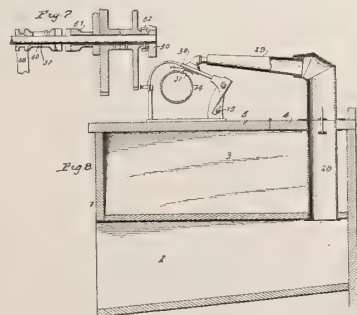
mechanism to the cylinder record mechanism or vice versa.

The principal objects of the invention are to provide for almost instantaneously changing from one record mechanism to another, to perfectly control and regulate the speed at will, to start and stop the



mechanism when desired, and to arrange the various mechanisms, so that they are quickly accessible for adjustment or repair.

Fig. 1 is a top plan view of the improved phonograph. Fig. 2 is a vertical transverse section through the upper portion of the box of the ma-



chine, with a front elevation of the various mechanisms attached to the same. Fig. 3 is a fragmentary perspective view to illustrate the toggle

clutch operating mechanism and one member of one of the clutches. Fig. 4 is a fragmentary horizontal section through the box with a bottom view of the driving mechanism. Fig. 5 is a fragmentary vertical section through the box on line 5-5 Fig. 4, to illustrate the starting and stopping friction brake mechanism. Fig. 6 is a fragmentary section through the box on line 6-6 Fig. 4, to illustrate the ratchet and dog locking device of the spring driving mechanism. Fig. 7 is an enlarged fragmentary section through one of the clutch mechanisms. Fig. 8 is a vertical longitudinal section through the box, the driving mechanism being omitted.

TALKING MACHINE NEEDLE.—Richard H. Jones, Chicago, Ill. Patent No. 1,058,754. This invention relates to improvements in talking machine needles and has for its object the production of a device by means of which the sound may be accurately produced. A further object is the production of a needle that will not wear the record. A further object is the production of a needle that may be used an indefinite number of times without appreciable deterioration.

Fig. 1 represents a side elevation of the rough material from which this device is made. Fig. 2 represents a plan view of Fig. 1. Fig. 3a represents a plan view of a completed needle. Fig. 3b represents a side elevation of Fig. 3a. Fig. 4a represents a plan view of a modified form of needle. Fig. 4b represents a side elevation of Fig. 4a.

Fig. 5 represents a perspective view of a talking machine equipped with this device.

PHONOGRAPH.—Peter Weber, Orange, N. J., assignor by Mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,058,284. In order to secure the best results from a phonograph it has been found necessary to make use of horns of relatively large dimensions. Such horns are usually supported from the phonograph cabinet by some form of horn crane so that they extend outward in front of the phonograph to a considerable distance. The objections to this form of apparatus are numerous; for example, a horn so supported takes up a large amount of room, and it has a tendency to upset the phonograph or to twist and bend the parts thereof. Such a horn can only be partially supported from the horn crane, and it is necessary in order to secure stability that a considerable portion of its weight be borne by the reproducer or recorder of the phonograph, and this to a considerable extent interferes with the movements of the phonograph carriage, and imposes wear on the fine feed screw. The horn extending out to the front is often in the way of the operator, and it is difficult and almost impossible to direct such a horn so supported toward any given point without turning the phonograph bodily around. Again, it is difficult to replace the cover upon the cabinet, after the instrument has been used, as the horn is always more or less in the way, and it is often found necessary to entirely remove the horn from the phonograph and crane before the cover can be placed upon the cabinet.

It is the object of the invention to do away with the objections which are present in the horns and supports thereof now in common use, and these results are obtained by making the improved horn of such form that it may be supported above the phonograph instead of extending out in front thereof, as is the common practise. By making the horn of the improved form the inventor is enabled to support it from a point vertically above its center of gravity without the resulting instability which would be caused if the horns now in use were so

supported. It is possible to do this with the improved horn for the reason that its center of gravity is at a relatively considerable distance beneath the point of support. This improved horn is loosely connected with the reproducer and none of its weight is borne thereby, as has been the case with horns supported in the old way, and it therefore does not interfere in any way with the movements of the carriage. The horn being entirely supported from above at a point vertically over its center of gravity, can readily be turned in any direction so that the sound may be directed to any point without the necessity of turning the phonograph about to a new position upon the table or other support, and the horn being suspended above the cabinet takes up but little space in a room, and need not be removed in order to replace the cover upon the cabinet, but may be readily pushed to one side to permit the placing of the cover in position, and the horn need not be removed from its crane when the phonograph is out of use, but may remain suspended from its crane at all times, and when it is desired to operate the phonograph it is only necessary to remove the cover and connect the lower end of the horn to the reproducer.

In the accompanying drawing, forming a part of this specification, and wherein the same reference numerals are uniformly used to designate the same parts, Fig. 1 is an end elevation of a phonograph provided with the improved form of horn and horn support, the connection between the tube of the reproducer and the horn being shown in section, and Fig. 2 is a view partly in section and partly in side elevation of the reproducer, and a portion of the means for connecting the horn thereto.

SOUND RECORD FOR TALKING MACHINES.—Clarence S. Wickes, Merchantville, N. J., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 1,059,418. The main objects of this invention are to provide a durable and efficient disc sound record of minimum thickness and having a substantially flat recorded surface and sufficient rigidity for commercial purposes; to provide an improved sound record comprising a relatively thin body portion and having a ribbed and recessed back; to provide a disc sound record having a central depression in the face thereof for a label and having a corresponding projection on the back thereof; and to provide other improvements.

It has been discovered after numerous experiments that a compressed disc record having a relatively thin body portion provided upon its back with a marginal rib and with radial or transverse reinforcing ribs extending from the central portion of the record and connected with the marginal rib at their outer ends, tends to warp as it cools after being taken from the press in the process of manufacture, and is liable to warp during its subsequent use. This warping appears to be due to the fact that the outer ends of the radial or transverse ribs are connected to the marginal rib, whereby as the record cools the rim of the record is drawn slightly rearwardly, and the face of the record is caused to assume a convex shape.

One of the objects of this invention is to overcome this tendency to warp, which is found in the ribbed back record as heretofore constructed, during its process of manufacture and during its subsequent use, and it has been found that when the marginal rib is omitted in a record of this kind and the radial ribs are retained, that this tendency of the record to warp is eliminated. This omission of the marginal rib, however, obviously deprives the record of some of its strength at its edge.

It has been also discovered after various experiments that a thin ribbed-back record having the desired qualities of rigidity and strength and having a flat recorded surface, may be provided by con-

(Continued on page 52.)

structing the record with a marginal rib and also with radial or transverse ribs extending from the central portion of the back of the record outwardly, and the outer ends of which are not connected with the marginal rib.

Furthermore, it has been discovered that in the latter construction and also in the construction in which the marginal rib is omitted, or in other constructions, trans-

verse or radial ribs which have their outer ends connected to the marginal rib or extending from the margin of the record, and their inner ends spaced from the central portion of the record, may be used to advantage to strengthen the record and to prevent warping.

In the accompanying drawings Fig. 1 is a diametrical section of a sound record constructed in accordance with this invention; Fig. 2 a fragmentary bottom plan view or rear elevation of the same; Fig. 3 a fragmentary top plan view or front elevation of the same; Fig. 4 a diametrical section of a modified form of this invention; Fig. 5 a fragmentary bottom plan view of Fig. 4, the top plan view of Fig. 4 being the same as shown in Fig. 3; and Figs. 6, 7, 8 and 9 are fragmentary bottom plan views of various other modified forms of this invention.

PHONOGRAPHIC SOUND BOX.—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro., same place. Patent No. 1,059,345. This invention relates to that class of sound boxes wherein the reproducing stylus is caused to follow a helical groove in a cylindrical phonograph record, and its particular purpose is to so construct the stylus holder and its connected parts as to permit of a universal movement of the stylus point, as it follows such groove; that is to say, if at any portion of the record groove it should deviate from a true helix, as is often the case, the stylus point will bear directly into the groove and not upon the sides thereof; resulting in a more perfect reproduction of the selection upon the record.

A further object is the material simplification of the structure of the parts and a consequent reduction in the cost of manufacture, at the same time preserving all of the requisites of a perfect sound box. Another object

accomplished by this improvement is the simplifying of the means for throwing the recording or reproducing stylus out of action during the replacing of a blank or record.

In the drawings Fig. 1 is a side elevation, partly in section, of the box with the stylus out of action.

Fig. 2 is a side elevation with the stylus in action. Fig. 3 is a rear view of the supporting bracket, showing one form of shifting device in position to throw the stylus out of action. Fig. 4 is a similar view with the stylus in action. Fig. 5 is a similar view of a modified form of shifting device. Fig. 6 is a perspective view of a detached shifting device such as shown in Fig. 5. Fig. 7 is a perspective view of the supporting bracket. Fig. 8 is a plan

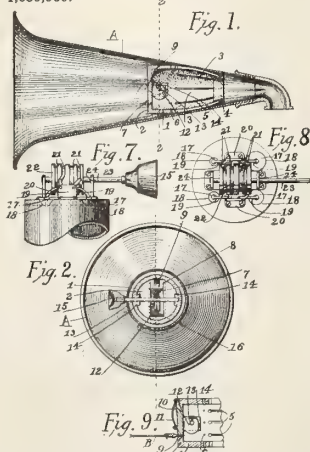
of the bracket head before bending the same to shape. Fig. 9 is an edge view of the stylus holder.

GRAMOPHONE SOUND BOX.—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro., same place. Patent No. 1,059,346. The object of this invention is to provide an improved construction in and relating to the sound boxes for talking machines.

The essential parts of this invention are most elementary; a one-piece stylus lever retaining the removable stylus, which is under pressure between one flat surface and the keen edge of a blade. The keen edge of the blade with its plane transverse to that of the stylus lever offers a rockerlike resistance in the transverse direction; but permits the free oscillation of the stylus lever, which is sensitive to most minute oscillations. The portion of metal of the stylus lever which extends on each side of the pressure exerting edge, acts as a restraining member, and eliminates all costly, cumbersome, adjustable springs which can only be properly adjusted by persons well versed in the art of manufacturing sound boxes. This restraining action is of great importance. Without it (in the high soprano notes) the stylus, impinging on one abrupt wave of the sound grooves, would impart to the stylus bar a sharp movement that would carry the diaphragm end of the bar beyond its intended limit of amplitude; the next wave would have to overcome the momentum of the stylus and would repeat the excessive movement in the opposite direction. This behavior of the stylus lever produces discordant chattering; on the other hand, if the mounting of the lever is too rigid, the lever will not be sensitive to the micro-oscillations and the volume of the sound will be greatly reduced. It is, therefore, of great importance to mount the bar on an almost mathematical axis, to achieve great sensitiveness; but it is also essential to provide restraining controlling means that work in conjunction with its free movement. Fig. 1 is a front view of a sound box showing improvement. Fig. 2 is a side view showing the improvement in elevation. Fig. 3 is a view similar to Fig. 1, but with the fastening bar removed. Fig. 4 is a front elevation, and Fig. 5 is a plan view of the fastening bar. Fig. 6 is a front elevation, and Fig. 7 is an end elevation of the equalizing bar. Fig. 8 is a side elevation of the stylus lever. Fig. 9 is a cross section of the stylus lever through its supporting arms.

SOUND CONTROLLER FOR TALKING MACHINES.—Charlie Emery Kenyon, Newark, N. J. Patent No. 1,059,939. This invention relates to sound controllers for phonographs and talking machines; the objects of the invention being to reduce the unmusical scratching sound produced by the action of the needle as it moves over the record, and to provide means for controlling the volume of sound emitted from the horn.

1,059,939.



When operated in small rooms, phonographs generally emit such a large volume of sound as to produce harshness, and thereby mar the enjoyment of the listeners. This is especially notable when band records or records of powerful voices are employed. By the use of this invention the volume of sound emitted can be so nicely

graduated and controlled as to make any record adaptable for successful use in any sized room. Moreover, it is susceptible of use in connection

with any type of phonograph and talking machine.

In the accompanying drawings forming part of this specification Fig. 1 is a longitudinal sectional view of a phonograph horn having improved controller connected thereto; Fig. 2 a cross sectional view of a phonograph horn having improved controller connected thereto; Fig. 3 a perspective view of a cabinet; or hornless variety of phonograph, having improved controller inserted therein; Fig. 4 a sectional plan view taken

Fig. 3.

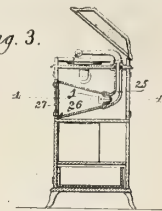
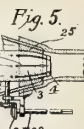
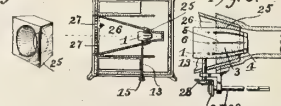


Fig. 4.

Fig. 6.

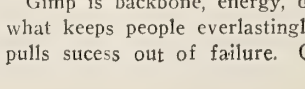
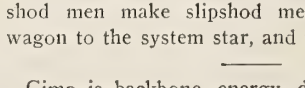
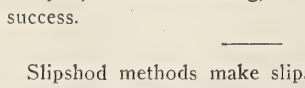
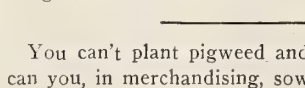
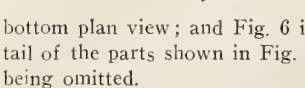
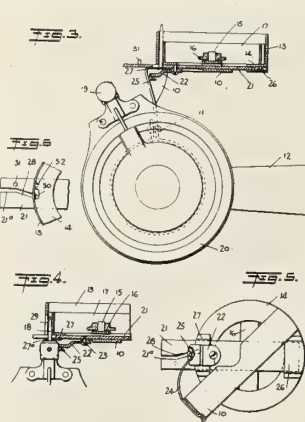


on the line 4-4 of Fig. 3; Fig. 5 a similar view, drawn on an enlarged scale, and illustrating a modified means for operating the controller; Fig. 6 a perspective view of a plug for attaching the device; Fig. 7 a side view of one end of the device showing a modification of valve operating means; Fig. 8 an end view thereof; and Fig. 9 is a longitudinal sectional view illustrating a further modification.

AUTOMATIC NEEDLE FEEDER FOR PHONOGRAPHS.—Elmer C. Jordan, Sacramento, Cal. Patent No. 1,060,551.

This invention relates to attachments for phonographs on which removable needles are used, and among the objects aimed at is to provide a device of this character which will insure the least possible delay and trouble in making the renewals of the needles. It is quite usual in operating phonographs for the same needle to be used repeatedly when the best results can be received only when a fresh needle is used on each record. By the use of a device of this character there is little or no excuse for not renewing the needles according to highest demands.

Fig. 1 is a perspective view of the device attached to the tone arm of a standard phonograph, a portion of the magazine being broken away; Fig. 2 is a plan view of the same; Fig. 3 is a vertical section on the line 3-3 of Fig. 2, the parts being in normal position; Fig. 4 is a similar view on the line 4-4 of Fig. 2, the parts being in position for receiving a needle into the chuck; Fig. 5 is a bottom plan view; and Fig. 6 is a fragmentary detail of the parts shown in Fig. 2, the toothed wheel being omitted.



You can't plant pigweed and harvest corn. Nor can you, in merchandising, sow indolence and reap success.

Slipshod methods make slipshod men, and slipshod men make slipshod methods. Hitch your wagon to the system star, and then keep it hitched.

Gimp is backbone, energy, determination. It is what keeps people everlastingly at it. It is what pulls success out of failure. Cultivate gimp.

EXCELLENT TRADE REPORT FROM PHILADELPHIA.

This Is Due in a Measure to the Fact That Factories Are Supplying Stock Most Satisfactorily—Lit Bros. Complete Improvements in Warerooms—Progress of Keen-O-Phone Co.—Big Columbia Business in April—Reports from Talking Machine Companies.

(Special to The Talking Machine World.)

Philadelphia, Pa., May 9, 1913.

The talking machine business in April has been excellent. The dealers usually expect it to drop off a little bit this month but this seems to have been the case less this year than heretofore. There has probably not been a month in a year that there have been so few complaints forthcoming as during the past April. The dealers have not only enjoyed a good business, but they have been able to do it with more than the usual ease. For this the factories are responsible and they seem to be turning out the stock faster than ever before and seem to be fully meeting the demand.

There was much complaint against the factories by the dealers that they could not fill the orders, but such a condition has existed among talking machines during the past year or two as has never been experienced in any other line of business. The anxiety of the dealers is readily understood when orders came rushing in upon them without the goods on hand, but it is for them to remember that it is easier to sit down and write a letter requesting a shipment than it is for the manufacturer to make up the goods, pack and ship them. The business has grown to such proportions that the manufacturer has stood aghast, and he has tried to get out of his dilemma by building addition after addition to find that he was still taxed for room, until now he seems to have finally gotten himself into shape wherein he can meet all requirements.

Louis Buehn & Brother report that their April business showed an increase over last April by about forty per cent. Machine shipments have been coming considerably better than they were, and particularly on certain of the most popular types. The only shortage he finds at present is on the Victor 14s.

The trade generally has received the announcement of the new Victrola No. 6 with much pleasure. It is to be equipped with an amplifying compartment and a good sized turn-table. In other words, the makers have again increased the value of the machine, yet leaving it to be sold at the old price.

Out-of-town visitors to the Louis Buehn & Bro. store recently were Harold Ely, of Huntingdon, Pa.; A. S. Wilson, of Woodbury, N. J., and Frank Waldron, of Salem, N. J. They have just closed two very large orders for the Edison dictating machine, one of which was the Wilmer-Atkinson Co., the publishers of the Farm Journal, and the other with the A. H. and F. H. Lippincott Co., of Twenty-fourth and Locust streets.

Lit Brothers have finally completed all the improvements in their talking machine department. The six hearing rooms are decorated in white and handsomely furnished, with especially attractive lighting effects. This has facilitated their work materially, and they not only have been allotted this addition, but they have been given more than double their former floor space which shows beyond question that the department has made good. In a department store when a manager of a department asks for more space the boss of the house says, "You must show me." Evidently the manager of the talking machine department at Lit's has been able to "show" them.

Walter Linton, manager of the talking machine department at the Estey store, who has been ill for the past four weeks, is said to be rapidly recovering. In the meantime the business has not suffered, for Manager Henderson of the Estey Piano Co. has been looking after the work and a good April business is reported.

Mr. Comerer, who looks after the talking machine as well as the piano end of the business at John Wanamaker's, says that business in "talkers" has been fine—a great deal better than last year.

The Keen-o-Phone Co. has now arrived at the position where it can advertise its business heavily and it has been doing so with good results. It has placed a road force at work who state that the

trade is alert to recognize the special features possessed by the Keen-o-Phone. The Keen-o-Phone Co. announces that it has placed its entire line with a number of representative houses. Emil Bauer, of the sales department, who is away at present, is sending in gratifying reports. A considerable amount of new machinery is being installed at the factory at Frankford, Pa., which has been especially constructed for Keen-o-Phone purposes. The company's record catalog is now being mailed to the trade and it contains 150 very fine selections, and new artists of reputation are being added regularly. The retail headquarters at 227 South Broad street, is doing a very gratifying business. E. P. Huyler Allen is general sales-manager of the Keen-o-Phone Co.

The Talking Machine Co. is doing a splendid business at all three of its local stores. H. A. Ellis is in charge of the store on Broad street near Walnut; P. G. Spitz is the manager at Broad street and Columbia avenue, and Newton Bacharch is in charge of the West Philadelphia store. Mr. Ellis tells me that business was exceptionally good in April, surprisingly so, being away ahead of last year. Sales of grand opera records have not fallen off ten per cent. from the height of the season, in spite of the great popularity of Turkey Trot music. Other firms have noted a great falling off, but then the South Broad street Talking Machine Co.'s store has, in a measure, the cream of the high-class patronage of the city, being the store closest to the fashionable residence section. Their rooms are specially attractive at present. The Columbia avenue store of the firm is undergoing renovation—a number of new booths added to this store.

Manager Elwell reports that Heppe & Son business is good and they have no complaint to make. The April business was far ahead of last year. Among their visitors the past week were Harry F. Cake, of Pottsville; J. Harry Halt, of Mt. Holly, N. J., and William C. Staiger, Jr., of Atlantic City, N. J. The latter notes that the seashore business is opening up satisfactorily. Mr. Elwell thinks very well of the new Victrola 6 and believes it is going to be a very good seller. He notes a great demand for the ragtime and tango music at present,

but there is also quite a sale for the high grade records—the Red Seal type.

Manager Eckhardt, of the Pennsylvania Talking Machine Co., has just moved into his new home at Overbrook and is delighted with it. He has quite a lot of ground about the place and being a lover of nature spends much of his spare time cultivating flowers and otherwise decorating the outside of the place.

Mr. Eckhardt says that the business of his company in April has been quite remarkable. "We made such a great percentage in gain over last year," says Mr. Eckhardt, "that I consider it useless to make a comparison. It is pleasant to state that all the Columbia dealers are enjoying a similar gratifying business. We have at present two very important deals pending and expect, before long, to announce the Columbia machine in these two most busy marts of the trade." This concern has found it necessary to add a four-ton Autotruck to its delivery system in order to facilitate deliveries and to satisfy the promptness demanded by its customers.

EFFECTIVE PUBLICITY.

The Double Spread of the Columbia Co. in the Saturday Evening Post for May 24 Will Be Unusually Striking.

The May 24 issue of the Saturday Evening Post will contain a two-page spread of the Columbia Graphophone Co. that will present a number of novel and distinctive points relating to talking machines, that have been very seldom published in national magazines during the past few months. This excellent example of Columbia advertising methods will be devoted to the new \$50 Columbia Regal machine.

In addition to a very strong headline, stretching across both pages, and two clear illustrations of the "Regal," one showing the lid partly open and the other with the lid down, there will be two columns of illustrations devoted to the distinctive constructive merits of this new Columbia product. These pictures show the tone-arm, tone-chamber, No. 6 reproducer, motor mechanism, tone-control, speed-control, and cabinet work. Underneath each illustration is a brief and interesting talk on individual parts of the machine, which cannot fail to impress readers of the magazine.

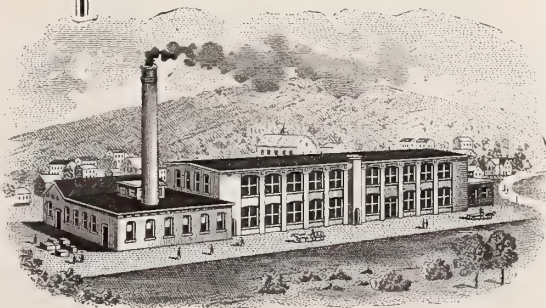
Accompanying the advance proof of this advertisement, each Columbia dealer will receive a suggestion for a very attractive window display, constructed with "Regal" machines, assisted by a copy of the two-page spread.

The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us: Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business. Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.



RECORD BULLETINS FOR JUNE, 1913

COLUMBIA GRAPHOPHONE CO.

- 10-INCH BLUE-LABEL DOUBLE-DISC RECORDS.
First Records by Chauncy Olcott.
A1308 My Wild Irish Rose (Olcott) Orch. accomp.
I Used to Believe in Fairies (Spink). Orch. accomp.
A1309 Molly O (Scanlon). Orch. accomp.
Sweet Inniscarra (Olcott). Orch. accomp.
A1310 I Love the Name of Mary (Ball and Olcott). Orch. accomp.
When Irish Eyes are Smiling (Ball and Olcott). Orch. accomp.
12-INCH BLUE-LABEL DOUBLE-DISC RECORDS.
Weingartner's First Records.
A5464 Tristan and Isolde (Wagner). "Isolde's Liebestod" (Isolde's Love Song). Columbia Symphony Orchestra, Felix Weingartner, Conductor.
Invitation to the Dance (Weber). Columbia Symphony Orchestra, Felix Weingartner, Conductor.
SYMPHONY DISC RECORDS.
Two More Double-Discs by Bonci.
Double. Single.
A5468 La Favorita (Donizetti). "Spirito gentil" 36656
(Spirit So Fair). In Italian, with orch.
L'Africana (Meyerbeer). "O Paradiso" (O 36657
Paradise on Earth). In Italian, with orch.
A1316 Tosca (Puccini). "Redondita armonia" (Strange
Harmonies). (10-in.) In Italian, with orch.
Tosca (Puccini). "E lucevan le stelle" (Then
Shone Forth the Stars). (10-in.) In Italian, with
orch.
Two Pianoforte Solos by Scharwenka.
A5467 Rondo Capriccioso (Mendelssohn). (12-in.)
Liebestraum (Liszt). (12-in.)
12-INCH BLUE-LABEL DOUBLE-DISC RECORDS.
A5466 Patience (Gilbert & Sullivan). Vocal Gems. Co-
lumbia Light Opera Company. Orch. accomp.
Patience (Gilbert and Sullivan). Selections. Prince's
Orchestra.
A5465 William Tell (Rossini). "Troncar suoi di." (His
Life by Tyrant Taken). Carlo Carica, Tenor,
Cesare Alessandrini, Baritone, and Louis Bauer,
Bass. In Italian. Orch. accomp.
Cavalleria Rusticana (Mascagni). Prelude and Sic-
liana. Prince's Orchestra.
10-INCH BLUE-LABEL DOUBLE-DISC RECORDS.
A1311 I Mind the Day (Wilbey). Craig Campbell, Tenor.
Orch. accomp.
Anchored (Watson). Andrea Sarto, Baritone. Orch.
accomp.
A1312 I Miss My Mississippi Man (Wenrich). Dolly Con-
nolly (Mrs. Percy Wenrich), Contralto. Orch. ac-
comp.
My Raggydore (Schwartz). Dolly Connolly (Mrs.
Percy Wenrich), Contralto. Orch. accomp.
A1313 That Peculiar Rag (Fagan). Mike Bernard, Pianist.
Medley of Ted Snyder Hits. Mike Bernard, Pianist.
10-INCH DOUBLE-DISC RECORDS.
A1305 I Heard the Voice of Jesus Say (Bischoff). Frank
Croton, Bass. Orch. accomp.
When the Roll Is Called Up Yonder (Black). Peer-
less Quartet. Orch. accomp.
A1291 Whistling Pete. Comic sketch by Billy Golden and
Joe Hughes. Orch. accomp.
Turkey in de Straw. Negro Shout. Billy Golden.
Orch. accomp.
A1314 Roll On, Missouri (Carroll). Byron G. Harlan,
Tenor, and Arthur Collins, Baritone. Orch. ac-
comp.
Way Back Home (Morse). Peerless Quartet. Orch.
accomp.
A1307 Too Much Mustard (Macklin). Turkey-Trot Dance
Music. Prince's Band.
On the Mississippi (Carroll and Fields). Turkey-
Trot Dance Music. Prince's Band.
A1304 Spring Song—Songs Without Words, No. 30 (Men-
delssohn). Prince's Orchestra.
Lullaby (Brahms). George Stahl, Violin, Marshall
P. Lufsky, Flute, and Charles Schuetze, Harp.
A1315 A Little Bunch of Shamrocks (H. Von Tilzer).
Henry Burr, Tenor, and Edgar Stoddard, Baritone.
Orch. accomp.
Trail of the Lonesome Pine (Carroll). Albert Camp-
bell, First Tenor, and Henry Burr, Second Tenor.
Orch. accomp.
A1317 Snookey Ookums (Berlin). Arthur Collins, Bari-
tone, and Byron G. Harlan, Tenor. Orch. accomp.
Smooch Around (Morse). Arthur Collins, Baritone,
and Byron G. Harlan, Tenor. Orch. accomp.
A1318 My Turkish Opal from Constantinople (Williams).
Peerless Quartet. Orch. accomp.
I'll Get You (Edwards). Ada Jones, Soprano, and
Walter Van Brunt, Tenor. Orch. accomp.
A1319 To Have, To Hold, To Love (Ball). Henry Burr,
Tenor. Orch. accomp.
Who's Going to Love You when I'm Gone? (Morse).
Albert Campbell, First Tenor, and Henry Burr,
Second Tenor. Orch. accomp.
10-INCH BLUE-LABEL DOUBLE DISC RECORD.
A1320 Daddy Has a Sweetheart (Stamper and Buck). Man-
uel Romaine, Counter-Tenor. Orch. accomp.
Why Did You Make Me Care? (Solman). Manuel
Romaine, Counter-Tenor. Orch. accomp.

VICTOR TALKING MACHINE CO.

- BLACK LABEL RECORDS.
Victor Light Opera Company. Size.
31883 Gems from "The Man with Three Wives"..... 12
Atteridge-Potter-Lehar
17321 I Hear You Calling Me (Harford-Marshall).... 10
Charles W. Harrison
A Dream (Cory-Bartlett).....Charles W. Harrison 10
I'm Going Back to Carolina (Downs-Erdman)... 10
Collins and Harlan
Welcome Home (Irving Berlin).....Peerless Quartet 10
17323 Roll on, Missouri (Macdonald-Carroll)..... 10
Collins and Harlan
In the Golden West (Bayha-Cowan)..... 10
William J. Halley
17326 Down Deep Within the Cellar (Old Drinking
Song) (Oxenford).....Wilfred Glenn 10
The Monarch of the Woods (Cherry)..... 10
Wilfred Glenn
17334 When I Carved Your Name on the Tree (Selden-
Arthur).....Orpheus Quartet 10
The Land of Golden Dreams (Dennison-Busen-
berry).....Elsie Baker and Fred'k Wheeler 10
17335 Bobbin' Up and Down (Esrom-Morse)..... 10
Peerless Quartet
There's No Place Like Home (When There's No
Place Else to Go) (Ayer).....Murray 10
17336 Good-bye Everybody Medley..... 10
Victor Military Band
I'll Get You (Cobb-Edwards)..... 10
Helen Clark-Walter J. Van Brunt
17337 Little Flatterer (Eilenberg) (Bell Solo)..... 10
William H. Reitz

- Spoontime Two-step (A. Von Tilzer) (Bell Solo)
William H. Reitz
17338 The Trail of the Lonesome Pine (Macdonald-
Carroll).....Edna Brown and James F. Harrison 10
To Have, To Hold, To Love (MacBoyle-Ball)
Harry Macdonough
17339 Last Night was the End of the World (Sterling-
H. Von Tilzer).....Henry Burr 10
Take Me to Roseland, My Beautiful Rose (John-
son-Osborne).....Campbell and Burr 10
17341 Good-Bye, Boys. (H. Von Tilzer). Billy Murray
That Raggedy Rag (Gillespie-Reilly-Henry)..... 10
Peerless Quartet
35294 Rubetown Minstrels.....Victor Minstrel Co. 12
Clamy Green (Darky Specialty).....Golden-Hughes 12

RECORDS FOR DANCING.

- One-Step, Turkey Trot—Boston—Tango—Waltz
17324 At Uncle Tom's Cabin Door—Medley Turkey
Trot.....Victor Military Band 10
Tango Land (Novelty Dance) (Lodge-Arr.
O'Hare).....Victor Military Band 10
17325 In My Harem—Medley One-step (Irving Berlin-
Arr. Schulz).....Victor Military Band 10
That's How I Need You—Medley Waltz
(Piantadosi-Arr. Ames).....Victor Military Band 10
17340 The Horse Trot—One-step (Uriel Davis-Arr.
Lampe).....Victor Military Band 10
Down Home Rag—Turkey Trot (Sweatman-Arr.
Alford).....Victor Military Band 10
35295 Dreaming—Valse Boston (Boston Waltz) (Joyce)
Victor Military Band 12
In the Golden West Medley—One-step..... 12
Victor Military Band

PURPLE LABEL RECORDS.

- Lucy Isabelle Marsh, Soprano. In English.
60100 The Little Gray Dove, Op. 58, No. 2. Bowles-Saar
Harry Lauder, Comedian.
70097 The Kilty Lads (Scotch Song).....Milligan-Lauder 12
Joseph Cawthorn, Comedian.
70098 You Can't Play Every Instrument in the Band
from "The Sunshine Girl" (Cawthorn-Golden)
Joseph Cawthorn 12

NEW RED SEAL RECORDS.

- Enrico Caruso, Tenor. In Italian.
88429 Rigoletto—Parmi veder le lagrime (Each Tear
that Falls) (Act II).....Verdi 12
Enrico Caruso, Tenor. In Latin. Violin obbligato
by Mischa Elman; piano accomp. P. B. Kahn.
89065 Ave Maria.....Percy B. Kahn 12
Louisa Tetrazzini, Soprano. In Italian.
88420 Trovatore—Tacea la notte placida (My Heart is
His Alone) (Act I, Scene II).....Verdi 12
Ernestine Schumann-Heink, Contralto. In German.
Piano accomp. by Mrs. Katharina Hoffman.
87124 Spinnerliedchen (Spinning Song).....Reimann 10
Alma Gluck, Soprano. In English.
64322 Song of the Chimes (Cradle Song).....Worrell 10
John McCormack, Tenor. In English. Piano
accomp. by Spencer Clay.
64326 The Foggy Dew.....Milligan-Clay 10
John McCormack, Tenor. In English.
64328 Say Au Revoir but not Good-bye.....Kennedy 10
Edmond Clement, Tenor. In French.
74319 Les Rameaux (The Palms).....Faure 12
Fritz Kreisler, Violinist, piano accomp. by
George Falkenstein.

- 74332 Praeludium.....Bach 12

NEW EDUCATIONAL RECORDS.

- Simple Folk-Dances for Little Children.
17327 1—Kinderpolka (German) (Paul); 2—Chimes of
Dunkirk, from "Folk Dance Music" (Burch-
enal-Crampton).....Victor Military Band 10
Nigarepolska (Swedish) from "Folk Dance
Book" (Crampton) (A. S. Barnes Co.)..... 10
Sousa's Band
Folk Dances for Children in the Intermediate Grades.
17330 Gustaf's Skat (Swedish) from "Folk Dance
Music" (Burchenal-Crampton).....Sousa's Band 10
Kullandsen (Swedish) from "Folk Dance Book"
(A. S. Barnes Co.).....Sousa's Band 10
Folk Dances for Children of Grammar Grades.
17331 1—Irish Lilt, tune "Irish Washerwoman"; 2—
Highland Schottische ("Weel May the Keel
Row") from "Folk Dance Music" (Burchenal-
Crampton).....Victor Military Band 10
Hopp, Mor Annika (Swedish) from "Folk Dance
Music" (Burchenal-Crampton)..... 10
Victor Military Band
17328 Gotlands—Quadrille (Swedish) from "Folk
Dance Music" (Burchenal-Crampton)..... 10
Victor Military Band
Shepherd's Hey from "Morris Dance Tunes"
(Sharp).....Victor Military Band 10
17329 Ribbon Dance from "Country Dance Tunes"
(Sharp).....Victor Military Band 10
The Four Dance (Danish) from "Folk Dance"
(Burchenal-Crampton).....Sousa's Band 10
Readings.
35291 Declaration of Independence of the U. S. of
America (Part I).....Harry E. Humphrey 12
Declaration of Independence of the U. S. of
America (Part II).....Harry E. Humphrey 12
Stories, Fables and Folk Tales for Children of All Ages.
17332 Mother Goose Jingles from "Book of Nursery
Rhymes" (Welsh).....Georgene Faulkner 10
The Little Red Hen, retold from "English Fairy
Tales" (Jacobs).....Georgene Faulkner 10
35293 Pancake Story, from "Tales from the Fields"
(Dasent).....Georgene Faulkner 12
The Fox as Herdsman, from "Popular Tales
from the Norse" (Dasent) Georgene Faulkner 12

THOMAS A. EDISON, INC.

No. 7.

- BLUE AMBEROL CONCERT.
28163 Souvenir of Moscow—Russian Airs (Wien-
iawski). Violin, piano accomp. by André Be-
noist.....Albert Spalding
28164 Kathleen Mavourneen (F. N. Crouch). Baritone,
orch. accomp.....Thomas Chalmers
28165 Oh, Promise Me (de Koven). Soprano, orch.
accomp.....Marie Rappold
28166 Annie Laurie. Contralto, orch. accomp.....C. Miller
28167 Good-Bye (Tosti). Tenor, orch. accomp. Reed Miller
BLUE AMBEROL REGULAR.
1740 Favorite Airs from "The Geisha" (Sidney Jones).
orch. accomp.....Edison Light Opera Co.
1741 I'll Get You (Gus Edwards). Tenor, orch. ac-
comp.....Walter Van Brunt
1742 Beautiful Isle of Somewhere (J. S. Fearis). Tenor
and Baritone, orch. accomp.....Anthony & Harrison
(Young and Wheeler)
1743 The Trail of the Lonesome Pine (Harry Carroll).
Tenor, orch. accomp.....Manuel Romain

- 1744 Tango Land—Tango (Henry Lodge) for danc-
ing.....National Promenade Band
1745 My Faith Looks Up To Thee—Hymn-Anthem.
(Lachner-Bassford). Sacred, orch. accomp.....
The Frank Croton Quartet
1746 You're Just as Sweet at Sixty as You were at
Sweet Sixteen (J. Fred Helf). Counter-tenor,
orch. accomp.....Will Oakland
1747 The Baseball Girl (Talking).....Miss Ray Cox
1748 Love and Devotion (L. A. Drumheller). Violin,
flute and harp.....Venetian Instrumental Trio
1749 Good-Bye, Boys (H. von Tilzer). Comic song,
orch. accomp.....Billy Murray
1750 Blue Danube Waltz (Johann Strauss)..... 10
American Standard Orchestra
1751 La Paloma (The Dove) (Yradier). Soprano, orch.
accomp.....Mary Carson
1752 When the Midnight Choo-Choo Leaves for Ala-
bam' Medley—Two-step (for dancing).....
National Promenade Band
1753 Roll on, Missouri (Harry Carroll). Baritone,
and tenor, orch. accomp.....Collins and Harlan
1754 My Tango Maid (Henry Lodge). Tenor, orch.
accomp.....Charles W. Harrison
1755 Lead Kindly Light (J. B. Dykes). Male voices,
unaccomp.....Knickerbocker Quartet
1756 La Bella Argentina—Tango (Carlos Roberto).
(for dancing).....National Promenade Band
1757 Little Boy Blue (Ethelbert Nevin). Soprano,
orch. accomp.....Elizabeth Spencer
1758 Till the Sands of the Desert Grow Cold (Ernest
R. Ball). Baritone, orch. accomp.....Donald Chalmers
1759 Two Jolly Sailors (Israel and Porter). Vaudeville
sketch.....Porter and Harlan
1760 Annie Laurie and Home, Sweet Home (Dunn-
Payne). Bells, orch. accomp.....John F. Burckhardt
1761 Low Bridge!—Everybody Down (Thos. S. Allen).
Coon song, orch. accomp.....Edward Meeker
1762 Always Take a Girl Named Daisy (George W.
Meyer). Tenor duet, orch. accomp.....
Campbell and Gillette
1763 Down at Finnegan's Jamboree. Violin, descrip-
tive scene.....Charles D'Almaine & Co.
1764 Stradella Overture (Flotow).....Edison Concert Band
1765 Where the Sunset Turns the Ocean's Blue to Gold
(H. W. Petrie). Orch. accomp.....Byron G. Harlan
1766 Old Comrades March (C. Teike)..... 10
United States Marine Band
1767 (a) Three Little Owls and the Naughty Little
Mice; (b) I'm Old, But I'm Awfully Tough
(Stewart). Comic song, orch. accomp..... 10
Cal Stewart
1768 Monte Cristo (Kotlar)..... 10
Jorda-Rocabruna Instrumental Quintet
1769 Turkey in the Straw Sketch. Vaudeville sketch.
Golden and Hughes
1770 Fisher's Hornpipe Medley. Violin, orch. accomp.
Charles D'Almaine
1771 Just Plain Folks (Maurice Stonehill). Descriptive
song, orch. accomp.....Ada Jones and Chorus
1772 Somewhere (Charles K. Harris). Tenor, orch. ac-
comp.....Irving Gillette and Chorus
1773 Invitation to the Waltz (Weber)..... 10
National Military Band
1774 Italian Army March. Accordion.....Guido Deiro
1775 The Dream Melody Intermezzo—Naughty Mari-
etta (Herbert).....V. Herbert and His Orchestra
1776 God Be With You I'll We Meet Again (W. G.
Tomer). Organ accomp.....Edison Mixed Quartet
1777 Any Girl Looks Good in Summer (Phil Schwartz).
Tenor, orch. accomp.....W. Van Brunt and Chorus
1778 Only a Pansy Blossom (Frank Howard). Coun-
ter-tenor, orch. accomp.....W. Oakland and Chorus
1779 Happy Days (Strelezki). Soprano, piano accomp.
with violin and cello obbligato.....Elizabeth Spencer

FILMS FOR POSTERITY.

Thos. A. Edison Preserves Mayor Gaynor and Others in Records for Centuries.

Thomas A. Edison, who recently perfected his kinetophone, formally presented to the Modern Historic Records Association at the City Hall recently the talking-motion-picture records that were lately made of Mayor Gaynor and other department heads of the city government. The records, including both the motion picture films and the phonographic cylinders, were received by William George Jordan, managing director of the Modern Historic Records Association, in the presence of Mayor Gaynor and others of whom records were made.

Mr. Edison also presented a piece of parchment on which there was an inscription explaining that the records were intended to be preserved for centuries, and below the inscription appeared the signatures of those whose records were made, certifying their genuineness. Until the Modern Historic Records Association builds its own home the records will be deposited in the New York Public Library. At a demonstration a few days ago in the Union Square Theater the records were approved by the Mayor and his associates. In addition to Mayor Gaynor, there are records of his secretary, Robert Adamson, Police Commissioner Waldo, Fire Commissioner Johnson and Street Cleaning Commissioner Edwards.

Why should we ever go abroad, even across the way, to ask a neighbor's advice? There is a nearer neighbor within, who is incessantly telling us how we should behave. But we wait for the neighbor without to tell us of some false, easier way.—Thoreau.

The Bellini Phonograph Co., of which F. Corsaro is general manager, has opened quarters at 25 Baxter and 170 Worth streets, New York.

Leading Jobbers of Talking Machines in America

SANGER BROTHERS
Dallas, Texas

VICTOR
Distributors

"We ship the same day."

Edison Phonograph Distributors
for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

You should
get this
sample package
of
Puritone Needles—
sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



Where Dealers May Secure

COLUMBIA
Product

Ready, Full Stocks, and Prompt Deliveries
from Convenient Shipping Centers all
over the United States.

Distributors

Atlanta, Ga., Columbia Phonograph Co., 182 Peachtree St.
Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
Birmingham, Ala., Columbia Phonograph Co., 1813 Third Ave.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Phonograph Co., 918 Euclid Ave.
Dallas, Tex., Columbia Phonograph Co., 1408 Main St.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Phonograph Co., 114 Broadway.
Hartford, Conn., Columbia Phonograph Co., 719 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 420-422 S. Broadway.
Louisville, Ky., Baldwin's Music Store, 425 South Fourth St.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 933 Canal St.
New York City, Columbia Phonograph Co., 89 Chambers St.; Columbia Phonograph Co., 85-87 W. 23d St.; Columbia Phonograph Co., 89 W. 123d St.; (Brooklyn) Columbia Phonograph Co., 1372 Broadway.
Omaha, Nebr., Columbia Phonograph Co., 1311 Farnam St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
Portland, Me., Columbia Phonograph Co., 660 Congress St.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Eilers Music House, Portland, Ore.
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Eilers Music House, 3d and University Sts., Seattle, Wash.
Spokane, Wash., Columbia Phonograph Co., 818 Sprague Ave.
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
Terre Haute, Ind., 23 N. 6th St.
Toledo, O., Columbia Phonograph Co., 229 Superior St.
Washington, D. C., Columbia Phonograph Co., 1210 G St. N. W.
Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:

Columbia Phonograph Co., McKinnon Building, Toronto, Ont.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the June List.

Landay
BROS INC

VICTOR JOBBERS Exclusively

What you want always in stock

400 Fifth Avenue
27 W. 34th Street
563 Fifth Avenue
153 W. 42d Street

New York

1856 **WURLITZER** 1913

VICTOR
DISTRIBUTERS

VICTORS EXCLUSIVELY

We make a specialty of getting the order
out on time—every time.

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

CHASE & WEST DES MOINES IOWA

Machines **Victor** Everything
Records in stock all
Cabinets the time.

WHOLESALE TO IOWA TRADE

Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

PERRY B. WHITSIT

L. M. WELLER

PERRY B. WHITSIT CO.,

213 South High Street,

Columbus, Ohio.

Edison
Phonographs
and Records

JOBBERS

Victor Talking
Machines
and Records

OLIVER
DITSON
COMPANY
BOSTON

Largest VICTOR Talking
Machine Distributors East
of Chicago.

Creators of "The Fastest Victor
Service." Let us tell you more
about our service.

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

Quick Service for all points in the North-
west. Machines, Records, Supplies.

VICTOR DEALERS
TRY US FIRST

We carry the Largest Stock of VICTROLAS, REC-
ORDS and CABINETS of any Distributor in the
South.

THE CORLEY COMPANY, Richmond, Va.

Rolling up profits with the

Blue Amberol

is the easiest and best paying opportunity
in the phonograph world today.

Mr. Edison has done his share by putting over
this wonderful sweet-toned four-minute record
that is practically unbreakable, and placing the
profits of its sale directly before you.

If you jump in right now and get a lead with
the Blue Amberol you will lead the phonograph
business in your locality. There's no doubt
about that. Your success and profits are as
positive as the genius of Edison has been
proved to be.

Your jobber knows all about it.

Thomas A. Edison, Inc.

59 Lakeside Ave.

Orange, N. J.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, June 15, 1913



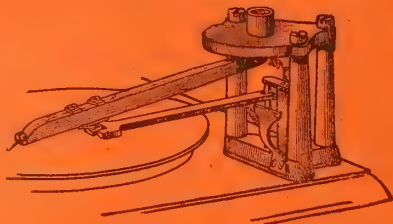
Victor-Victrola XVI, \$200
Mahogany or quartered oak

The instrument by which the value of
all musical instruments is measured



VITAPHONE

CABINET INSTRUMENT



The Vitaphone reproducing device, with solid wood vibrating arm, is a novel and surprising construction, but the purity and fidelity of reproduction is more than surprising; it is a pleasure.



VITAPHONE TYPE No. 185
\$185.00

Mahogany or Quartered Oak. 250 Record Capacity.



VITAPHONE TYPE No. 50
\$50.00

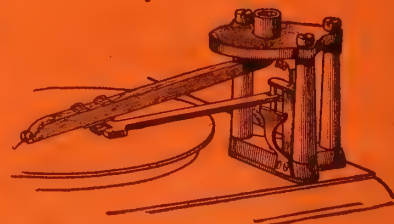
Made in Quartered Oak.

The Vitaphone

A demonstration of the Vitaphone is the entire selling argument. The wood arm has the indefinable quality of allowing only the musical tones to pass to the diaphragm. It reproduces every tone shading with true color and detail. The usual surface noises and nasal twang are missing.

The definition is sharp and clear; nothing being lost, over-ridden or muffled.

Select any disc record of any make and the Vitaphone will play it as never heard before. The change from one system of recording to another is accomplished by a simple movement of the hand.



THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 6.

New York, June 15, 1913.

Price Ten Cents

REMARKABLE VICTOR ACTIVITY.

Factory Capacity Oversold and the Establishment of New Dealers Temporarily Suspended—Interesting Figures Regarding Output.

The following official announcement made this week by the Victor Talking Machine Co. furnishes food for thought on the remarkable growth of the talking machine industry and the phenomenal increase of the Victor business: "Factory capacity over-sold. The establishment of new dealers temporarily suspended. Victor business for the first five months of 1913 exceeds that done in the last six months of 1912, inclusive of an unusually large holiday trade. There are more Victors on order at this date from our distributors than we can manufacture during the balance of the year."

This announcement then goes on to state that the Victor travelers were instructed some three months ago not to sign up any new dealers, and that several weeks since, the Victor contract department was ordered to cease authorizing the establishment of any new dealers.

Attention is called to the fact that Victor dealers should not consider that this condition is permanent, but it is the desire of the company to give them evidence of the fact that it is inclined to do everything in its power to serve the interests of its present representatives. It is also stated that new representation will be placed as soon as factory facilities are sufficiently increased to take care of the demand without interfering with the success of the established Victor representatives.

For every sale that is lost through lack of information or specificity on the part of salesmen, two sales are lost through lack of tact—discourtesies, over anxiety to close or a wrong attitude.

CARUSO'S VOICE CHARMS NEGRO.

So Impresses Colored Brother That He Steals Talking Machine and Lands in Jail.

(Special to The Talking Machine World.)

St. Louis, Mo., June 7, 1913.

Talking machines got on the front page of the papers another day when Alexander Cole, a St. Louis negro, pleaded with the East St. Louis police judge that his appreciation of Caruso's music caused in him an irresistible impulse to steal a \$25 machine and six records belonging to his cousin, William Hobson, of 2316 Scott avenue. "Why, boss, I went clear out of my haid when I heard Caruso sing 'Rudolph's Narrative' from 'La Bome,'" he declared. And the strange part of it was that Cole took only Caruso records when he took the machine without permission. He had heard a Caruso interpretation for the first time the night before when invited to his cousin's house. He furthered his defense by whistling several of the Caruso airs and declared that after he had taken the machine early in the morning he went home and played the records all day. This part of his story was supported by neighbors. Their gathering in the street in front of Cole's house alarmed him and then he took the machine to St. Louis. This sidewalk interest in the music also gave to the police a clew that led them to follow Cole and arrest him on the Illinois side of the river.

USED VICTOR AUX-E-TO-PHONE.

At the Nixon & Zimmerman Theater, Baltimore, Md., a Victor Aux-e-to-phone furnished by the Victor distributors in Baltimore, Cohen & Hughes, is being used between the acts with marked success.

PITTSBURGH DEALERS ACTIVE.

W. F. Frederick Piano Co. Installs Talking Machine Departments in Several Branches—Holding Special Series of Victrola Concerts—Good Business with Columbia Branch—J. C. Roush Preparing for Convention.

(Special to The Talking Machine World.)

Pittsburgh, Pa., June 8, 1913.

George S. Hards, manager of the talking machine department of the W. F. Frederick Piano Co., is gradually adding this line to all the branch stores. The following towns have been taken on: Beaver Falls, Butler, Ambridge, Greensburg, Groves City and Meadville.

The W. F. Frederick Piano Co. is conducting a series of Victrola concerts Tuesdays and Thursdays of each week. Large crowds attend. The admission is free and the music is the work of the highest priced opera records. The concerts are advertised in the daily newspapers and a success in the way of sales.

The Columbia Graphophone Co.'s Pittsburgh branch reports an increase in May business of nearly 100 per cent. over May, 1912. This does not include about two thousand dollars of unfilled orders owing to the inability of the factory to supply the demand of certain makes of machines.

J. C. Roush, of the Standard Talking Machine Co., Victor distributors, located at 802 Penn avenue, report that the dealers in the territory covered by that company are apparently enjoying an excellent business, especially in the more expensive models of machines and grand opera records. Mr. Roush is now preparing to attend the forthcoming convention of the National Association of Talking Machine Jobbers, of which he is a prominent member.

CANADIAN COLUMBIA DEMAND.

Show Splendid Increase, and Outlook for Future Expansions Good.

J. A. Sabine, of the Music Supply Co., Toronto, Canada, which has the jobbing representation for the Columbia graphophone for the Province of Ontario, was in town this week. While chatting with The World, Mr. Sabine emphasized the fact that his business had shown enormous increase during the past year and he thought that the conditions were most favorable for still further growth.

The object of his visit to New York was to get in closer touch with the factory organization and to discuss plans for a larger and more aggressive campaign which he proposes to inaugurate in his territory within the near future.

INCORPORATES IN DELAWARE.

Articles of incorporation were filed with the Secretary of State at Delaware yesterday by the Patescope Co., of New York City, to manufacture, sell and deal in apparatus for reproducing sounds. Capital stock, \$100,000. Incorporators: H. O. Coughlin and Joseph F. Curtin, both of New York.

ATTENDED PIANO MEN'S CONVENTION.

Among the talking machine men in attendance at the convention of the piano merchants held in Cleveland June 2-4 were H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., and Clifford R. Ely, special traveling representative of the company. The location of the Columbia store, within a few doors of the Hotel Statler, convention headquarters, was very convenient.

A Victrola XVI was played at the funeral of John W. Jones, vice-president and treasurer of the Marion National Mill, Marion, Ohio. In life, Mr. Jones had been a Victor enthusiast, and at his request two records that had been his favorites, were played at his funeral.

INTERESTING AND NOVEL USE OF THE PHONOGRAPH.

(Special to The Talking Machine World.)

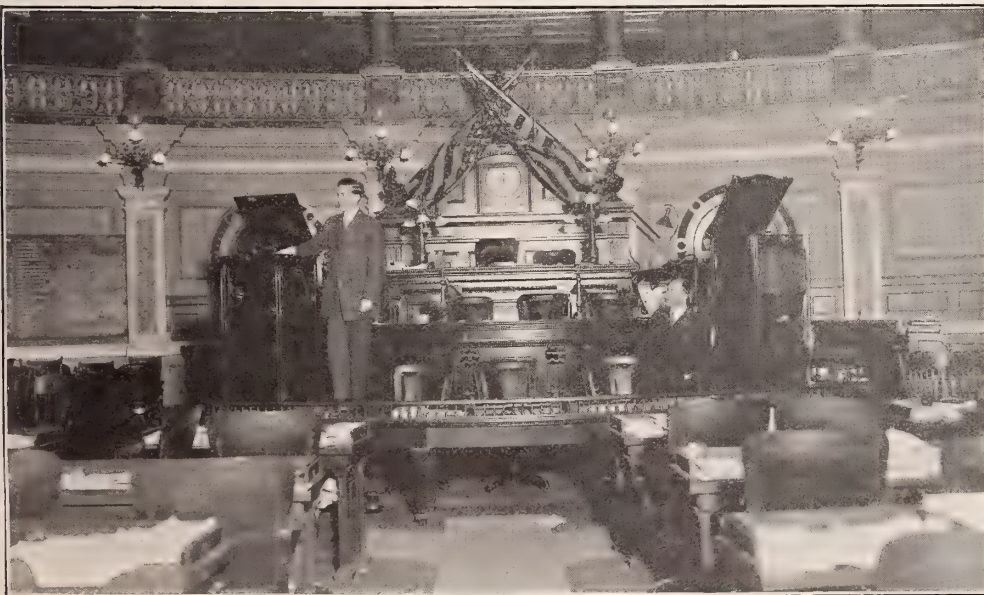
Topeka, Kan., June 7, 1913.

At the recent sessions of the Kansas State Legislature, several evening meetings were called during the closing week. Many of these evening sessions extended into the early morning hours and in order to provide some entertainment for the members of the Legislature during the lulls in business two beautiful Edison disc machines were used at frequent intervals.

Placed on the platform, these two machines

dered, and members of the House urged that a telegram of congratulation be forwarded to Thomas A. Edison congratulating him on his latest invention and assuring the famous inventor of the members' appreciation of his wonderful achievements.

The machines for the entertainment of the Legislature were furnished by the Santa Fe Watch Co., of this city, Edison representative in this territory. A. S. Thomas, manager of the store, assisted by Bert Woodard, handled the detailed arrangements



Edison Disc Phonograph in Kansas State Legislature.

played patriotic selections and many other records of popular interest. Lincoln's Gettysburg address, Patrick Henry's famous speech, Washington's farewell address and other similar selections were given to enthusiastic audiences. At the close of the session the members were most enthusiastic in their praises of the machines and the music ren-

of the performance, and certainly did a good job. The Topeka papers devoted adequate space to this unique phase of law making affairs, and the publicity given the Santa Fe Watch Co. by this newspaper attention is being turned to excellent account by the aggressive members of the talking machine department.

GERSONS ENTERTAIN AT BROOKDALE.

Talking Machine Manager Has Old Fashioned Outing at Country Place.

On Decoration Day Mr. and Mrs. Louis J. Gerson gave an "Ye Old Fashioned Country Outing" to the Victor section of the employes of John Wanamaker at their country residence, Brookdale, Palisades, N. Y. An elaborate program for the day was arranged. This included outdoor games of all kinds and special sports which lasted until

Klinger, Miss Anna Deady, Miss Agnes C. Matthews, Mrs. M. Livingston, Mrs. George Leitner, Miss Cecilia Leitner, Miss Mary Ford, H. B. Bertine, R. M. Fitz, Joseph Fonte, John P. Rice, John Lathrop, Martin Lynch, James Nolan, Edward J. Kiernan, Edward Sasse, John Curran, Howard Arnold, William Beers, James Livingston, Richard M. Huber, Sidney E. Lane.

It will be observed that the illustration here shows a highly pleased audience, save, perhaps, some of the gentlemen are looking with somewhat jealous eyes upon Mr. Gerson, who sits surrounded



Guests of Mr. and Mrs. L. J. Gerson at Their Residence, Brookdale, May 30.

after 12, when a sumptuous spread was given under the huge spreading trees.

After that the guests were taken to inspect the natural beauties of Mr. Gerson's farm. Upon their return light refreshments were served and dancing and games were in order. About forty-three guests were present, including the following:

Mr. and Mrs. James G. Martin, Mr. and Mrs. George M. Boyce, Mr. and Mrs. J. H. D. Rehberger, Miss Mary Rehberger, Mr. and Mrs. Samuel Terry, Master Terry, Mr. and Mrs. Charles J. Collins, little Miss Collins, Miss Alice M. Dillon, Miss Charlotte S. Conroy, Miss Sadie Davidson, Miss Bertha Johnson, Miss Theresa Hagan, Miss Anna Noseson, Miss Julia Oscar, Miss Theresa M. Kessler, Miss Yetta Klinger, Miss Tina

by a bevy of fair young ladies, but Louis is not in the least bit disturbed by the jealous glances that are cast his way.

CANAL COST \$290,110,000 TO DATE.

Colonel Goethals' report for the ninth year of American jurisdiction over the Canal, made public last week, shows that the total expenditure has been \$290,110,000, that 90 per cent. of the concrete work has been completed, and that only 20,000,000 cubic yards of earth remain to be excavated. It is likewise shown that the work of excavation is going on at the rate of about 2,500,000 cubic yards monthly to date, and that the expense of fortification will amount to \$2,600,000.

GOOD TRADE IN THE SOUTHWEST.

Big Orders Taken by the Schmelzer Arms Co. for Victor Goods.

(Special to The Talking Machine World.)

Kansas City, Mo., June 7, 1913.

The Field-Lippman Piano Stores, with four stores in Missouri and three in Texas, have just signed up for three complete stocks of Victor machines and records for San Antonio, Ft. Worth and Dallas. They now carry a complete line of Victor machines and records in all of their branch stores.

A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., through whom the order was placed, said: "We feel they will do a tremendous business. In fact, our business this year has been considerably greater than last. It is increasing every month, and from all indications this will be the biggest year in the history of the Victor line."

BIG MONEY IN SHOW WINDOWS.

Do you know, says the Talking Machine Merchant, that window trimming is one of the best paid professions in the world? Of course, you do—especially if you have had to pay for the services of a first-class window trimmer. Do you know what a well trimmed window means to the success of your own business? Think of the capital you have tied up in merchandise, from which you expect ready returns, and often do not get them.

Do you happen to be a merchant who is not getting the quick returns he is entitled to? What is the reason for your failure, while your competitor who carries about the same line you do succeeds? Most likely your competitor has given more attention than you have to the display of goods.

Probably you do not realize that your show window is your best medium for making quick profits. If you are a merchant who has not realized the value of his show window, just get this fact well digested—that most people buy what is thrust upon their notice and pleases their fancy.

This is an extravagant age; even the small boy who cries newspapers on the street corner cannot resist the call of the show window on whatever happens to please his fancy; and the fancy would not have been touched had not the articles been attractively displayed in the show windows.

Once upon a time people bought only such articles as they needed; and in that day most of the merchandise was carefully put away in green boxes on shelves, quite out of sight. To-day well displayed goods sell themselves. People buy because they are attracted by a thing which pleases, rather than because they need the article itself.

Don't forget this fact—your well trimmed show window is one of the best mediums of advertising.

INCREASED WHOLESALE BUSINESS

During the year 1912 our wholesale business showed an increase over that of 1911 of 68%. Of this increase 28% was on what we are pleased to call "our dealers'" accounts, and the balance of 40% was from new accounts, about evenly divided between newly established dealers, and dealers who formerly purchased from another distributor.

Increased demand accounts for 48% of this increase. Efficiency and the Eastern Service is responsible for 20%.

If dealers realized fully the manifold advantages of Eastern Service the increase this year would double from this source.

A good thing is worth trying—take our word for it that Eastern Service is exceptional—and try it.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY



Victor-Victrola X,
Mahogany or oak
With Victor record
albums, **\$85**
Without albums, **\$75**



Victor-Victrola



Victor-Victrola XI, \$100
Mahogany or oak

Music dealers have seen the Victor-Victrola take foremost place among the world's musical instruments.

They have seen prestige and profits come to dealers from their association with this greatest of all musical instruments.

They have seen the Victor-Victrola elevate this branch of the musical industry from comparative insignificance to a position of dignity and refinement, and become the most profitable part of the entire retail music trade.

And backed by the tremendous resources of the Victor organization, the influence of the Victor-Victrola grows bigger every day, constantly enlarging the field and profits of dealers everywhere.



Victor-Victrola XIV, \$150
Mahogany or oak



Victor-Victrola XVI, \$200
Mahogany or quartered oak

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.

Victor Distributors

Albany, N. Y. Finch & Hahn.
Altoona, Pa. W. F. Frederick Piano Co.
Atlanta, Ga. Elyea-Austell Co.
Phillips & Crew Co.
Austin, Tex. The Talking Machine Co., of
Texas.
Baltimore, Md. Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. K. Eisenbrandt Sons.
Bangor, Me. Andrews Music House Co.
Birmingham, Ala. Talking Machine Co.
Boston, Mass. Oliver Ditson Co.
The Eastern Talking Machine
Co.
M. Steinert & Sons Co.
Brooklyn, N. Y. American Talking Machine Co.
Buffalo, N. Y. W. D. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orton Brothers.
Chicago, Ill. Lyon & Healy.
The Talking Machine Co.
The Rudolph Wurlitzer Co.
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. The W. H. Buescher & Sons Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
Columbus, O. Perry B. Whitsett Co.
Dallas, Tex. Sanger Bros.
Denver, Colo. The Hext Music Co.
The Knight-Campbell Music Co.
Des Moines, Ia. Chase & West.
Mickel Bros. Co.
Detroit, Mich. Grinnell Bros.

Elmira, N. Y. Elmira Arms Co.
El Paso, Tex. W. G. Walz Co.
Galveston, Tex. Thos. Goggan & Bros.
Grand Rapids, Mich. J. A. J. Friedrich.
Honolulu, T. H. Bergstrom Music Co., Ltd.
Indianapolis, Ind. Stewart Talking Machine Co.
Jacksonville, Fla. Florida Talking Machine Co.
Kansas City, Mo. J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Neb. Ross P. Curtice Co.
Little Rock, Ark. O. K. Houck Piano Co.
Los Angeles, Cal. Sherman, Clay & Co.
Louisville, Ky. Montenegro-Riehm Music Co.
Memphis, Tenn. O. K. Houck Piano Co.
Milwaukee, Wis. Wisconsin Talking Machine Co.
Mobile, Ala. Wm. H. Reynalds.
Montreal, Can. Berliner Gramophone Co., Ltd.
Nashville, Tenn. O. K. Houck Piano Co.
Newark, N. J. Price Talking Machine Co.
New Haven, Conn. Henry Horton.
New Orleans, La. Philip Werlein, Ltd.
New York, N. Y. Blackman Talking Machine Co.
Sol. Bloom, Inc.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Landay Brothers, Inc.
New York Talking Machine Co.
Silas E. Pearsall Co.
Benj. Switky.

Oklahoma City, Okla. Schmelzer Arms Co.
Omaha, Neb. A. Hospe Co.
Nebraska Cycle Co.
Peoria, Ill. Putnam-Page Co., Inc.
Louis Buehn.
Philadelphia, Pa. C. J. Heppe & Son.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa. C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me. Cressey & Allen.
Portland, Ore. Sherman, Clay & Co.
Richmond, Va. The Corley Co., Inc.
W. D. Moses & Co.
Rochester, N. Y. E. J. Chapman.
The Talking Machine Co.
Salt Lake City, Utah Consolidated Music Co.
San Antonio, Tex. Thos. Goggan & Bros.
San Francisco, Cal. Sherman, Clay & Co.
Savannah, Ga. Phillips & Crew Co.
Seattle, Wash. Sherman, Clay & Co.
Sioux Falls, S. D. Talking Machine Exchange.
Spokane, Wash. Sherman, Clay & Co.
St. Louis, Mo. The Aeolian Company of Mo.
Koerber-Brenner Music Co.
St. Paul, Minn. W. J. Dyer & Bro.
Koehler & Hinrichs.
Syracuse, N. Y. W. D. Andrews Co.
Toledo, O. The Whitney & Currier Co.
Washington, D. C. Robert C. Rogers Co.

THE EFFECT UPON PRICE MAINTENANCE

Of the Recent Decision of the Supreme Court of the United States Discussed by G. Waldon Fawcett, The World's Washington Correspondent—The Judges' Opinions Analyzed and Some Conclusions Therefrom—The Manufacturers Will Meet the Situation.

The decision recently handed down by the Supreme Court of the United States in the case brought by the manufacturers of the tonic known as Sanatogen, is of far-reaching significance. To an extent, it upsets all the calculations of manufacturers and merchants who sell any line of patented, price restricted goods.

Most of our readers are probably more or less familiar with the history of this case. There has been extended reference to the matter in these columns while the suit has been pending and business men generally have realized that it was a test case, although it is safe to say that not one business man in a hundred anticipated that the highest court in the land would decide the way it did.

On the face of the thing, the controversy represented in this case may seem rather far removed from the interests of the music trade. It originated as a suit for infringement of patent, commenced by the manufacturers of Sanatogen against a cut-rate retail druggist, who persisted in disregarding the patent license under which the product was sold to him, and disposed of the goods at retail at less than the fixed or placarded price stipulated by the manufacturer.

Similarity to Talking Machine Interests.

What brings this home to so many interests in the music trades is that packages of Sanatogen, being protected by patents, are in the eyes of the law in exactly the same position as patented talking machines and phonographs, patented player-pianos, patented records and rolls and patented musical novelties of all kinds. What can be done, under sanction of law, in the case of one can presumably be done with equal safety in the case of the other. Furthermore, as all our readers know, many musical instrument manufacturers, particularly the makers of talking machines and phonographs, have been among the most zealous of manufacturers in fixing and enforcing definite, uniform resale of retail prices. This policy of absolute equality for customers everywhere may indeed be said to be the foundation stone on which has been reared the exceptional prosperity of this branch of the industry.

No wonder then that manufacturers and retailers and jobbers have been seriously disturbed during the past fortnight by the sensational headlines in the newspapers which have been proclaimed this latest Supreme Court decision as a radical and revolutionary declaration calculated to fling the doors wide open for the price cutters. Some of the reports, unquestionably, exaggerate the import of the decision, at least in so far as it is applicable to the musical instrument field, but even taking the most optimistic view of the situation it may as well be admitted that it weakens the average manufacturer's defenses against price cutting. It may not upset business as some of the alarmists have predicted, but it is liable to ultimately render it advisable to make some changes in the method of marketing goods.

Summary of Decision.

In a nutshell, the present decision says that the manufacturer of patented goods may, by virtue of his patents control the price and the conditions under which his goods are sold in the first instance, but he cannot extend his dictation of terms and prices to subsequent transactions involving the same goods after he has received his pay for them and they have passed out of his immediate control. To illustrate, the manufacturer of a talking machine may, in selling his instruments to a jobber quote any price he chooses and he can lay down any conditions he chooses. He may stipulate that only needles of his own manufacture shall be used with the instrument, or he may, if he sees fit, insist that only the records which he manufactures shall be played on the instrument. He could enforce the same conditions—that is, the manufacturer could, if he sold to a retailer or if he sold direct to a private consumer. In other words, the manufacturer can enforce any conditions he

chooses in connection with the original sale of his goods.

But, according to the latest court decision, the manufacturer cannot have his conditions follow the goods, so to speak. If the maker is paid his full price by the jobber and the transaction is definitely closed, then, says the new decision, that puts an end to the power given to the manufacturer by the patent laws and he has no further control over the goods. To continue the same line of illustration we will suppose that a jobber who has purchased talking machines from the manufacturer sells them in turn, observing, all the while the manufacturer's restrictions—to a retailer. Under the interpretation of the patent laws heretofore in force the retailer, or the third party, became a party to the original contract and had to abide by the manufacturer's conditions and was not allowed to resell his wares except at the price set by the manufacturer, lest he render himself liable to a suit for damages for infringement of patent. However, under the present decision, this last is no longer the case. If a storekeeper has purchased goods indirectly and not direct from the manufacturer the latter can have no say as to how they shall be sold. Presumably no far-sighted retailer, with an eye to his own best interests, will indulge in the ruinous pursuit of price slashing, but if a retailer is so foolish the manufacturer can no longer bring him to book under the patent laws. Thus in effect, says the United States Supreme Court in its latest interpretation of the law.

Halts Former License Plan.

One of the most radical features of the decision that has just come from the Supreme Court is the manner in which it knocks out the plan, heretofore in use by so many manufacturers, of licensing the use of patented products only in the event that they are sold at a stipulated price, marked on the article itself. Talking machine records, for example, all bear a notice of the price and warning that they are licensed for use only when sold at retail at the placarded price. The package of Sanatogen, which was made the subject of price cutting bore just such a notice and in passing on this phase of the subject the Supreme Court says:

"It is contended in argument that the notice in this case deals with the use of the invention, because the notice states that the package is licensed 'for sale at a price not less than one dollar,' that a purchase is an acceptance of the conditions and that all rights revert to the patentee in the event of the violation of the restriction. But in view of the facts certified in this case, as to what took place concerning the article in question, it is a perversion of terms to call the transaction in any sense a license to use the invention. The jobber from whom the appellee purchased had previously bought at a price which must be deemed to have been satisfactory, the packages of Sanatogen afterward sold to the appellee. The patentee had no interest in the proceeds of the subsequent sales, no right to any royalty thereon or to participation in the profits thereof. The packages were sold with as full and complete title as any article could have been sold in the open market, excepting only the attempt to limit the sale or use when sold for not less than one dollar. In other words, the title transferred was full and complete with an attempt to reserve the right to fix the price at which subsequent sales could be made. There is no showing of a qualified sale—no transfer of a limited right to use the invention and to call the sale a license to use is a mere play upon words."

Patent and Copyright Question.

One thing that this present decision does—to the infinite surprise of many manufacturers—is to place patented articles on the same plane as copyrighted works, when it comes to enforcing fixed price. All publishers of music have realized for some time past that they could not invoke the copyright law to help them compel retailers to observe a stipulated price. That was settled by the

Supreme Court several years ago when deciding a case brought by leading American book publishers against the proprietors of R. H. Macy & Co., the New York department store, who were charged with cutting prices on copyrighted novels. The Supreme Court held in that case that a publisher once having sold a book had no right to qualify the title of future purchasers, even if he did affix to the book a printed notice to the effect that the price was one dollar; that no dealer was licensed to sell it for less; and that a sale at a less price would be treated as an infringement of copyright.

Manufacturers of patented articles have not, in the intervening years, been disturbed by that decision limiting the usefulness of the copyright as a vehicle for price maintenance because they have all along believed that a patent gave much greater powers in this direction than does a copyright. Now comes the Supreme Court and says it does not. The court takes the position that although the wording of the patent law may be somewhat different from the copyright law, the protection conferred by both is the same. Says the decision: "In both instances it was the intention of Congress to secure an exclusive right to sell and there is no grant of a privilege to keep up prices and prevent competition by notices restricting the price at which the article may be resold. This being so the case is brought within that line of cases in which this court from the beginning has held that a patentee who has parted with a patented machine by passing title to a purchaser has placed the article beyond the limits of the monopoly secured by the patent act."

Situation Not Hopeless by Any Means.

But, whereas, on the face of it, this new decision seems to rob the manufacturer of what has been his most effective weapon in fighting price cutters and in compelling the universal observance of uniform established prices, there is no reason why the trade should regard as hopeless the situation with regard to price maintenance. There is every reason to believe that means will be found to sustain prices even if the patent laws cannot be employed for this purpose—and it is obvious from the above quotations from the decisions that the patent laws may yet be utilized to this end if only manufacturers can devise ways in which to make "qualified sales" of their products.

However, the patent license system is not the only influence that can be employed to standardize and sustain prices. The book publishers have been able to maintain their retail prices just as effectively since they were denied the right to use copyright protection for this purpose as they did before. And there are many manufacturers of unpatented products—including many well-known makers of musical instruments—who have found means to prevent ruinous price competition without having recourse to any laws except the common law of unfair competition, which may be invoked by any interest.

Talking Machine in Strong Position.

Perhaps the best means of price control of all that are open to the manufacturer—unaffected by this present decision—is the simple expedient of refusing to sell goods to a price cutter unless he give assurances that the manufacturer's resale price will be observed. By this means it has been proven possible in many instances to completely shut off the supply of a price slasher. Or, at least, such a disturber of trade conditions can be made to find it so difficult and costly to get goods and such a hardship to obtain them except in the most limited quantities that he will speedily conclude that the game is not worth the candle.

Of all the industries affected by this new Supreme Court decision, the talking machine trade is unquestionably in the best position. This is due to the fact that a talking machine, as sold to the ultimate consumer, is useless without certain supplies and accessories—the records to play on the instrument and the needles with which to bring forth the reproductions. Now all these are patented and inasmuch as all court decisions, even this latest one, recognize a manufacturer's right to prescribe how his patent product shall be used and to control conditions within reasonable bounds, it does not require a very vivid imagination to foresee the evolution by energetic, resourceful manu-



"The Present Day Music Machine" by Walter P. Phillips—a mighty interesting book for those dealers who desire more thorough information on the talking machine industry. Write us for a copy. It's free.



**Columbia Graphophone Company
Woolworth Building, New York**

facturers of some scheme whereby prices may indirectly be sustained through the instrumentality of the restrictions that can be legally and consistently imposed upon the use of the patent-protected product.

TRADE IN LOS ANGELES.

Talking Machine Dealers Look for Excellent Summer Business—Heavy Demand for Victrolas in Fumed Finish—Southern California Music Co. Doing Well with the Edison—New Display Rooms for Columbia—Brown Co.'s New Manager—Other Items of News.

(Special to The Talking Machine World.)

Los Angeles, Cal., June 6, 1913.

Another month closes and the talking machine business is very active for this time of the year. Dealers have every reason to expect a good summer trade, the demand being great enough to assure all future business. The new Edison disc is proving very worthy of its place in the field.

The Baxter-Northrup Co., 514 South Hill street, has made some noted changes in its store, especially in the talking machine department, which has been enlarged to a much greater capacity. A complete line of Victor machines and records have recently been added, thus making the department complete with both Victor and Columbia goods. Lorenz A. Dorsey, manager of the talking machine department, states business has been very good in this new added line and can now cope with any concern and get their share of the business.

Chas. S. Ruggles, local manager of Sherman Clay & Co., reports Victor business is still keeping pace with the times. The heavy demand for Victrolas in the fumed finish cannot be supplied, owing to the fact that the great number of homes are being furnished with this popular finish.

Earl S. Dibble, talking machine manager of the San Diego branch of the Southern California Music Co., was in Los Angeles for several days. Business is reported to be on the upward climb in the southern city. The company has recently presented Mr. Dibble with a new automobile for the purpose of covering the surrounding country, which could not be covered in any other way. Mr. Dibble states that his systematic method of visiting the rancher or farmer has proved a far greater success than was expected.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., is very much pleased with the Edison business being done. The Edison disc machine is winning many friends despite the present condition of fewness of records which does not seem to hinder the future placing of orders by the dealers throughout the country. F. J. Hart, president of the Southern California Music Co., has just returned from an extended trip through the South.

Among many talking machine dealers who have visited Los Angeles within the past few days are: O. P. Brady, Redlands; W. A. Manson, San Bernardino; G. P. Austin, Oxnard, and Mr. La Sabre, of Avalon, Catalina Island. All express their satisfaction with the Edison line.

E. E. Holland, a live Edison disc dealer, has been featuring concerts on the new disc machine

at his phonograph parlors, 1044 E. Vernon avenue, this city.

The Columbia Graphophone Co. has opened up a new display room showing samples of all styles of gramophones. This room is furnished in the most exquisite fashion, making a beautiful display room for this line. The gramophone grand is causing a great deal of enthusiasm as the dealers are very anxious to get their orders filled just as quickly as possible.

The Geo. J. Birkel Music Co. reports through its talking machine department manager, A. Graham Cook, that business is very prosperous, the month just closed leading far ahead of the month previous.

Barker Bros., 724-738 South Broadway, the leading furniture house of the West, is now handling a complete line of Columbia gramophones and records. Several sound-proof rooms are nicely equipped in all the up-to-dateness possible. Geo. S. Barnes, who has been with the Geo. H. Barnes Piano House, is now in charge of this new department.

Schireson Bros., 369 N. Main street, has been so successful with the phonograph line in connection with other musical instruments, that they have just obtained the agency for the Curtis piano which will no doubt be a quick seller.

Virgil B. Chatten, the new manager of the talking machine department of J. B. Brown Music Co., has been making things hum. The recent sales of this department have been very satisfactory in every way. The new Edison disc machine is demanding the attention of many and a number of sales worthy of note have been made through this able manager.

N. W. Schireson, one of the most prominent talking machine dealers of the city, was married to Miss Grace Siegel, of this city. The couple spent their honeymoon at Santa Barbara, Cal.

R. E. Daynes, formerly of the Daynes Music Co., of Salt Lake City, is now connected with the talking machine department of J. B. Brown Co., of this city.

CECIL A. PECK MARRIED.

Cecil Albert Peck, manager of the Victor department of Taylor's Music House, Springfield, Mass., was married to Marion Estelle White at Reading, Mass., on the 22d of May. Otto Piesendel, of the Oliver Ditson Co., Boston, was best man. After August 1 Mr. Peck and his bride will be at home at 96 Central street, Springfield, Mass.

Before Mr. Peck's connection with the House of Taylor he was for several years with the Oliver Ditson Co., specializing on the exploitation of the Victor. Although a young man, Mr. Peck ranks as one of the few in the front rank of Victor specialists.

THE REASON.

Jack—"Can your father sing?"

Mary—"No, but he could before he went to prison."

Jack—"And why can't he sing now?"

Mary—"Oh, he's behind a few bars and can't get the key."

AN INTERESTING SOUVENIR

Of the Cyclone Which Visited Terre Haute, Ind., Some Months Ago Is Being Preserved by Mr. Coleman, of That City.

(Special to The Talking Machine World.)

Terre Haute, Ind., June 5, 1913.

Although the cyclone that hit this city a few months ago did not cause a very serious loss of life and did not do the vast damage that some of the Eastern newspapers have popularly painted, it certainly performed some curious stunts while on its course of devastation. A cyclone or tornado invariably includes freak performances, and the one that visited this city was no exception, as a number of weird and uncanny feats have been pub-



lished in the local newspapers, some of them within reason; others without.

A concrete example of one of the within reason feats is shown here in the nature of a Columbia phonograph that passed through a number of thrilling and exciting experiences before finally coming to a halt. This machine is the property of George E. Coleman, 2000 South Third street, which is in the heart of the cyclone struck district. When the cyclone arrived in Mr. Coleman's vicinity it tore up the house and everything in it. The phonograph was included in the general moving, and was carried through the air for several blocks with a force calculated to tear it asunder. However, it withstood this onslaught successfully, but to add to its trouble the wind picked up a two-foot strip of timber and speared the machine through the horn. The result must have disappointed the elements, for when picked up, instead of being ready for the junk heap, the machine was in perfect working order and played a record with all its original powers.

GETTING NEWSPAPERS TO HELP.

In line with the printed stories of each month's records that the Victor Co. sends out to its dealers, the Trafford Co., of Mason City, Ia., states that these stories are gladly accepted by local newspapers for free insertion. Good results are achieved by this publicity, as in the news columns the record notices attract favorable attention.



The Edison Blue Amberol

When a record can be played
thousands of times without
affecting the clear sweetness
of its tone—

when it is made so that
it's practically unbreakable—

when it offers the widest possible range of
selections—

when its playing time is long enough to play
all of every selection—

then you've got facts so compelling that a demon-
stration means a sale not only of the records but
also of an

Edison Phonograph

The Diamond Reproducer

When you back up the Blue Amberol argument with a Diamond Reproducer that brings out fully the beautiful tones of the record—



that doesn't wear the record out—

that is a permanent reproducer always ready—

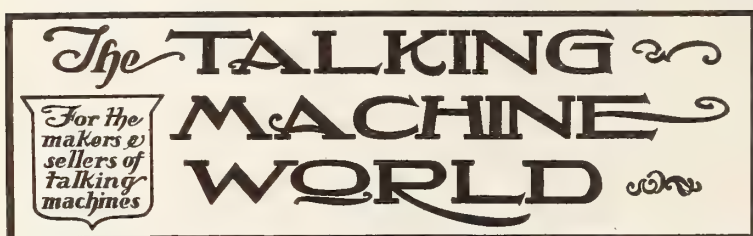
that does away forever with the bother of changing needles—

then you've got mighty important reasons for convincing your customers of the value of these great features applied to the greatest of all machines—

The Edison Phonograph

Ask your jobber about the details to-day

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.



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NEW YORK, JUNE 15, 1913.

EARLY next month Niagara Falls will be the scene of the annual meet of the Talking Machine Jobbers' National Association.

It is understood that an interesting program has been prepared by a competent committee whose object it will be to make the gathering an important one from various viewpoints. In the first place, Niagara Falls possesses many natural powers of attraction, and early in July it is most inviting, so while it may be warm elsewhere it is certain to be cool and enjoyable at that scenic resort.

While the social features will not be overlooked, it is proposed by the arrangement committee to make this gathering more than ordinarily interesting from a business viewpoint.

It is intended to have a number of topical subjects up for discussion which have a direct bearing upon the trade in its various departments.

The meeting, therefore, will have its serious features as well as those in lighter vein and the two will be happily and tactfully blended.

The Talking Machine Jobbers' Association occupies somewhat of a peculiar relation to the trade and it is possible that it may wield either a vastly increasing or a greatly diminishing influence. As it stands to-day, its membership roll is limited to the members who handle the products of two of the great producing houses. Now, will these conditions continue, or, will the association membership be augmented by the jobbers without reference to what particular lines they handle, or, will there be a separation? That is a question which has been frequently asked.

One thing is certain that the association will continue to exert a strong influence in the talking machine affairs of the country simply for the reason that the jobbers themselves can see that they can accomplish many more betterments by holding together than if they were separated.

There has been in the past and is to-day a distinct feeling favoring harmonious work in the talking machine trade. It is different in this respect from many other trades, in that feuds and jealousies which have crept in have been infinitesimal. The talking machine jobbers formed an association for the promotion of the general good of the trade and that its members have accomplished considerable cannot be successfully denied. It is presumed with the trend towards legislation which is distinctly harmful in both our State and national affairs it should be necessary to have the association governed by men who are in touch with legislative work and who appreciate and realize what the passage of harmful laws have upon the selling branches of the industry.

To our mind the association can accomplish a good deal of good as a police force in watching the introduction of bills which are calculated to work an injury to the legitimate trade interests.

It is going to be more and more a growing necessity among our trade associations to throw what influence they possess to prevent the passage of harmful measures being enacted into laws, because it must be admitted that there is a force in the political life of this country which seems bent on destroying trade stability.

This fact must be apparent to every thinking man and each State is trying to go a little better than its neighboring State in the passage of some legislative measures which have the effect to throttle trade rather than aid it.

The governing powers of the association, therefore, should be in the hands of men who are in touch with the needs of the hour, both in an administrative and legislative sense.

It is difficult to find men who are at all times willing to make the great sacrifices of time and money which is necessary to successfully accomplish association work. Intelligent work must be performed in order that association strength be augmented in ways which will benefit the trade.

It is fair to say that during its existence the Jobbers' Association has exerted a helpful influence for the interests of the trade. It has worked harmoniously with the factories to accomplish betterments in various ways. During the past year the officers have actively opposed legislation which appeared to be detrimental to the talking machine interests, and full credit for constructive work should be given them. They have worked harmoniously with the factories, so that the two departments of the business—the manufacturing and distributing ends—have been developing along peaceful lines. It is well that such a feeling should be preserved. The jobbers are bending their energies to the sale of goods, through the dealers, to the great consuming public, and the ultimate end of all industry and commerce is the retail consumer.

THE decision which has recently been handed down in the Supreme Court in a case brought by the manufacturers of a patent medicine will have a far-reaching effect upon a variety of trades wherein patented price restricted articles cut an important figure.

In a five to four decision, the highest legal tribunal in the land draws a close distinction between the right of the maker of a patented article to prescribe conditions upon the sale and use of the article and the right to limit retailers as to their selling price.

This opinion was approved by a bare majority, and in taking this action the Supreme Court in some degree reversed the policy adopted by it in the famous "mimeograph case" decided a little over a year ago, when only seven justices were on the bench, but allowed that case to stand so far as it goes. In the "mimeograph case" four justices upheld the right of patent owners to place restrictions on the nature of the article to be used or the patented article sold. In the "mimeograph case" the court explained it was sold on a strict construction of the patentee's rights to the use of the patented article. The mimeograph machine was sold at less than cost, the entire profit of its manufacture coming from the sale of unpatented articles like ink and blotting paper which the acquirer of the machine was licensed to use with it.

That constitutes a distinction by which the last opinion is a reversal or modification of the Dick decision.

The decision was in the case of Bauer & Co. and the John Bauer Chemical Co. vs. James O'Donnell, on certificate from the Court of Appeals of the District of Columbia. Bauer & Co. are a corporation of Berlin, Germany, having a contract with F. W. Hehmeyer, of New York City, operating as the Bauer Chemical Co. in manufacturing and selling a patented medicine. The company issued its product in packages, warning druggists that it must sell at not less than \$1 a package, and that sales at lower prices infringed its patent rights and would render the seller liable to injunction and damages. The court now decides to the contrary.

Justice Day announced the majority decision, which held that while the patent law gave the owner exclusive right to "vend" articles, that was not the same as a right to "keep up the price," over which the patentee had no jurisdiction after he had sold the article and received his own price.

Many manufacturers had joined the manufacturer of the nerve

tonic in his fight. All decisions in the lower courts with the exception of one have been in favor of the manufacturers.

Justice Day declared that the right to make, use and sell was not derived from the patent law. This right, he said, existed before and after the passage of the law.

"The real question," continued Justice Day, "is whether in the exclusive right secured by the statute to 'vend' the patented article there is included the right, by notice, to dictate the price at which subsequent sales of the article may be made. Upon such facts as are now presented we think the right to vend secured by this statute is not distinguishable from the right guaranteed in the copyright act. In both instances it was the intention of Congress to secure the exclusive right to sell, and there is no grant of privilege to keep up the price and prevent competition by notice restricting the price at which the article may be resold."

This court decision upholds cut rates on patented goods and declares the seller of the patented article cannot dictate the selling price after it passes into the purchaser's possession. The final owner may sell on such terms as he desires.

In the opinion of many this decision will work an injustice to some, prominent among whom are the talking machine manufacturers.

It is the view of some who have studied this matter carefully that the decision opens up the larger question of the necessity of fixing the prices of commodities generally.

An interesting phase of the question is presented in the suit now pending, which the Government brought against the Kellogg Toasted Corn Flakes Co. This company made contracts with its jobbers not to retail its product except at a certain price. Certain retailers cut the price and the supply was withheld by the company. Complaint of violation of the Sherman Anti-Trust law was made and the Government brought suit. In this case, however, the patent was not on the corn flakes, but upon the box in which they were sold, and the attempt was made to use the patent as a lever to hold the price for the article which the consumer bought.

It can be readily seen that this decision will have a far-reaching effect upon price maintenance in every trade, and in the talking machine industry particularly price stability has been possible through the maintenance of fixed prices.

In other words, legitimate trade has been encouraged by the fact that it is impossible for price cutters to injure the business by their unfair practices.

We have been in receipt of a number of communications from readers asking opinions concerning the new conditions created by this important legal decision.

We should say that our friends in the talking machine trade should not be seriously disturbed by the sensational reports which have appeared in a good many of the newspapers anent this decision. Some of them affirm that the doors are flung wide open for price cutters and the importance of the decision has in many cases been greatly exaggerated.

Of course, the new conditions will have to be met and it may be decided to make some changes in the marketing of goods, for, the manufacturer cannot lay down conditions which shall govern the future sale of his products.

In a trade as compact as the talking machine trade it would be folly and even suicidal for the retailer to indulge in a price slashing campaign; and, there is every reason to believe that effective means will be found to sustain prices even if the patent laws cannot be employed for this purpose.

It is fair to assume that manufacturers will not sell their products to price cutters without the assurance being given that prices will be carefully observed, and men who desire to secure stock for price slashing purposes will undoubtedly find it difficult to obtain goods to begin such a campaign.

Probably the talking machine trade is in the best position of all industries to eliminate price cutting. There are certain supplies and accessories which are necessary and all of these articles are patented and, inasmuch as former court decisions recognize the manufacturer's right to prescribe how his patented products shall be used and to control conditions within reasonable bounds, it does not require a very vivid imagination to foresee a plan in force so that restrictions can be legally and consistently imposed in the use of a patented product.

If it were possible to indulge in indiscriminate price cutting

among the ten thousand talking machine dealers in the United States, of course, conditions would be materially upset, but talking machine manufacturers have had in force consistent price agreements which have effectually prevented price annihilation.

They have held that goods of standard quality shall be sold to the public in all parts of the United States at fixed prices so that discrimination is impossible.

The small dealer has enjoyed the same opportunities as the large dealer under this form of protection, for, the man with large capital has not been able to successfully outbid the small merchant with limited funds at his disposal.

Talking machines have been sold at prices which have been consistent with the values offered and price maintenance has worked out to the business advantage of the entire jobbing and retail trade, and in our opinion it will simply be a question of fair adjustment to the new conditions and demoralization will not ensue.

Talking machine dealers should not lose their heads when calmness and reasonableness are prime essentials.

It is reasonable to assume that the men who have developed this trade along safe and sane lines will demonstrate their ability to meet any emergency which may arise, and that there will be no conditions introduced which will savor of demoralization to any extent.

ON the 15th of last month, the Victor Talking Machine Co. announced the introduction of a pension system in its business which shows a generosity in dealing with employees which is remarkable, and instead of following the usual custom of allowing pensions on the basis of average salary and years of service, the Victor Co. has decided on a flat sum calculated to enable its retired employees to live in comfort.

Men and women will be treated exactly alike so far as the pension allowance is concerned, with the exception that the women are allowed to retire after twenty years or more continuous service and after reaching the age of 55, whereas, men are not permitted to retire on pensions until after twenty years or more of continuous service and after reaching the age of 65 years. The Victor Co. has thus discarded the usual custom of figuring pensions on the basis of an average salary and years of service. It has determined on a flat sum and employees who have served continuously for twenty or more years will be retired on a pension of \$30 per month.

This will apply to all whose monthly compensation at the time of discontinuance of active service does not exceed \$200 per month.

The Victor Co. employs 5,500 workers and no one of these will be assessed to provide for the pension fund as all of the expenses in connection therewith will be borne by the company.

We have referred in a former issue to the establishment by the Victor Talking Machine Co. of a Co-operative Beneficial Association designed to aid the members whose income is cut off on account of sickness. Every employee who has been in the company's service thirty days is eligible to membership.

Members will pay 25c. a month dues and in case of illness the association will pay members \$1 a day for one hundred days. As a further incentive to faithful and continuous service on the part of its employees, the Victor Co. has announced that it will give persons dependent on any employee the sum of \$500 in case of death of the employee after five years' service.

This sum of \$500 will not be taken from the funds of the Co-operative Beneficial Association, but will be a gift of the Victor Co.

These plans show in a practical way the desire on the part of this great corporation to provide in a substantial manner for its employees and such action gives the lie to the statement that great corporations are not earnestly interested in the welfare of their workers.

THE business man is the king bee of the epoch, and his worst enemy could not call him a drone. He might, under constant temptation, be a drone in political matters, but he is now learning how much good money this is sure to cost him in the end. It is mere business prudence that the merchant should keep his eye on legislation.

The business man has the future of the country in his hands—the business-banker, the business-farmer, the business-manufacturer, the business-man-merchant—these are the men whose counsels and thoughtful influence must be the safeguard of confidence.

TRADE CONDITIONS EXCELLENT IN SAN FRANCISCO.

Past Month Has Shown Tremendous Activity in Business—First Five Months of Year Break Sales Records—This Applies to Both Wholesale and Retail Lines—Leading Talking Machine Houses Carrying on Active Campaigns to Interest People.

(Special to The Talking Machine World.)

San Francisco, Cal., June 7, 1913.

According to the reports from the various talking machine dealers, both wholesale and retail, business has kept up in splendid shape the past month, and even now with the vacation period just at hand there are no indications of it dropping off very materially. Stocks are in better shape than they have been in this section for months; all the new models of machines having arrived in sufficient quantities to supply the demand in good shape, and some large shipments having been received of particular styles of machines on which there had been a shortage here for several months.

J. A. Black, manager of the talking machine department of the Wiley B. Allen Co., says that business has been steady since the first of the year with sales to date showing a substantial increase over the corresponding period of last year. He finds the new small Victor Victrolas meeting with a good deal of favor, and for a time experienced a little difficulty in supplying the demand for the No. IX machines. Record business has been good the past month. During the month Mr. Black made a trip to Portland, where he found things in satisfactory condition. F. B. Corcoran, city retail man of the department, is leaving right away for a trip in the northwest, expecting to stop in Seattle, Tacoma, Spokane, and probably going on up into British Columbia. He will be accompanied by Mrs. Corcoran and their little daughter.

A. G. McCarthy, of Sherman, Clay & Co., says all there is to be said is that business is good. He received some large shipments of Victor products during the month, which enabled him to catch up on his orders, and he anticipates no difficulty in supplying the demands of his trade from now on.

E. W. Muller, formerly a dealer of Klamath Falls, Ore., has taken up a little different phase of work in connection with the talking machine business. He has enlisted with the Pacific Phonograph Co. of this city to act as its special representative. His work, like that of the rest of the company's travelers, will be among dealers of Edison products, but he is not to solicit orders. Instead, he is to devote his attention to the promotion of business for them. Having been a dealer himself, he is conversant with the trials and tribulations of dealers, and ought to be in position to help out considerably.

The trade here and in the other Bay cities has been visited recently by A. V. Chandler, special representative in this section of the phonograph sales department of Thomas A. Edison, Inc. He came in from the southern part of the State after spending some time there and reports Edison products in better demand in that section than in this part of the State.

The travelers for the Pacific Phonograph Co. are both out on the road. J. E. McCracken touched at headquarters the first part of the month after a visit to the mining districts of western Nevada, but did not stay in town long. He is now calling on the trade in the San Joaquin Valley. E. L. Sues, who covers Oregon, Washington, Idaho and Montana, has been out for a couple of months, and continues to send in very good reports. Manager Pommer says they have both taken lots of orders for the Amberol V and VI machines.

W. S. Storms, manager of the Columbia Graphophone Co., in Spokane, Wash., paid a visit to San Francisco recently, while in California as a delegate to the convention of the Coast division of the Ad Men's Club, which was held in Sacramento.

W. S. Gray, manager of the general office here, will spend next month in the East on a combined business and pleasure trip, being accompanied by his wife and family. Mr. Gray has not been disappointed in the least in his expectations for the Grand Grafanola.

C. J. Moore exploited some new territory this month in the interests of the Columbia Graphophone Co. with very good results. He called on dealers in Mendocino and Humboldt counties, among whom he booked some fine orders.

Merrifield & Son, of San Luis Obispo, Cal., have purchased the stock of phonographs formerly owned by C. D. Blaine, who sold out a short time ago to Mrs. M. K. Lowe. They have removed the same to their store and will continue the business in conjunction with their piano establishment. A complete stock of Victor, Columbia and Edison will be carried, according to E. M. Merrifield.

Clark Wise & Co. have opened their new store at 51-53 Geary Street, where they have devoted practically the entire ground floor to talking machines. They have the place fitted up in first class shape, the store having been finished to suit the needs of the business as they are the first tenants. Special attention has been paid to provide the best possible display facilities. Mr. Wise says his aim is to have everything in talking machines and records, and therefore has stocked up with Victor, Columbia and Edison products. A Columbia Grand Grafanola graces the window and a fine showing of Victrolas and Edison disc machines has been arranged. Opening sales have been very encouraging.

J. J. Morgan, manager of the Emporium department, says he has no complaints to make, as business is keeping up in first class shape. He is now conducting an active campaign with the \$500 Columbia machine, devoting particular attention to hotels and clubs.

Manager Baley, of Babson Bros., reports business in Edison products for the past month ahead of the same period of 1912. He says the new small disc machines have stimulated trade.

A recent visitor to the trade was Arthur Logan, a dealer of Salinas, Cal.

Mr. McDowell, of Petaluma, Cal., was also here placing orders for talking machines.

THE RIGHT TO ARGUE.

Should Be Accorded to Americans Before Senate Committee.

President Woodrow Wilson, in his condemnation of what he terms "the lobby" that is opposing some features of the tariff bill now before the Senate, said:

"The newspapers are filled with paid advertisements calculated to mislead the judgment of public men and also the public opinion of the country itself."

Does President Wilson deny to the opponents of the proposed reductions in the tariff, sugar and other commodities the right of free speech? Have they not the privilege of openly buying advertising space in the newspapers and presenting their arguments against what they consider objectionable measures? Is there anything underhanded about such a course? Isn't it the most natural way in the world for placing before the Senators and the Representatives their views in the hope that they will be influenced by them?

It is to be presumed that these men, to whom is intrusted the task of making the nation's laws, are open-minded and ready to listen to arguments in behalf of or in opposition to any bill that is proposed for enactment, and then to decide whether the bill should receive their support.

The advertising columns of the daily newspapers are open to all who have legitimate goods to sell or a just cause to promote. If the sugar men can prove to the satisfaction of the Senators that the adoption of the proposed schedule affecting their business would be detrimental to the country's best interests, why should they be censured for setting forth those arguments in an open and frank way in the newspaper? Those who favor the schedule have the same mediums at their command if they care to use them.



**Won't You
Have a
Lesson in
Spanish?**

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.

Are You Going To Attend The Talking Machine Jobbers' Convention at Niagara Falls?

See Niagara and attend the 7th Annual Convention of the National Association of Talking Machine Jobbers, held at Buffalo July 6th, 7th and 8th.

It is intended to make this meeting more than ordinarily interesting.

A number of important matters of direct interest to every talking machine jobber in this country will be taken up for discussion. A get-together policy will be cultivated, and it is to be hoped that all talking machine jobbers will plan to be present.

An interesting program for the session, including business and social attractions, has been prepared.

Be sure and visit Niagara Falls Convention time!

It will do you good and your business will profit by your attendance.

OFFICERS

J. NEWCOMB BLACKMAN, President

GEO. C. MICKEL, Vice-President

JOHN B. MILLER, Treasurer

LOUIS BUEHN, Secretary

EXECUTIVE COMMITTEE

J. F. BOWERS

W. D. ANDREWS

O. K. HOUCK

C. A. GRINNELL

H. H. BLISH

CHAIRMEN OF STANDING COMMITTEES

J. F. BOWERS, Resolutions

LOUIS BUEHN, Press

L. H. CLEMENT, Legislative

W. F. BARNHILL, Membership

H. H. BLISH, Grievance

L. C. WISWELL, Traffic

CONVENTION COMMITTEES

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H. H. BLISH

MRS. LOUIS BUEHN

MISS GERTRUDE GANNON

Banquet

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A. A. TROSTLER

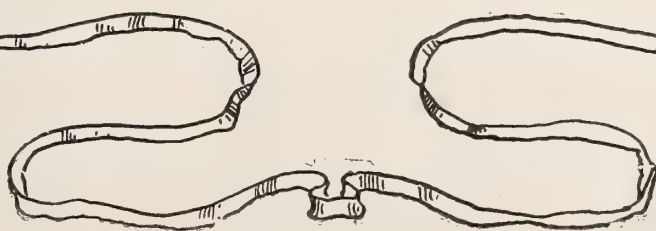
C. A. DROOP

All inquiries will receive prompt attention if addressed to

C. N. ANDREWS

632-634 Main Street

BUFFALO, N. Y.





Columbia Double-Disc Records A5459—A5460—A1307—A5472. A few Turkey Trots and Tangos that a majority of Columbia dealers are finding hard to keep in stock.



**Columbia Graphophone Company
Woolworth Building, New York**

CONDITIONS IN EUROPEAN COUNTRIES PLEASE MR. LYLE.

General Manager of Columbia Graphophone Co. Returned End of May from Visit to Europe Where He Found Columbia Interests Rapidly Forging Onward—Expansion of London House—Long Drawn Out Balkan War Having Harmful Effect Upon Trade.

George W. Lyle, general manager of the Columbia Graphophone Co., accompanied by his son, Harold, returned to New York May 26 after a five weeks' trip abroad. During this comparatively short space of time Mr. Lyle covered a considerable area of ground, as among the places he visited were London, Paris, Vienna, Budapest, Milan, Venice, Rome and a number of points of particular scenic interest in Switzerland.

While this tour of Europe was taken primarily for business purposes, Mr. Lyle embraced the opportunity of introducing the old world to his son, Harold, who caught his first glimpse of Europe on this trip. Needless to say, Mr. Lyle, Jr., was considerably impressed by the many points of interest to be observed, and the entire journey for Mr. Lyle and his son, both from a business and a pleasure standpoint, was most satisfactory and enjoyable.

In a chat with *The World*, Mr. Lyle stated that he was considerably surprised at the prosperous condition of the talking machine industry abroad, for, notwithstanding the general trade depression apparent in other mercantile lines, the talking machine business is holding its own, and in certain sections showing steady gains.

Columbia interests abroad are rapidly forging onward, and the manner in which the various types of machines are being received by the European public pleases Mr. Lyle considerably. The higher priced machines are rapidly gaining in public favor, and each succeeding year shows a substantial increase in the sales of the better class of machines. This gratifying condition is due considerably to the educational and development work being done by the leading manufacturers, particularly the American houses.

One of Mr. Lyle's business transactions, and one, incidentally, which afforded him great pleasure, was the authorization of a very substantial sum for the extension and development of the London house of the company. The Columbia product in England has been achieving noteworthy success under able management and the gratifying reports given Mr. Lyle prompted him to express his hearty approval and pleasure at the manner in which the Columbia Co. is advancing in England. With the additional extension work that is made possible by Mr. Lyle's authorization and the noticeable gain in prestige that the Columbia Co. is experiencing in this part of the world, 1913 for the London office will undoubtedly be the banner year in the history of the company.

A keen observer of business conditions, Mr. Lyle commented on the general disturbance apparent abroad in business conditions. This Mr. Lyle attributes to the long drawn out Balkan war, which has been disturbing trade matters for a long time. In addition to the vast sums of money expended by the countries actually interested in the wars, there has always been the imminent danger of some one

or the other of the powerful countries being concerned in the war, which would have caused endless trouble and losses.

In the course of his conversation with *The World* Mr. Lyle remarked that he liked Europe very well indeed, but that he was glad to be home again. He states that taking advantage of his temporary absence, the sales organization doubled the sales for May as compared with the total for the corresponding period of last year, and if the same occurrence should again be recorded during another



George W. Lyle.

absence he might be asked to spend the balance of his days in traveling.

As is usual when Mr. Lyle returns from an extended trip either in this country or abroad, he found an accumulation of work awaiting his attention. This mountain of letters, important memoranda, etc., are already fast disappearing under Mr. Lyle's indefatigable efforts, and in the very near future he will probably announce some interesting plans for the Columbia Co. during the coming fall and winter.

CHRISTMAN SUCCEEDS PETERS.

Morris J. Peters, who for fourteen years has been in the service of the G. C. Aschbach Music House, in Allentown, Pa., has just resigned to enter another line of business. He was manager of the talking machine department and had built up an excellent trade. He was very systematic and is credited with devising the racking system of records at the Aschbach store, which is a model of its kind. E. A. Christman has succeeded Mr. Peters as manager of the talking machine department of the Aschbach establishment.

ON SUMMER ADVERTISING.

Canadian Press Association Shows Merchants a Thing or Two.

The Canadian Press Association campaign to advertise advertising is presenting to the business men of Canada some excellent arguments for continuing their publicity efforts during the summer months. Here are a few of them, taken at random from the advertisements that are to appear during the next few weeks:

Some business men in Canada pay an unfitting homage to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop advertising in the summer months. By paying homage to tradition, custom, superstition, they have allowed summer to become their "dull" season.

You know how dull it can be when you don't advertise. Do you know how brisk it can be made by advertising? Do you realize how much momentum you now lose in the summer that must be regained in the fall?

Don't let your advertising fires die out this summer.

The business world is flat to some men. Their profit-bearing shores of opportunity stretch only so far as their grandfathers trod. Custom, superstition and apathy have set them confines which they may not pass.

For instance, they believe the business year is a flat one—not an all-year round of trade, with East joining West, with spring merging into autumn—but just two distinct seasons, with sawed-off edges gaping into space.

They confine their activities to a spring trade and to a fall trade. To them there is no intervening continent with stores of waiting wealth. Their world is flat. They have not explored the mid-year months of summer trade.

Surely this conception of summer as a "dull" season is as fallacious as the delusion that the earth was flat. People have just as much money in the hot weather and spend quite as freely as in spring and fall.

MANUFACTURERS SHOULD BE COMPELLED TO MAINTAIN PRICE.

The only way to insure fair dealing between the manufacturer and his patrons lies in the control of the retail price by the manufacturer, according to Henry B. Joy, president of a motor company. On this subject he said recently:

"If a manufacturer establishes and publishes a consumers' price he should be compelled to maintain it, and if a sale at less than list prices can be proved to have been made by his dealers or agents, then all sales for a period of, say, thirty days prior to the cut price sale should be adjusted to that basis.

"Under such conditions it is plain that published prices would be maintained. The confiding purchaser would not be cheated, as he now is. Purchases could be made with one-tenth the expenditure of time, talent and energy in shopping and negotiating, and all consumers would be treated alike and get square deals."

RECENT DECISION OF UNITED STATES SUPREME COURT

The Subject of Some Timely Remarks by Louis F. Geissler, General Manager of the Victor Talking Machine Co.—No Reason in the World Why Dealers Should Feel Uneasy or Uncertain as to the Future—Few Are Desirous of "Cutting Their Throat."

Louis F. Geissler, general manager of the Victor Talking Machine Co., has sent out the following letter to Victor dealers:

"With reference to the recent Supreme Court decision in the Bauer Chemical Co. patent medicine 'Sanatogen' case, regarding which some of our dealers have written to us by reason of the momentary publicity which was given to the decision through the medium of the Associated Press dispatches to the newspapers, we have to say with reference thereto that we fear the subject will cause in the minds of a few timorous dealers a hundred times more unnecessary worry than it will damage their interests or ours.

"The decision was by the narrowest margin possible. One vote would have decided the case in favor of the patent medicine company—the vote stood four for them with five against—and we doubt not that had the case been tried upon a Victor talking machine or other patent (outside of a patent medicine), which would represent, logically and reasonably, all of the rights bestowed upon an inventor under the patent laws, the decision would have been, as it has been in practically every case up to the present date, in favor of the patentee.

"The complete decision of the court has only just reached us, and naturally as yet none of the manufacturers have had sufficient time to make a thorough study of the situation, or to arrive at what might be deemed a wise conclusion as to the next move that may be made in the courts under the circumstances. There are so many delicate and intricate points involved in view of the fact that decisions, especially Supreme Court decisions, very carefully avoid going any further into a case than to decide the exact questions at issue.

"The fact remains, however, that none of the fundamental rights of the manufacturer or patentee have been taken from him. The Supreme Court decides distinctly, for instance, that we have 'the exclusive right to make, use and vend the thing patented, and consequently to prevent others from exercising like privileges without the consent of the patentee.'

"Under these rights the Victor Co. will undoubtedly be privileged to conduct its business effectually and practically in the same manner in

the future that it has in the past. By exactly what means, or what minor changes in our licenses may be necessary—if any are found to be necessary, in view of the fact that this week there will be filed by the Bauer Chemical Co. before the Supreme Court of the United States a motion for a rehearing of the case (which is their privilege)—we cannot say at this time.

"While we do not feel that it will be wise for us to go on record any further in the premises just now, we wish to assure our trade that we will be just as conscientiously careful and considerate of their interests in the future as we have protected them in the past. We trust that no dealer will be foolish enough to 'cut his own throat,' but will co-operate with us in recognizing our rights, which we mean to maintain to the fullest extent and under the rights given us by the courts."

WILSON SPEECH "CANNED."

Quotes Jefferson to Phonograph for Benefit of Our Indian Friends.

(Special to The Talking Machine World.)

Washington, D. C., June 7, 1913.

President Wilson made a brand-new speech into a talking machine recorder on May 24. It was addressed to the Indian wards of the Government, whom the President called "my brothers" and "my children," and is to be reproduced for their benefit through the phonograph. The idea originated with Rodman Wanamaker, of Philadelphia, who will send out a party, headed by Dr. James K. Dixon, of that city, to carry the phonographic records to the Indian tribes and explain the patriotic purpose of the President's address. Major James McLaughlin will go along as interpreter.

Mr. Wanamaker conceived the plan when a party of Indian chiefs attended the ceremony of breaking ground for the Indian monument to be erected at Fort Wadsworth, New York. The monument movement, which was originated by Mr. Wanamaker, had as its basis the desire of impressing living Indians with a spirit of patriotism for the United States, and the Philadelphian thought it would be a good idea to emphasize that by sending appropriate messages to the Indians through phonographic records.

Secretary of the Interior Lane and Indian Commissioner Abbott also have uttered patriotic sentiments for similar reproduction.

Dr. Dixon and Major McLaughlin will travel 22,000 miles. At each place where the record has been produced the American flag will be raised and given to the Indians at the end of the ceremony.

"I rejoice to foresee the day," said the President in part, quoting Thomas Jefferson into the recorder, "when the red men become truly one people with us, enjoying all the rights and privileges we do and living in peace and plenty."

TALKERS FOR STREET CARS.

Bill Introduced in Municipal Assembly in St. Louis Causes Amusement—Probably a Joke.

(Special to The Talking Machine World.)

St. Louis, Mo., June 7, 1913.

Considerable amusement was caused a few days ago by a bill introduced into the House of Delegates of the Municipal Assembly to cause the United Railways Co., which runs all of the street cars in the city, to place phonographs on all cars. The bill was introduced by Delegate Hall at the request of Clyde L. Powell, who was not identified further than his name. Hall took up the bill because he thought Powell was representing the powerful Civic League, but the league promptly denied any connection with the bill and Hall dropped it. In the meantime President McCulloch of the railway line was asked what he thought of it and he answered with a hearty laugh. After his merriment had subsided he remarked that doubtless customers of the road would be highly entertained, but added that it was not his great object to seek means whereby passengers would be induced to ride further on his cars than at present.

SUPPLY WORDS WITH SONG RECORDS

Epstein & Berdy, 2977 Third avenue, New York, the popular Bronx Victor dealers are making a specialty of supplying the words of Victor records when making record sales. The results to date of this novelty in record merchandising have been most gratifying and the firm is doing a land-office business in records for this time of the year. The giving away of the words with the records was started as an experiment by placing a sign in the window stating that the words of "Row, Row, Row" would be given away free with each Victor record of this title, and as soon as the announcement was noticed, Victor owners flocked to the store for records with free words.

NEW FORBES CO. MANAGER.

(Special to The Talking Machine World.)

Memphis, Tenn., June 8, 1913.

Following the re-organization of the local staff of the E. E. Forbes Piano Co. and the appointment of C. M. Bishop as manager and W. J. Hon as city sales manager of the piano department of the company, Lawrence Herzog has been appointed manager of the talking machine department. Mr. Herzog has had a long experience in this line.

NEW USE FOR PHONOGRAPH.

"A Brooklyn clubwoman who was going out of town for a few days was in a quandary over the problem of her husband's existence during her absence. The maid was Swedish and could neither read nor write English, yet she somehow must be told each day, as only the mistress could tell her, what should be done about the house. A moment's thought solved the problem. A list of each day's duties was made out. Next a phonograph dealer was called up and instructed to send up a half dozen blank records.

"The ingenious mistress then sat down in front of her machine and dictated her orders, using one record for each day's instructions. The records were then placed in their pasteboard cases, and the days on which they should be used were indicated on the outside by one, two, three and four straight lines, making a mistake impossible. As a result not only was everything in perfect order upon her return, but the novelty had so appealed to the maid that she had "played" her orders until she could repeat them word for word.

IT IS HERE!

Union

No. 1

Attachment

For Edison Disc Machine

To Play Victor or Columbia Records

State for Which Sound-Box Wanted—Union, Victor or Columbia

UNION No. 2 for Victor

UNION No. 3 Columbia

For playing Edison Records on Victor and Columbia Machine.

Gold Plated - - - - \$7.50
Nickel or Bronze - - - - 6.50

JOBBER WANTED

Liberal Trade Discounts.

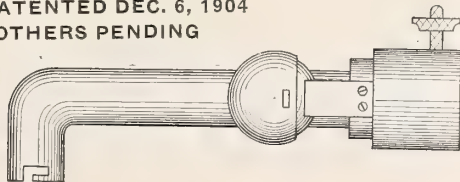
See "UNION" Line at Niagara Convention

The Union Specialty & Plating Co.

409 PROSPECT AVENUE, N. W.

CLEVELAND, OHIO, U. S. A.

PATENTED DEC. 6, 1904
OTHERS PENDING



UNION No. 1, Retail
Gold Plated - - - - \$5.00
Nickel or Bronze - - - - 4.00

UNION SOUND BOX
Gold Plated - - - - \$5.00
Nickel or Bronze - - - - 4.00

Foreign Countries, Duty Extra

Beautiful Reproduction from
UNION SOUND BOX

Samples Retail Price,

To be discounted on order for half dozen.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

Boston, Mass., June 9, 1913.

The Associates connected with the Eastern Talking Machine Co. in Tremont street are all excitement as they eagerly anticipate the annual outing at Crescent Park, outside of Providence, R. I., on June 17. A good program of sports has been arranged for the day, the principal feature to be a baseball game between the Victor and Edison teams. It is expected that between twenty-five or thirty will be present, and as the men went to the same place last year they know pretty well what a good time is in store for them, provided the weather is good. There will be a big fish dinner—that goes without saying.

Enormous School Trade.

Business at the Eastern quarters is reported to be exceedingly good for this time of year, and William J. Fitzgerald reports that the house has cleaned up an enormous school business in Victors. This is one of the departments to which Mr. Fitzgerald has devoted a great portion of his time, and he has been eminently successful in interesting many teachers and instructors.

What Pardee-Ellenberger Co. Report.

Manager Silliman, of the Pardee-Ellenberger Co., was over at the Edison factory for a few days early in the month. Business with this company has been more than good of late, especially in the blue Amberola line. There is a new machine which the Pardee-Ellenberger Co. is finding a great call for, and that is the Amberola 6, which the local office is laying in a good stock of, though they go out about as fast as they come in.

Visit Edison Factory.

Joseph Kats, of the Conclave Phonograph Co.,

of 9 Portland street, has been in New York visiting the Edison laboratories, going there for the express purpose of studying the Edison proposition at first hand and learning how to repair the Edison machines.

On Hume Dinner Committee.

Manager Herbert L. Royer, of the Victor department of the M. Steinert & Sons Co. in Arch street, was one of the large company that tendered A. M. Hume the complimentary dinner at the Copley-Plaza a few weeks ago. Later Mr. Royer went to Portland for the outing that the employees of the Portland store of the Steinert Company enjoyed at Riverton Park, on the outskirts of the city. Mr. Royer states that business is good considering the time of year.

Atwood Moves His Quarters.

Charles Atwood moved his Victor quarters from Tremont street to the third floor of the Walker Building, where he has two large rooms, one of which is largely given over to Victor interests. Mr. Atwood's warerooms will be in first-class shape in the course of a week.

Some Notable Visitors.

Christie MacDonald, star of the "Sweethearts," playing at the Colonial Theater, has been a frequent visitor to the quarters of the Eastern Talking Machine Co. since the company has been in town. This popular singing comedienne is most enthusiastic over the Victor goods and she herself has made a number of records of her popular song hits. Another visitor has been Tom McNaughton, comedian of the same company, who has made records of the "Spring Maid" numbers for the Victor. Sallie Fisher and her husband, Arthur Houghton, who is manager for Montgomery and Stone, purchased an outfit at the East-

ern's establishment a few days ago to take to their summer camp on Lake Sebago, Me.

Booking Good Orders in New England.

Guy R. Coner, traveling man for the Pardee-Ellenberger Co., was met by your correspondent a few days ago here in town, and he said that he has been meeting with marked success in Massachusetts and southern New Hampshire, which is his territory. Mr. Peck, who has Vermont and northern New Hampshire, has found the Edison business good wherever he has been.

William H. Beck a Visitor.

William H. Beck, of Washington, president of the Eastern Talking Machine Co., is a visitor to Boston just now, stopping at the Hotel Touraine but making his business headquarters at the Eastern's Tremont street store.

Better Business in May Than Expected.

Manager White, of the Victor department of the Henry F. Miller Co., found a better business during May than he had expected, considering the situation that exists outside of the concern's building, where things are in a chaotic state owing to the building of the subway. One of his callers the other day was the mother of Helen Keller, the blind girl, who had come from the South to visit her famous daughter. Mrs. Keller was most enthusiastic over the Victor machines and made arrangements to purchase an outfit.

Rearrangement of Office Staff.

A rearrangement of the office staff has been in progress at the Columbia's Tremont street quarters the past few days. Fred Erisman, head of the floor salesmen, will hereafter have his desk in the private office with his brother, and other desks have been so rearranged as to better accommodate the rush of business.

A few loud needle points recording BAGSHAW facts

First—OLDEST

The first talking machine needles were made in the Bagshaw factories at the beginning of the industry. 43 years manufacturing needles of various kinds.

Second—LARGEST

Over 63 million talking machine needles shipped in ten consecutive working days to customers in the United States. This is the world's record, and shows at a glance the magnitude of our facilities.

Third—BEST

Quality alone achieved this big business. While the first factor gave us our start, the "Best" reputation makes possible the "Largest" acknowledgment.

*We guarantee Bagshaw-made Needles
to be the best for any record*

W. H. BAGSHAW, Lowell, Mass., U. S. A.
ESTABLISHED 1870.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

Oliver Ditson Co.'s Vacations.

Vacations soon will be in order at the Oliver Ditson Co.'s Victor department. Otto A. Piesendel will take his vacation early in July and Manager Henry Winkelman will go away during August, going as he has for several seasons to the coast of Maine. Manager Winkelman reports business as unusually good, with a specially large demand for machines for summer cottages.

George P. Metzger a Visitor.

George P. Metzger, the advertising manager of the Columbia Co., was in Boston for a few days last week, and was pleasantly entertained by his friends while here.

Manager Arthur Erisman expects to go over to New York for the holiday, June 17, which day is solely a local observance. Mr. Erisman reports that there has been a heavy demand for the Eclipse machine for canoe uses, this doubtless being due in a large measure to Norman Mason's attractive window display of a few weeks ago. The Improved Regal is another machine for which there has been good demand, and the Columbia grands have taken surprisingly well, already a number of the high-priced machines being in some of the fashionable homes of the city.

A Great Columbia Month.

The Columbia Graphophone Co. had a large business to show for May in spite of the fact that it was a holiday month, and when it came to looking over the results it was found that Man-

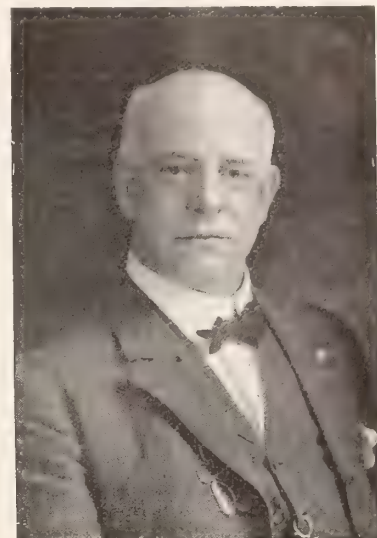
ager Erisman and his able corps of assistants had produced the second largest amount of business in any single month since the quarters have been open. Naturally the home office was exceedingly proud of this achievement. Already the employees are considering vacations, and the first instalment of men to go away will be Messrs. Holihan, Sylvester, Luscomb and Fordham. Some of them already have decided upon the scene of their recuperation and others have not definitely made up their minds as yet.

Vacations Already Under Way.

Vacations already have begun at the Eastern Talking Machine Co.'s store. The first to go away are John Maguire, of the Victor department, who is on a fishing trip, and Miss Florence Marble, who has gone to visit friends in the South. Speaking of vacations, the Associates of this concern will make frequent trips to their cottage at Southport, Me., this season, and during the next ten weeks "Tizours," as the camp is called, will be the scene of many merry parties. One of the attractions of the place is a commodious motor boat.

Outing on June 13.

The Business Building Club of the Columbia Co. has planned to have an outing on June 17, and they are to go with their wives and sweethearts on a harbor excursion, landing at some island and cooking themselves a lobster dinner. There will be about forty men and women in the party. This club is planning some big times for next winter.



W. D. Wilmot.

TALK ON "BUSINESS PSYCHOLOGY."

W. D. Wilmot, the Well-known Talking Machine Dealer of Fall River, Mass., Made an Interesting Address Before the American Institute of Phrenology on June 3—Some Stimulating Pointers of Interest.

W. D. Wilmot, the well-known Edison dealer of Fall River, Mass., was a guest of the American Institute of Phrenology, New York, on the evening of June 3, when, by invitation of Miss Jessie A. Fowler, he delivered an interesting talk on "Business Psychology" (Sowing and Reaping).

Through the courtesy of Thomas A. Edison, Inc., music was supplied during the evening by means of the new Edison disc machine, and the various records, as well as the tone quality of the instrument, delighted those in attendance.

After describing how he became interested in phrenology and the general uplift movement, Mr. Wilmot branched into his talk on business psychology. Some of his thoughts in this connection are most admirable and stimulating and appear herewith, of course, only in part; but they impress the writer as of value in spreading broadcast the gospel of true Christianity, free of churches and creeds. Some extracts follow:

"It matters not whether it be in daily life, or in business, it is a psychological fact that we *must do something for others, which others want, in order to get them to do things for us which we want.*

"I am convinced that the only way we can get others to do so by us as we should be done by is to do by them as they should be done by.

"Please notice that I say as they should be done by, and as we should be done by; not what we might wrongly want, or what they might wrongly want, but what we *should* have, and what they *should* have.

"This is as true from a psychological standpoint as it is true from a natural standpoint, that we must sow what we reap.

"We cannot sow weeds and reap wheat.

"We cannot sow hate and reap love.

"We cannot sow deceit and reap confidence.

"The merchant cannot sow bad merchandise and reap good business.

"The merchant cannot advertise falsely and retain public confidence.

"It may be possible, for a time, to reap what others have sown, and to deceive the public for a time with poor merchandise and false advertisements, just as it is possible for a thief to steal for a time.

"But the fact remains, we must sow what we reap, or pay for what another has sown. Sow as you will, there's a time to reap, for the good and bad as well, and conscience, whether we wake or sleep, is either a heaven or hell.

"Business men, and newspapers, and all who have dealings with the public, are realizing more and more, and advocating more and more, the vital importance of strict truth and strict honesty in all transactions.

"Reliable houses and reliable newspapers are fast setting the example and fast moulding public

and go farther by the crooked road than it would have to go by the straight road.

"The newspaper or other medium which accepts and publishes misleading advertising suffers, for when the public loses confidence in advertising the advertising fails to bring results, and the honest advertisers stop advertising. For the honest advertiser cannot truthfully publish as great inducements as the dishonest one does.

"The public is hungry for information concerning the food, clothing, necessities and luxuries it needs and wants, but it has lost all appetite for misinformation.

"The best and surest way to get other people's money honestly is to have something they want more than they want the money, and to let them

(Continued on page 18.)

P-E MONEY-MAKING SERVICE

The Wonderful Beauty, Smoothness and Clarity of Tone of the New

Edison Blue Amberol Record

MAKES NEW CUSTOMERS.
WINS BACK OLD FRIENDS.
PUTS DOLLARS IN YOUR POCKET.

They Won't Break; Don't Scratch, and Never Show Wear

Will you permit our Special Representative to call and explain the New Selling Plans which allow you to sample the Blue Amberol Record to your customers **FREE?**

Send us your name on a Postal and secure Exclusive Money-making P-E Service without cost.

BOSTON
66 Batterymarch St.

— THE —
PARDEE-ELLENBERGER
— CO., Inc. —

NEW HAVEN
96-104 State Street

P-E MONEY-MAKING SERVICE



Between our recently announced Grafonola "Regal," the first upright instrument at \$50—and the well recognized and active \$100 market, there is a \$75 man every little while whose money you can now take and give full value by showing him the Columbia Grafonola "Leader," a complete and completely enclosed upright instrument. Ask us to send you the circular describing it.



**Columbia Graphophone Company
Woolworth Building, New York**

TALK ON "BUSINESS PSYCHOLOGY."

(Continued from page 17.)

know that you have it, where you are, and the price.

"These facts, told simply, plainly and honestly, and brought to their attention through an honest, trustworthy medium, will surely bring you money in exchange for your goods or for your service. This is about all there is to advertising and exchange, strictly speaking.

"Good advertising must be backed up by good service, as well as by good, honest merchandise, if it is to have cumulative effect, but honesty and reliability is the first and greatest requirement.

"If the time shall come, and it is fast coming, when each and every word in every advertisement shall be as near the truth as a conscientious man can speak the truth, then advertising will be far more resultful than now.

"Unwise as it may be to deceive a person by word of mouth, it is positively foolish to deceive in an advertisement, where the lie is in black on white, and your name signed to it.

"For in the one case, perhaps, only the person who heard your statement finds you out, while on the other hand a deceitful advertisement, printed in a newspaper, is read, detected and remembered by many, and your reputation badly injured.

"And a lost reputation is much harder to regain than lost property.

"To get customers to come again and again is the secret of a growing and successful business; and of all the rules ever thought of, or that can ever be thought of, there is but one infallible rule, and that is the Golden Rule.

"Let competition be great or small, let conditions, supply and demand be what they may, the Golden Rule of Square Dealing is the rule for holding trade. It embraces the best advice of all teachers and all writers.

"During recent years men have come to a realization of the fact that there is something worth while more than money, and there is more real and lasting satisfaction in giving a square deal than there is in giving a crooked deal.

"The unreliable merchant must depend upon transient customers, but the reliable merchant can depend upon permanent customers, and the permanent customers bring new customers, who will also become permanent.

"It is all a matter of sowing and reaping. We reap what we sow, and we may expect to reap more than we sow. It all depends upon the seed, the soil and the cultivation.

"Nowadays the people whose trade is best worth having go to the stores where the merchandise and the service is best worth having; people who have clean, pleasant homes go to clean, pleasant stores, and they require pleasant, agreeable, intelligent salesmen and good service as well as good merchandise.

"To-day the successful merchant is the one who is as careful of his customers' interest as he is of his own.

"Many customers like to consult with the salesman, and they like to be able to depend upon his word and advice.

"Beware of abusing such confidence, for a customer once deceived may never return or trust the one who deceived him again.

"If you find yourself following the example of some sharp, shrewd, slick, smooth salesman, you are on the wrong track.

"Select as your model some house or some person who has succeeded through fair and honest dealings.

"Select as your model salesman someone that you yourself like to buy goods of. Then learn why you like to trade with him, and why you always go to his store in preference to some other store; then try to serve your customers in same pleasing manner that you like to be served, and that wins your trade.

"If you are determined to get the best of any person, or of a competitor, I will tell you the best way to go about it. *Just do him a good turn.*

"And when he finds it out he will be so anxious to get the best of you that he will do you *two good turns* before he feels contented.

"Two good turns for one good turn is a good profit.

"And in this way you will not only get the best of him, but the best there is in him. Good deeds are contagious. A generous act inspires others."

FINK BUYS GORDON INTERESTS.

Is Conducting Business in Baltimore Under the Name of the Fink Talking Machine Co.—Columbia Co. Occupying New Store—Manager Roberts, of E. F. Droop & Sons Co., Reports Fifty Per Cent. Increase in Sales for This Month—Other News Worthy of Record.

(Special to The Talking Machine World.)

Baltimore, Md., June 9, 1913.

May was another month to bring forth good reports from the dealers in talking machines. With few exceptions progressive reports are made concerning the condition of trade for the month and all indications are that generally the increase over the business done in any previous May was a good-sized one. There have been several changes during the month in locations and in companies.

Joseph Fink, who for the past nine years has been engaged in the business, has become a proprietor. He has bought out the interests and good will in the Gordon Talking Machine Co. from Thomas Gordon, the former proprietor, and is now trading under the firm name of the Fink Talking Machine Co. Mr. Fink will continue at the present location in the Kranz-Smith Piano Co. Building, Charles and Fayette streets, and will run the Columbia and Victor lines. Mr. Fink will make a number of improvements. He started in business with a small firm nine years ago, and four years ago entered the talking machine department of the Kranz-Smith Piano Co. and two years ago when Mr. Gordon took over the business Mr. Fink remained with him. Consequently, Mr. Fink is thoroughly familiar with the business. He reports good results during May and has reasons to anticipate an excellent business for the future.

The Columbia Graphophone Co., F. E. Denison,

manager, is now in possession of its new store at 305 and 307 North Howard street, which it has stocked with a full line of Columbia goods. The first floor is fitted up with attractive displays of machines and records, while there are also located on this floor four sound-proof booths for demonstrating machines and records and the office. The basement and other floors except the third are used for storage purposes and shipping, while the third floor is used as a stockroom. The building is 95 by 27 feet, and all the floors extend the length of these dimensions.

Cohen & Hughes have opened up a store on East Baltimore street, near Calvert, where they are running a full line of Victor machines and records.

Manager W. C. Roberts, of E. F. Droop & Sons Co., reports the sales for May of this year to be 50 per cent. better than those made during any previous May. This record includes the sales of Victor and Edison machines and records. Mr. Roberts reports that the firm is in better position at present to supply the dealers than he has ever been and he has been advising them to anticipate their wants earlier than before, so that they will not suffer the usual disappointments by waiting until November to crowd in stock. Mr. Roberts will attend the convention to be held in Niagara Falls this summer and is looking forward to hearing some interesting talks pertaining to the trade and which will prove of vast interest to those engaged in the talking machine business.

Victors and Columbias had a good run during the month at the store of the Lyric Music Co., of which C. E. Strand is the manager.

Manager Albert Bowden, of the talking machine department of the Sanders & Stayman Co., Inc., announces that his firm had a good run on both the Columbia and Victor lines and that the demand for records was also very brisk.

Hammann & Levin also report good results for the month with the Victors and that prospects are also excellent for a continuance of the business.

GET READY FOR THE HOLIDAY.

A hint to Victor dealers that should prove of considerable assistance was issued this week by the Victor Talking Machine Co. in the nature of a special list of Victor records for the Fourth of July. This list contains over twenty records particularly adaptable for use on this patriotic holiday, and each and every record can be featured by Victor dealers with gratifying success. To properly introduce this list, the company issued these records on a red, white and blue folder with the American eagle and seal in the center. The patriotic significance of the list of records is enhanced by the attractive and appropriate appearance of the folder.

If you're not good at resisting temptation, don't go where temptation is.

Don't get in need of money so badly that you would be willing to take it dishonestly.

THE ANNUAL OUTING OF THE BLACKMAN CO. STAFF.

Employees of the Blackman Talking Machine Co., Entertained at Coney Island—Elaborate Banquet and Theater Party Follow a Round of the Island's Attractions with Company as the Host—Annual Distribution of Profits Takes Place.

Last Saturday, June 7, was a gala day for the forces of the Blackman Talking Machine Co., the prominent Victor and Edison distributor, for this date marked the occurrence of the fourth annual outing of the Blackman employees, and it certainly was some outing. From 2 o'clock in the afternoon until 11 at night there was one continual round of pleasure, and at its close a tired but happy crowd all wished that the clock would be turned back to the starting hour and the day start over again.

The splendid success of last year's outing, which was staged at Coney Island, induced the company to again designate this famous pleasure resort as its "happy hunting ground" this year, and in accordance with this decision all the employees of the company, together with the officials and the wives of married members of the Blackman staff assembled at the headquarters of the company, 97 Chambers street, in time to "catch" the 2 o'clock boat for Coney Island.

How the Fun Started.

The sail down the bay was thoroughly enjoyed by the party of thirty-two, and the cooling breezes were most welcome. With the temperature in the city soaring into the nineties, and the humidity gaining at a correspondingly fast rate, the ride by boat was appreciated by all the members of the party. Landing at Steeplechase Park, where the first scene of the day's fun was scheduled, the



Right to left—President and Mrs. Blackman; Vice-President Caldwell.

Blackman party was cool and refreshed, and all ready for the day's sport.

It is characteristic of these Blackman outings that every possible chance for fun is always included in the program, and Steeplechase was a good example of this policy. Nothing that could offer any degree of amusement was overlooked, and from the "horses" down to the "human roulette wheel," the many opportunities for enjoyment offered by this famous amusement park were "taken in" by the members of the party. Laughter and merriment were at high tide during the several hours spent at this park, and when a call was announced for Luna Park a number of the party remarked that they were all "laughed out." Just as the start was being made for Luna, however, a thunderstorm arose, which necessitated a postponement of this excursion, but while waiting for the rain to cease the party managed to locate a number of amusements "under cover" that had not yet been tried out. Led by President Blackman, who all afternoon had been foremost in the search for fun, the party conquered new fields of amusement until the rain ceased, when the call for the annual banquet was heard.

Banquet and Many Favors.

The banquet was scheduled this year for the celebrated Brighton Beach Casino, and when the Blackman forces entered their private dining room they found a table that was decorated most attractively and tastefully. Souvenir menus were placed at each plate, and each member of the party was favored with a series of comic postcards depicting the joys and bliss of vacation time. Flowers were prominently displayed on the table and the scene was one of supreme refinement and attraction. The menu was typical of the famous

famed culinary department of the Brighton Beach Casino, and every course was thoroughly enjoyed by the diners. Good humor and fun found its way to the banquet board, and the entire banquet was a round of laughter and good cheer.

After the last course had been served and the



A Group of Blackman Boosters.

diners were momentarily quiet, the distribution of special favors was announced, which this year took the shape of appropriate and timely personal mementos, ranging in character from a little "devil" for Mr. Blackman, who had certainly been having his share of fun all afternoon, to a miniature cash register for Miss May, the Blackman cashier. These favors evoked continuous laughter and applause, as they were accompanied by amusing presentation speeches in each instance.

Distribution of Profits.

At the close of this distribution Mr. Blackman announced the annual distribution to the forces of their share of the year's profits. This policy of the employees sharing in the profits of the business was inaugurated by the Blackman Talking Machine Co. some four years ago, and up to the present time has been found to be a signal success from every standpoint. All employees who have been connected with the company for a year or more participate in this profit-sharing, and this year thirteen members of the staff were honored in this manner. Each employee was presented with his check by President Blackman, who made a short speech of introduction. Those members participating this year include the following: Frank Roberts, the veteran of the Blackman forces; J. L. Spillane, who is a "very-near veteran"; the Misses Peters, Ward, May and Ott, and the Messrs. Ashby, Thaw, Lansell, Reinhart, Bishop, Harkins and Camerano.

The speech of welcome made by President Blackman was a forceful and interesting one, in which



At the Start, Blackman Jr., in the Front Row.

he spoke of his belief in the old axiom that "all work and no play makes Jack a dull boy." He also spoke of his appreciation of his staff's efforts during the past year, and his hope that at next year's outing all employees at this year's outing would still be with the company and thereby be entitled to share in the profits of the business. After hearty applause Vice-President Caldwell re-

sponded with an address in behalf of the employees, thanking Mr. Blackman for his many acts of good will to his staff during the past year and assuring him of his staff's appreciation of his unfailing generosity and kindness.

The next move after the banquet was to the New Brighton Theater, where the party occupied a box at a most enjoyable performance. At the close of this performance the party started for home after voting June 7, 1913, red letter day for fun and giving three cheers for President Blackman and three more for Vice-President Caldwell, who had worked like a Trojan for the success of the outing.

As a means of promoting good cheer and comradeship among employees outings like this have no superior. The continuance of these treats by the Blackman Talking Machine Co., which stands every penny of the expense attached to them, is making the staff of the Blackman Talking Machine Co. an exceptionally capable force that is producing top-notch efficiency. Incidentally the Blackman Talking Machine Co. occupies an unique position in the talking machine field as the pioneer in this method of employee co-operation by means of outings combined with a profit-sharing policy.

NEW COLUMBIA AGENTS.

During the past month the following names were among those added to the lists of the Columbia Graphophone Co.'s representatives: E. S. Sanguinetti, Yuma, Ariz.; Hub Piano Co., Baltimore, Md.; Bates Music Co., Greeley, Colo.; Davis-Brown Electric Co., Ithaca, N. Y.; A. L. Bailey, Littleton, N. H.; Lair Furniture Co., Charleston, Mo.; Raigor Art & Music Co., St. Louis, Mo.; Besche Bros., Baltimore, Md.; Shepard & Bennett, Malden, Mass.; H. F. Rogers Co., Huntington, L. I., N. Y.; M. Danzky, Harrison, N. J.; A. Denisco, 251 East 151st street, New York; Meyer Neverloff, Far Rockaway, L. I., N. Y.; J. A. Gray, Fort Plain, N. Y.; William Gauthier, Gouverneur, N. Y.; Saul Birns, 117 Second avenue, New York, and D. H. Mead, Endicott, N. Y.

A PHONOGRAPH SCORE.

Tibet's dalai lama was greatly disturbed by the first phonograph he saw. Edmund Candler, when in Lhasa with the Younghusband expedition, heard from the Nepalese resident how he had recently brought the uncanny toy as a present from the maharaja of Nepal to the priest-king. The dalai lama walked round it uneasily as it blared forth an English band piece and an indelicate

Bhutanese song. Then he thought for a long while, and finally said he could not live with this voice without a soul. So it was passed on to somebody else.

It is probable that the lama has become used to talk-machines before this.

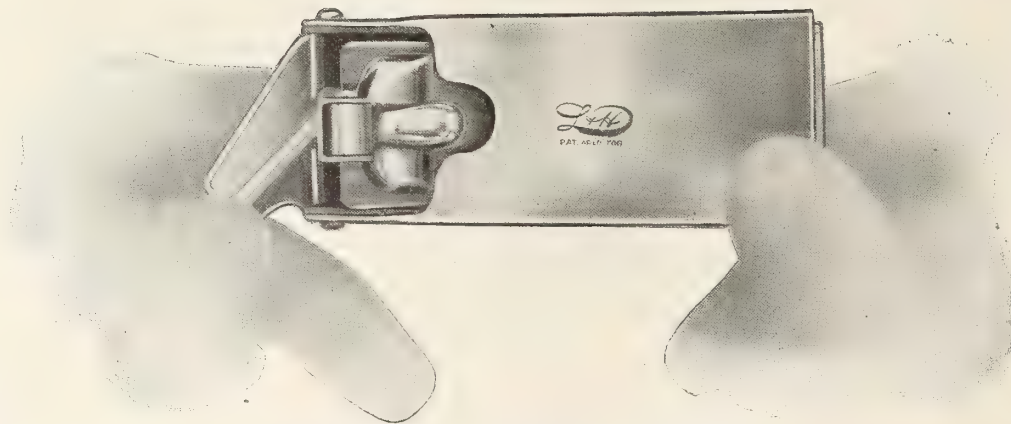
HOW REFUGEES WERE ENTERTAINED.

When the recent disastrous Dayton floods were at their height, the refugees who were given temporary shelter through the generosity of President Patterson, of the National Cash Register Co., were entertained by a number of Victrolas placed in the shelter spots.

Dealers everywhere should feature

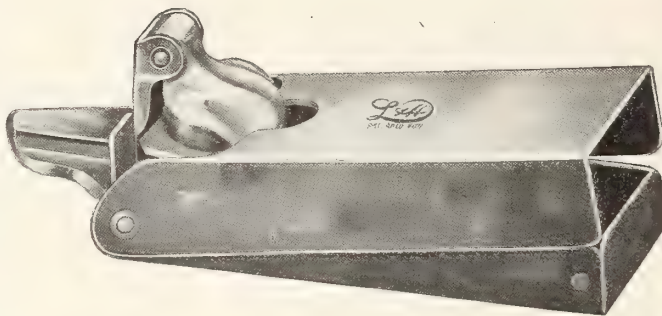
THE LYON & HEALY FIBRE NEEDLE-CUTTER

**SIMPLE
AND
EASY
TO
OPERATE**

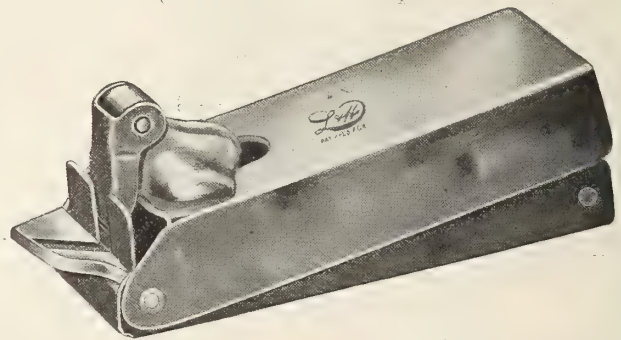


**CORRECT
LEVERAGE
FOR A
PERFECT
CUT**

FINEST TOOL STEEL



**GUIDE
WHICH
SAVES
ALL
WASTE**



OVER 50,000 SOLD ALREADY!

The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments, and we feel safe to assert NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered, and with ordinary usage will last for years without sharpening or renewal.

The cutter has a self-acting stop which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE \$1.50

Messrs. Lyon & Healy,
Chicago, Ill.

Please send sample Lyon &
Healy Fibre Needle Cutter,
with bill for same and full
particulars.

Name

Address

Lyon & Healy

CHICAGO

*Dealers' Discount,
same as your Victor
Discounts.*

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

Chicago, Ill., June 9, 1913.

A movement of really great importance to the talking machine trade, as well as the other musical instrument lines of Chicago, is the formation of an organization the temporary name of which is "The Piano Club of Chicago." Its nucleus is the so-called Roasters' Club, by which satirical cognomen has been known the piano table at the Stratford, where a number of members of the trade have been wont to foregather and discuss anything but trade topics while lunching. A move now contemplated is the formation of a regular organization consisting of members of the piano, small goods, talking machine and allied trades. It is proposed to lease an entire floor in a building contiguous to the piano and talking machine district, and a location on Michigan avenue is now under consideration. It is proposed to fit these quarters up in modern style, with reception room, billiard room and dining room. It will be kept open from early in the morning until midnight, and therefore, besides providing a place for dining at noon, it will also be a rendezvous for members of the club where they can take their customers for dinner or a quiet talk. Refreshments will be served at all hours.

The spirit of bon camaraderie engendered by the informal gatherings at the Roasters' Club and at the annual banquets and occasional smokers of the Chicago Piano and Organ Association give great promise of the good to be accomplished by an organization on a more permanent and elaborate basis.

The preliminary meetings have shown a great unanimity on the part of the trade regarding the project. There will be a meeting, probably the latter part of this week, at which final details will be decided on. The temporary officers are: James F. Broderick, eighth floor, Republic Building, president; Lee S. Roberts, Melville Clark Piano Co., secretary; Adam Schneider, of Julius Bauer & Co., treasurer. J. P. Seeburg, president of the J. P. Seeburg Piano Co., ninth floor, Republic Building, is chairman of the membership committee. While the initiation and membership fees have not been definitely settled, it is probable that they will be fixed at \$15 for initiation fee and \$25 for annual dues. These figures, however, only apply to the first hundred, who constitute the charter members of the club. Therefore, it is quite advisable that those seeing the utility of the

club and wishing to join it should do so at once. Either one of the gentlemen mentioned or the Chicago representative of The World would be glad to give all information. Mr. Broderick, who will unquestionably be the first president under the permanent organization, extends a hearty invitation to members of the talking machine trade to join the organization. A committee on name is already at work, and one of a more comprehensive nature than that of the Piano Club will undoubtedly be adopted. The Chicago representative of The World recommends this matter to the consideration of the trade. Be it understood that not only heads of houses, but salesmen, department managers, and in fact anyone in the trade is eligible. By the next issue the by-laws will have been adopted and more definite information can be presented, but in the meantime it is very essential that those who are to get in at a minimum cost take action immediately, as sixty-five names of the 100 entitled to receive the low rates have already been secured.

A Remarkable List.

A great deal of comment has been excited in the trade by the Victor bulletin for June. It is a particularly excellent one all through—one of the best, many say, that the company has ever put out. Although there are only ten Red Seal records in the list, they are of a particularly high character. The World correspondent has heard all of the records and can endorse a favorable opinion of the trade. Red Seal record No. 69065, an Ave Maria by Percy B. Kahn, sung by Caruso with violin obligato by Mischa Elman and piano accompaniment by the composer, is indeed a marvelous piece of record making. It will undoubtedly prove one of the greatest sellers among the highest priced Red Seal records that the company has ever produced.

The Business Situation.

There does not seem to be any great amount of apprehension in the trade as to the effect of the recent decision of the United States Supreme Court in re the matter of price maintenance. Several people in the trade say that they have received assurances from the legal departments of the big talking machine manufacturers that a way will be found to get around the matter so that there will be no slump in prices, a consummation devoutly to be wished.

The various jobbers and distributing depots here all say that business during May was exception-

ally good, showing a decided increase over the same month of last season. The business outlook for the year is generally stated to be most excellent, and the reports regarding collections are better than in some other lines of trade.

Jobbers to Have Special Cars to Convention.

L. C. Wiswell, head of the talking machine department of Lyon & Healy, has returned from Niagara Falls, where arrangements were made for the entertainment of the Talking Machine Jobbers' Association, which will hold its convention there July 7 and 8. Headquarters will be at the International Hotel.

Mr. Wiswell is making arrangements for special cars to transport those delegates attending from Chicago and Western points in a body. There will be numerous advantages in the arrangement and those desirous of making such arrangements should notify Mr. Wiswell at once.

Good Year for Lyon & Healy.

The fiscal year at Lyon & Healy's which closed the other day, shows that the talking machine department enjoyed one of the most profitable years in its history. Right now the department is being kept busy in addition to the regular business by the host of patrons who desire their machines crated and packed and shipped to summer homes.

Talking Machine Co. Moves.

The Talking Machine Co., local distributors of Victor goods, moved this week into their new quarters in the Ward building at 12 North Michigan avenue. The establishment is one of the finest in the country, and covers a space of 20,000 square feet. Stock rooms, booths and display rooms are perfectly equipped and are a model of perfect arrangement.

A Romance of the Record Room.

"Mr. and Mrs. I. L. Cundiff, 6029 Madison avenue, announce the engagement of their daughter, Gladys Marion, to Charles Elwood Bell, son of Mrs. Etta Bell, of 5049 Grand boulevard."

The foregoing is self-explanatory and all those who are acquainted with the charming head of the record department of The Phonograph Co. will extend their heartiest congratulations to Miss Cundiff and wish her all happiness.

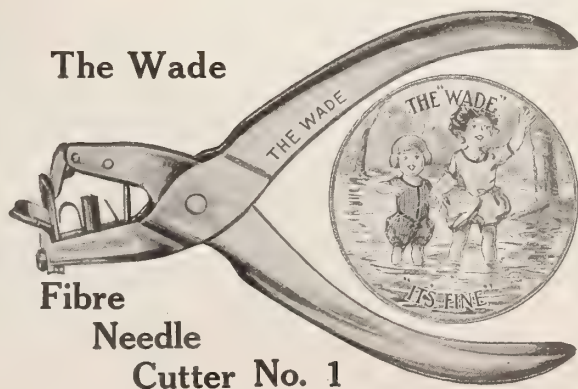
But here are the details:

When the handsome new quarters of The Phonograph Co. were opened one of the first visitors was Mr. Bell, who is with the Diebold Safe & Lock Co. Of course, after hearing the Edison

(Continued on page 22.)

THE WADE FIBRE NEEDLE CUTTERS

ARE THE MOST SERVICEABLE FOR SEVERAL REASONS



The Wade

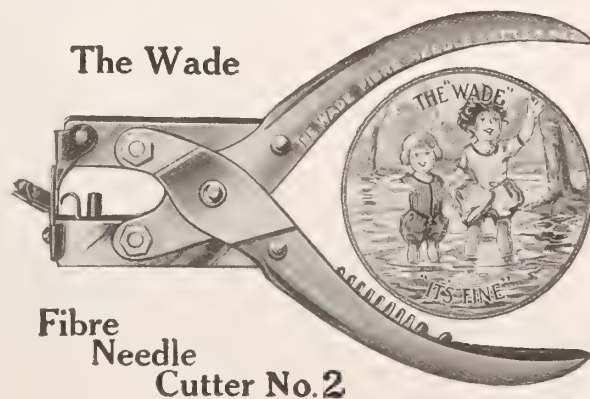
Fibre
Needle
Cutter No. 1

They produce clean, perfect playing points.

They trim the needle at an angle that results in the best tone.

They repoint needles most economically, rendering each one serviceable for from twelve to fifteen records.

They are made from the best steel and are scientifically hardened by electricity, giving the most lasting and cutting edge possible.



The Wade

Fibre
Needle
Cutter No. 2

They are provided with a self-acting stop. The Wade No. 2 affords the most powerful cut of any tool made. The blades work parallel to each other, requiring no exertion to trim the needle.

LIST PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Ave.
PHONE, DOUGLAS 8108
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 21).

machine play a record or two in the concert hall he bought one of the latest models and had it duly installed in his home.

Then a supply of records must be bought, and so one day he stepped into the elevator and was taken up to the second floor of the new building.

He was admiring the handsome design and decoration of the room when a soft voice asked if he would care to hear some records. He turned and saw the most delightful bit of interior decorating he had ever beheld. It was Miss Cundiff.

Yes, he would like to hear something—he had just bought one of the machines and, of course, he had to have some records to go with it. There was nothing especial that he cared to hear—he would leave all that to the demonstrator.

What Miss Cundiff played we do not know, and she won't tell, but the program must have been a most interesting one, for Mr. Bell became an ardent Edison fan and came in every day and sometimes twice to hear the latest records played.

He bought records galore and cabinets to hold them, and cut out cigars and other things dear to the bachelor heart, deciding that a good library of records was worth while collecting, and besides, he was smoking too much anyway.

One evening he came in to buy a certain record and stayed till closing time. Then it started to rain. It poured and Opportunity presented herself. He had his automobile outside. He would be awfully glad to take Miss Cundiff home. He lived out that way and wouldn't have to go out of his way, and anyhow, it wouldn't be any trouble.

She accepted and was whirled home, consenting to go riding again some time when the weather was more pleasant. And they did. And went to luncheon. And the theater. There were flowers and books and long talks. And then a question and an answer and a dandy solitaire. The wedding will take place in the early fall.

Opens New Store.

Williams & Cunningham have opened a new exclusive talking machine store at 624 Davis street, Evanston, Ill. Mr. Williams is now proprietor of the Talking Machine Shop on Wilson avenue, this city. The members of the firm are the sons of the members of the large advertising agency of Williams & Cunningham, Chicago.

Good Columbia Business.

Both W. C. Fuhri, district manager, and C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., are a unit in stating that the business of the Chicago office showed an increase of a hundred per cent. as compared with May of last year. Mr. Fuhri says that the Kansas City branch made a similar showing. He is going to take a trip to headquarters in New York next week.

Among the particularly choice numbers in the Columbia bulletin for June are two records (four selections) by Chauncey Olcott, four grand operas by Bonci, vocal and instrumental selections from "Patience," a couple of new piano selections of the decidedly popular type by Mike Bernard. "A Little Bunch of Shamrocks," as sung by Burr and Stoddard, and "Trail of the Lonesome Pine," sung by Burr and Campbell; Mendelssohn's "Spring Song," by Prince's Orchestra, with the Brahms "Lullaby" as a violin, flute and harp trio, on the other side, and a couple of new ballads by Manuel Romain. All are proving excellent sellers from the viewpoint of the Chicago office.

Won't Cut Prices.

Roy J. Keith, sales manager for the Talking Machine Co., says he has interviewed a number of his friends among the dealers anent the Supreme Court decision on the maintenance of fixed prices, and that they all say that they value the price control system as the most valuable feature of the talking machine business and that they will certainly maintain prices on their own hook if it should come to that, making not the slightest concession to anyone, no matter how large the purchase. That is certainly the right spirit.

Miss Tishler Married?

Although the report cannot be confirmed, there is a persistent rumor to the effect that Miss Pauline Tishler, the far-famed maker of sales at

the Talking Machine Shops, has been or is about to be married. Some time back Miss Tishler became very nervous and left for Cleveland to spend her vacation, and incidentally to take care of some interests in the coal business located there. It is said, however, that the main object of her journey is to make arrangements for the happy event that no doubt will be announced soon.

New Kimball Manager.

T. J. Cullen, who is well known to the local retail trade, is the new manager of the talking machine department of the W. W. Kimball Co. Mr. Cullen was formerly in charge of the talking machine department of the George P. Bent Co. and later of the P. A. Starck Piano Co., and learned the business originally with Lyon & Healy. Mr. Cullen took charge of the Kimball Co.'s new department June 2, and has already instituted innovations that are bringing a good business.

Credit for the increasing number of customers is also given Miss Ruth Steele, who is Mr. Cullen's assistant, and who was not only formerly at Lyon & Healy's, but also with Mr. Cullen at the Starck warerooms. Miss Steele's cordial way has done much to move the record department a success, and she has been given full charge of it.

Personals.

Charles E. Byers arrived in Chicago recently and assumed the position of retail floor manager of the Chicago office of the Columbia Phonograph Company. For the past five years he has occupied a similar position at the company's St. Louis office. He is a young man of attractive person-

ality, and with his fair knowledge of the Columbia line will no doubt make good in a thorough way.

Many men in the Chicago trade will remember James W. Larsen, who for a couple of years was the assistant to the Chicago representative of The Talking Machine World. For several years past he has been with the J. P. Seeburg Piano Co. of this city, and now occupies the position of wholesale manager with them. Mr. Larsen will take unto himself a life partner this month in Miss Hilma Weston, a charming young Chicago woman. The World extends its heartiest congratulations.

It is rather humiliating, perhaps, for the representative of a large and important jobbing house like the Talking Machine Co. to suffer from an infantile malady like the mumps, but that is exactly what H. C. Flenteye, city salesman for the Talking Machine Co., went through recently. He came out victorious after a two weeks' tussle.

George P. Cheatle, traveler for the Talking Machine Co., has been promoted to the position of assistant sales manager of the company. He is now out on a special trip in his old territory, Illinois and Iowa, but Mr. Dittmer, of the traveling force, will cover these States regularly for a while at least.

Lyman D. Guest, of the Guest Piano Co., Burlington, Ia., was a Chicago visitor last week on his return home from the piano conventions at Cleveland. The company is just moving into a handsome new store. It handles talking machines at both its Burlington, Ia., and Quincy, Ill., stores.

SOME CONFESSIONS OF TALKING MACHINE SALESMEN.

Results Produced by a Long Distance Conference of the Members of the Sales Force of the Talking Machine Co., Chicago—Stories of Situations Well Met That Should Help the Man Who Has the Selling Problem to Face—An Interesting Symposium.

(Special to The Talking Machine World.)

Chicago, Ill., June 11, 1913.

Did you ever hear of a long distance conference of talking machine salesmen? Not a conference where the boys get around the big table in the chief's office and relate their experiences at first hand but a conference where hundreds of miles separate the individuals and yet each is able to impart information of distinct value to his fellow in another territory where he can apply it to the best effect. The secret of this annihilation of distance in the conference is held by Roy J. Keith, sales manager for the Talking Machine Co., Chicago, and the Chicago representative of the Talking Machine World, but the results are found herewith.

Sales Manager Keith Talks of Service.

Mr. Keith, being the sales manager, leads off the conference as follows: "The fundamental prin-

send out men around to endeavor to get the dealers to put these ideas into operation.

"We have organized a regular school for the purpose not only of educating our own salesmen, but for breaking in managers for the Victor departments of our dealers. This course comprises a thorough education of the mechanical construction of the machines, and the stocking and handling of the goods for shipping, the various systems necessary for conducting the business, including accounting and collecting, as well as the sales schemes which we have worked out for the dealers.

"Every man who is put to work is duly impressed with the fact that his duty is not merely to sell goods but to help the dealer sell goods. Of course, this is founded on the fact that the interests of this company and its dealers are mutual. It is not necessary for me to go into details as to how this is done because that will be made clear by the remarks of the gentlemen present."

Cheatle Tells How to Sell to Schools.

Mr. Keith is followed by George P. Cheatle, assistant sales manager, who says:

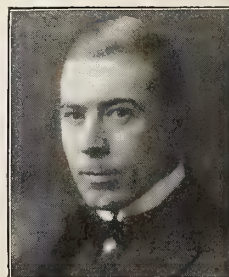
"One of the most interesting experiences that I ever had helping a dealer in selling to the schools was in Grand Rapids, Mich. I first went to see the general superintendent of schools in the city, presented our ideas and he thought very well of it and said it was a fine idea. But, as usual, he told me the board could not possibly think of it—that they had just put up a new high school and furnished a new gymnasium to another and so on, with the result that they were in debt and could not think of anything like a Victrola. But he gave me a very good tip.

"He said: 'You go out to the North Division street school and see Miss Sauers, the principal. I know they have some money saved up and are thinking of buying a stereopticon with it. Now,

(Continued on page 24.)



Roy J. Keith.



George P. Cheatle.

ciple underlying the activities of the Talking Machine Co. is the rendering of first aid to dealers in the matter of sales campaigns and systematizing the conduct of the business. With this end in view we have prepared special pamphlets on Sales, Ideas and Victor Systems, embodying the best schemes used successfully by the trade. Then we



What a Growing Business Will Do

Three times in seven years we have been forced to move into larger quarters. This move gives us the largest—finest and most complete Talking Machine Depot in the country—140 ft. frontage on Michigan Boulevard—20,000 sq. ft. floor space—Beautiful Display Room—Booths to take care of your customers—Record Stock Room with capacity of quarter of a million.



We are in our new location and want to see you there—We want you to see us.

THE TALKING MACHINE COMPANY

Ward Building 12 N. Michigan Ave.
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 22).

maybe you can switch them over to one of your machines.'

"I lost no time in getting out to see Miss Sauers and found her just putting on her hat and coat preparing to go home. I told her I had come to see her about a Victrola, and to my surprise she had never heard or remembered 'Victrola' and thought it was some sort of a magic lantern and, of course, was very much interested.

"I fully explained to her what it was and she seemed to take to it right away and thought the children would derive more good and pleasure out of it than a magic lantern.

"We got hold of the few remaining teachers in the school and told them about it and they all were interested, so I suggested going right downtown and letting me show them one. I took them down to a dealer's store and demonstrated for them and they thought it was fine. Then they thought they would like to have the children hear it and ask them which they preferred, so I told them we would have one out at the school in the morning for the children to hear.

"So we took the machine out, a Victrola X, and let the children hear it and the machine never came back. This started the ball rolling in Grand Rapids, as the superintendent had told me if we sold one the rest of the schools would never rest until they, too, had one. It turned out that from then on more than half the schools put them in and they are all very enthusiastic over Victrolas."

Moses and The World—Some Combination.

F. D. Moses, who travels Wisconsin and North Michigan, then said:

"Talk about The World being a great advertising proposition and business getter—here's a pat illustration. I struggled aboard a Northwestern train the other day—dragging my hundred odd pounds of personal effects—picked out the soft spot in a seat on the shady side of the car and settled down on the back of my neck for a glance at The Talking Machine World. The train was just nicely started and I had reached the point in the Chicago news mentioning a business trip that Roy Keith, of the Talking Machine Co., had made, when a party rambled down the aisle and seemed to show signs of interest in what I was doing. He expressed a consuming desire to know whether I sold talking machines or not.



Frank D. Moses.

"Well, after taking the matter under advisement I felt safe in saying I did sell some now and then. He said he supposed I was at least interested in the line judging from the literature I had in my hand. Being assured that I was interested and incidentally always attempted to help a live wire see how much real good money the Victor line would literally coin for him, the inquiring party decided to help me hold down my seat, and after due preliminaries he proceeded to inform me that he was somewhat interested himself.

"I came to, in a hurry, and soon found out that he intended to put in a good stock of Victor goods. However, he was in some doubt, due to peculiar circumstances, as to just where this order should be placed. Of course, this point was perfectly clear to me—there was no question, whatever, in my mind—and before we left the train I had this point settled in his mind, too.

"The rest of the story as to how I converted myself into a carpenter-electrician and first-class city drayman, all in one, was merely a matter of putting the finishing touches to the deal. I helped him get his Victor department in shape and to transfer the stock of a competitor whom my new customer had bought out.

"The point is—he dropped like a bolt out of the blue onto my order book. I sold him and it was because I had my face inside The Talking Machine World when he came along. I'm thinking some now of having posters of the journal made and

wearing them after the fashion of our friend, the sandwich man—hung over my neck—one in front and one in back. The World is a great institution."

How Dittmar Landed a Balking Dealer.

E. H. Dittmar, who travels Michigan and Indiana:



Elmer H. Dittmar.

"Now, if you think the dead can't be brought to life, just listen to this: A certain dealer in Michigan who sells nails, pianos, automobiles and cream separators had, in times past sold—no, I don't mean sold—handled the Victor line; but because of a Victor business, which was far from gratifying to him and incidentally to the Victor Co., he had not only lost all interest in the line and dropped it but had positively grown to have strong feeling of aversion for the mere sound of the word 'Victor.' Couldn't stand to have you mention the subject no matter how softly you whispered. Bringing up the subject seemed to affect him just the way a sharp nail scratched over a pane of glass does me or probably the mention of castor oil does you. Anyway, it made him peeved to have you come in and merely look as though you had once seen a Victrola somewhere.

"Now, that's the way he felt. But what saved his life was that I couldn't agree with him at all. To say 'Victor' was sweet music to me, also much good money, and I clearly saw that it was my positive duty to show this man the error of his ways.

"Here's the way I did it. It was more than evident that for me to try to sell this man would end in disaster. I would probably finish in the hospital, from which, by the way, I had just come.

"But, if I wasn't going to sell him, who was? I've got it figured out that there are three corners to most business transactions, roughly speaking. The manufacturer, represented by the jobber, is the first; the dealer is the second and the consumer is the third. So there was only one way out of the difficulty. I'd have to bring this third corner into play; fix it up so that the consumer would sell the dealer.

"Anyone who could have seen me beating it around town that day trying to create a market for this hostile would have conceded that a missionary in China was an amateur in comparison. I found some people who didn't know a Victrola from a box of tacks and others were not only acquainted with the instrument but were readily anxious to buy only they could not do so at home and lacked the ambition to go shopping out of town.

"I talked with them all and brought back a bunch of data that scared my peevish dealer stiff—couldn't even bite off a satisfactory chew from his plug of battle-axe. I spiked his guns and had him running for shelter behind the display of Devoe paints on his front counter.

"I showed him where the people of his beautiful city were on their knees begging for Victrolas—that he was doing them and his county a positive injustice in not having a representative stock of Victor goods on hand to satisfy their wants. Besides, look at the good money he was permitting to rust in their pockets while it might just as well be kept in shining circulation in his cash register. Well! he woke up, placed an order—not a very large one to be sure—but still an order, and he hasn't been sorry for it since.

"The last time I was through there we gave a little concert. Seems to me there was about ten women, three men and a boy present. Not a very sizable crowd, you say. Perhaps not, but it was some better than the sight of one Number O Victor and eight records resting under a box of nails which presented itself to my vision the first day I called on Mr. Dealer."

Colson "Victorizes" School Ma'am.

H. F. Colson, floor salesman, then remarked:

"A man experiences a great many funny things

when he sells goods either on the road, in the city or in a store. One will learn more about human nature when a salesman than under any other conditions.

"Since I became connected with the talking machine business I believe that I could write a book on the amusing incidents that I have experienced with different customers. I have clinched sales, here and there, that have hung on a mere thread, so to speak, merely by some little thing that balanced the scales in the right direction.



Harold F. Colson.

"I remember one time, about two years ago, when I was selling Victor machines to the public schools in Chicago I had obtained permission to give a concert in the assembly hall of a large school.

"I had the principal announce that on a certain afternoon I would entertain 350 of her pupils with a Victor talking machine playing for them such records as they desired. It was understood that they were to keep the machine for use in the school providing the pupils liked it. They were to decide by popular vote.

"So, one afternoon, I arrived at the school, set the instrument up, got my records ready, and everybody had arrived and the principal had given me an introduction to my audience, I started.

"Everything went like clockwork. The records were fine and some I had to play twice. Upon every face there beamed a glad smile and I was beginning to believe that there would be nothing to stand in the way of a sale. The principal came over, congratulated me and likewise the teachers, all but one. And the worst of it was—she was the assistant principal.

"She was strictly against talking machines, said they were good for nothing and expressed her dislike of 'canned music.' Of course, she made her objections loud enough to be heard by all of the pupils. Even two or three of the teachers, like weather-vanes, were beginning to find objections, so I saw it was then up to me to say something.

"I walked forward to the edge of the platform and began to question the children. Among them there was one boy that I had noticed when the children had filed into the hall. He was a small red-haired boy, unkempt and soiled, and the minute he came in I sized him up as the bad boy of the school. I asked a teacher near me if my surmise was not right and she laughed and said that he furnished more exciting diversions than any other boy in the school.

"At last here was an opportunity. This was the thread upon which my sale was suspended. I was going to take a chance at it, anyway; so as soon as I had the attention of the assembly I asked him: 'Would it help you to be good if you heard some music like that every day?'

"Oh, Gee! Yes—I'd try like everything. I'd be good."

"That reply capped the climax and everybody laughed. Even over the grim face of my erstwhile opponent there flickered a smile. 'Music hath charms,' I remarked to the principal. She laughed, and when the votes were cast and the results read the Victor had found a new berth. I find that Opportunity knocks at your door somewhere in every sale and it's up to you to hear the tapping and let her in."

Flentye vs "Knocker."

H. L. Flentye, city salesman, then joined in:

"One of the most practical demonstrations of our system of co-operation with the dealers happened to me in my



Harry L. Flentye.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 24).

own suburb where I had been fortunate enough to establish a new dealer.

"One evening I dropped in his store to check things over and see how everything was going along. A woman came in while I was there and asked to hear some of the late records. A few minutes later a gentleman came in to look at some other goods and saw the woman listening to the records. He said, in a tone loud enough so she could hear, that he didn't see how anybody could get any enjoyment out of this talking machine proposition.

"It seems he had heard one at a neighbor's house a little while ago, an old style machine in which the motor was noisy and the records all worn out, and of course it made a very unfavorable impression on him. With such remarks being passed, the woman began to wonder herself if this was real music she was hearing and finally got up and left without buying any records.

"This looked like a chance to me where I could accomplish a little missionary work, so I tackled the Victrola knocker. After talking with him a few

minutes, I found that he liked the best music, that he went up to Ravinia every night in the season, where he heard the best symphony orchestras, and this rag time popular melody stuff didn't appeal to him at all.

"I got out the list of records this dealer had on hand and selected a few of the kind that would appeal to him, wheeled out a Victrola XI, put on a fiber needle, adjusted the doors so the tone was well modulated for the size of the room, and started the Victrola without saying anything further to him.

"After listening to a few records, his ears pricking up more and more all the time, he jumped up enthusiastically, asking for a catalog and inquiring if he could hear such and such records. The dealer didn't happen to have these records in stock at the time, so I arranged to see that they were sent the next day, and also that a machine was delivered to his home for trial in his own music room. The result was not only a sale to this man, but to three of his neighbors, also, within a week."

amount of damage, if not denied, shall be deemed confessed except as against an infant, lunatic or other person *non compos* and not under guardianship, but the answer may be amended, by leave of the court or judge, upon reasonable notice, so as to put any averment in issue, when justice requires it. The answer may state as many defenses, in the alternative, regardless of consistency, as the defendant deems essential to his defense.

The answer must state in short and simple form any counter-claim arising out of the transaction which is the subject matter of the suit, and may, without cross-bill, set out any set-off or counter-claim against the plaintiff which might be the subject of an independent suit in equity against him, and such set-off or counter-claim, so set up, shall have the same effect as a cross suit, so as to enable the court to pronounce a final judgment in the same suit both on the original and cross-claims.

The new rules of practice will doubtless be received with favor in the manufacturing industries. Infringements should be less frequent, it is said. In the past many actions have been brought which have never come to trial. The records of the offices of clerks of court have been filled with cases long since abandoned by the plaintiffs, but still hanging over the heads of the defendants. These cases are now disappearing automatically. Others are being withdrawn voluntarily. The cause of the man with a slender purse will lose some of its handicap, in that ruinous delays, resulting from bringing into play one technicality after another, at great cost to both parties, will no longer be tolerated by the courts. The advantage of the services of skilled patent attorneys and experts will remain as before, of course.

The rule governing the taking of testimony, which is considered essentially important in several ways, is as follows:

In all trials in equity the testimony of witnesses shall be taken orally in open court, except as otherwise provided by statute or these rules. The court shall pass upon the admissibility of all evidence offered as in actions at law. When evidence is offered and excluded, and the party against whom the ruling is made excepts thereto at the time, the court shall take and report so much thereof, or make such a statement respecting it, as will clearly show the character of the evidence, the form in which it was offered, the objection made, the ruling, and the exception. If the appellate court shall be of opinion that the evidence should have been admitted, it shall not reverse the decree unless it be clearly of the opinion that material prejudice will result from an affirmance, in which event it shall direct such further steps as justice may require.

Where testimony by deposition is permitted, the affidavits must be filed without delay, "those of the plaintiff within 60 days from the time the cause is at issue; those of the defendant within 30 days from the expiration of the time for the filing of plaintiff's depositions; and rebutting depositions by either party within 20 days after the time for taking original depositions expires." The court may direct that the testimony of expert witnesses, "whose testimony is directed to matters of opinion, be set forth in affidavits, but those of the plaintiff must be filed within 40 days after the cause is at issue; those of the defendant within 20 days after plaintiff's time has expired, and rebutting affidavits within 15 days after the time for filing original affidavits. Should the opposite party desire the production of the affiant (the expert) for cross-examination, the court shall, on motion, direct that such cross-examination and any re-examination take place before the court upon the trial, and unless the affiant is produced and submits to cross-examination and re-examination in compliance with such direction, his affidavit shall not be used as evidence in the cause."

These instances are cited to demonstrate the effort of the Supreme Court to expedite and simplify the trial of cases. The rules apply to all other actions in equity, but the bearing is probably most important in litigation as to patents.

SALTER FACTORY KEPT BUSY.

(Special to The Talking Machine World.)

Chicago, Ill., June 10, 1913.

The factory of the Salter Manufacturing Co. is more than usually busy these days despite the fact that with the summer months there approaches a period of comparative quiet in the cabinet line. Although a complete force is working continually the stock does not accumulate, which speaks well of the popularity of the Salter line.

ENJOYABLE DANCE OF COLUMBIA CO.'S CHICAGO FORCE.

(Special to The Talking Machine World.)

Chicago, Ill., June 11, 1913.

The accompanying photograph is one taken at a dancing party which was given recently by the em-

evening. In addition to a regular string orchestra there was music from a grafonola grand, and so pronounced was the liking for the Columbia music that the musicians took many long rests and "let



ployes of the Columbia Graphophone Co. at Douglas Park, Chicago.

The dance was a big success, and the Columbia people and their friends had a most enjoyable

the grafonola do the work."

C. F. Baer was the master of ceremonies, and was assisted by W. W. Parsons, of the dictaphone department, and F. A. Tatner, in charge of stock.

NEW RULES OF PROCEDURE IN PATENT LITIGATION.

Supreme Court Lays Down Rules of Practice for Courts of Equity, with a View to Simplifying and Hastening Proceedings in Such Matters—New Time Allowances Provided and Other Details Considered That Will Interest Patentees.

New rules of practice for the courts of equity of the United States have just been promulgated by the Supreme Court, which are considered revolutionary in their effects upon patent litigation. Briefly stated, a suit for infringement goes on the calendar for trial by the end of 110 days following the filing of the bill of complaint; demurrers and pleas are abolished; and cases must be tried in open court, testimony by deposition of witnesses being abolished, unless by order of the court, except that of expert witnesses, and, under a Federal statute which the rules of the court cannot override, of witnesses living more than 100 miles from the place of trial. Thus proceedings in equity are robbed of the almost endless possible complications which have sometimes kept litigation alive for years until a final decision was reached.

The new rules are supposed to have had their inception in certain such cases tried in recent years, where the proceedings were so protracted and the volume of depositions so great that the printed transactions covered thousands of pages, calling forth the rebukes of judges.

Those who have had experience with the trial of patent cases will be interested in the extreme simplicity of the bill of complaint and the answer, as laid down by the new rules, as follows:

Hereafter it shall be sufficient that a bill in equity shall contain, in addition to the usual caption:

1. The full name, when known, of each plaintiff and If any party be under any disability the fact shall be stated, defendant, and the citizenship and residence of each party.

2. A short and plain statement of the grounds upon which the court's jurisdiction depends.

3. A short and simple statement of the ultimate facts upon which the plaintiff asks relief, omitting any mere statement of evidence.

4. If there are persons other than those named as defendants who appear to be proper parties; the bill should state why they are not made parties—as that they are not within the jurisdiction of the court or cannot be made parties without ousting the jurisdiction.

5. A statement of and prayer for any special relief pending the suit or on final hearing, which may be stated and sought in alternative forms. If special relief pending the suit be desired the bill should be verified by the oath of the plaintiff, or someone having knowledge of the facts upon which such relief is asked.

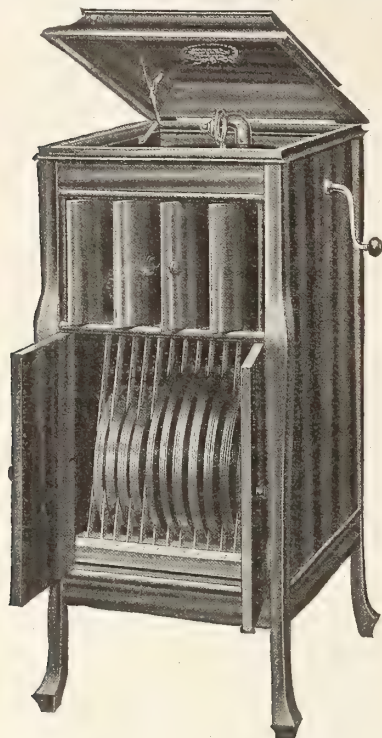
If the defendant move to dismiss the bill or any part thereof, the motion may be set down for hearing by either party upon five days' notice, and, if it be denied, answer shall be filed within five days thereafter or a decree *pro confesso* entered.

The defendant in his answer shall in short and simple terms set out his defence to each claim asserted by the bill, omitting any mere statement of evidence and avoiding any general denial of the averments of the bill, but specifically admitting or denying or explaining the facts upon which the plaintiff relies, unless the defendant is without knowledge, in which case he shall so state, such statement operating as a denial. Averments other than of value or

INTRODUCE NEW STYLE AND MANY SPECIAL FEATURES.

The Columbia Graphophone Co. Places Brand New Machine to Be Known as "The Leader" on the Market—Several New and Distinctive Features Embodied in All Its New Product Which Should Interest the Trade and Public—New "Favorite" Now Ready.

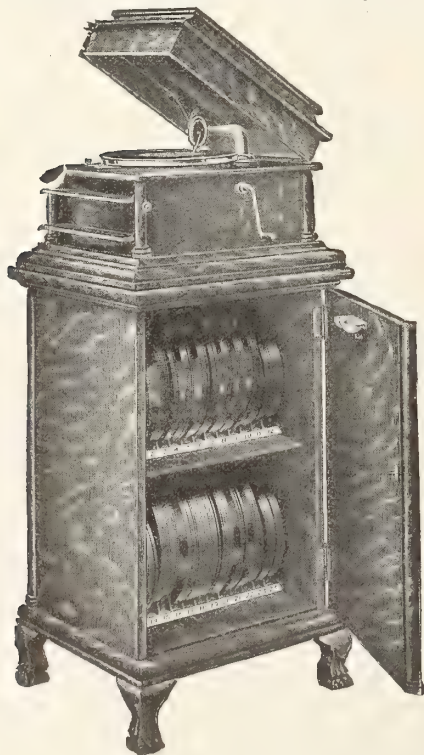
An important announcement is made by the Columbia Graphophone Co. in reference to several new and distinctive features to be embodied in its new product, in addition to the presentation of a new machine to be known as the "Leader," and the formal introduction of the new "Favorite"



The New Columbia "Leader."

which embodies all the latest improvements. The company has also announced an official name for the recently presented "Regal" with a lid, which will hereafter be known as the "Alhambra."

The "Leader" at \$75 is a completely enclosed



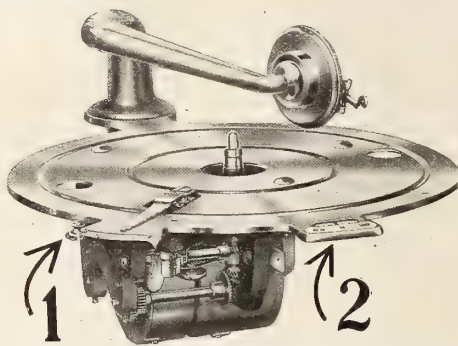
The New Columbia "Favorite."

upright Columbia "Grafonola," and as will be seen by the accompanying illustration, presents an exceptionally attractive and really artistic appearance. It contains all the new constructive features to be found in the Columbia new product, and is the first instrument under \$100 which embodies an enclosed record compartment. This compartment holds 72 records and is removable, enabling the owner to substitute record albums if desired.

The "Favorite" at \$50, which is one of the most popular machines ever introduced to the trade, is

destined to create a furore with its many new constructive features. In the accompanying illustration, the "Favorite" is shown mounted on a new special record cabinet which is already achieving considerable popularity. This method of introducing the "Favorite" in conjunction with this cabinet at \$75 is certain to be a favorite with Columbia dealers.

The new constructive features announced by the company briefly described are as follows: Metal motor-board which has many points of



Motor Mechanism and Metal Motor Board.

No. 1 indicates speed-regulator and start and stop lever. No. 2 shows speedometer.

favor, a new tone-arm which is constructed on the principle of the acoustical properties of band instruments, the new No. 6 reproducer, which has already been presented to the trade, and other features including a speedometer and a push-button hinge, lock and release. These features are all valuable and important ones, which every Columbia dealer should be familiar with, in order to properly present the new Columbia product to the public.

DR. GRAHAM BELL'S EXPERIENCES.

In a magazine article published a few years ago, Thomas A. Edison is reported to have expressed the belief that "inventiveness" can be taught if the pupil has ambition, energy and imagination. Recently Dr. Alexander Graham Bell, in a public address on the evolution of the telephone, told how his father encouraged his sons to invent and particularly how he, Dr. Bell, before reaching the age of sixteen, had made some important discoveries in sound which, however, he found were not original but had been described by Helmholtz; also how he and his brother had completed a talking machine which would pronounce the word "mamma" so plainly that when operated in the hall of the apartment house caused some of the tenants to open their doors to find out whose child was crying. Dr. Graham Bell told of many interesting experiences leading up to the telephone production and repeated his frequent assertion as to the important part played by his familiarity with the science of sound, telling how the sound and electrical features of the telephone inspired someone, Maxwell, probably, to describe the great invention as the result of a cross-fertilization of the sciences.

HOW FARRAR ENTERTAINS.

The city of Melrose, near Boston, has called for an "old favorite week," and at the Globe Theater in that city a Victor machine has been installed, so that the citizens might enjoy the wonderful singing of Geraldine Farrar, who is a Melrose girl and who always has maintained her popularity there. The happy idea of giving the public an opportunity to hear the friend of their youthful days was thoroughly appreciated by audiences that taxed the capacity of the picture house. The management used for records all the arias for which Miss Farrar is famous, and the outbursts of applause after each number told the story of her popularity and the perfection of the recording.

CARUSO AS A SINGING MACHINE.

Dr. William Lloyd, the Famous Throat Specialist of London, Tells Some Interesting Things About the Great Operatic Tenor That Emphasizes His Uniqueness Among the World's Great Singers.

Dr. William Lloyd, a famous throat specialist, who has been examining Caruso since the latter's arrival in London, has given the Daily Mail the scientific reasons for pronouncing Caruso "unique among tenors as a singing machine."

"In the first place," he says, "Caruso combines to a greater extent than any other singer I have ever examined the physical characteristics necessary for perfect production of vocal sounds in almost unlimited volume.

"Perhaps the most striking single feature is the abnormal length of the vocal tube. For example, the distance from his front teeth to the vocal chords is at least half an inch longer than that in any other great tenor I know. This is a scientific fact, accounting to a great extent for his extraordinary compass, pitch and volume of voice.

"The second point is the extreme length of his vocal chords, which are at least an eighth of an inch longer than those of any other tenor that I have ever examined.

"The quality of the material composing the back of the throat, the nose and the cavities above the larynx has an important effect on the quality of the sounds produced by the voice just as the quality of the wood in a Stradivarius violin accounts for its superiority of tone.

"Caruso's very bones are more resonant than other persons, for instance, if you tap one of his knuckles smartly with your forefinger it gives out a higher pitched, more resonant tone than does the average person's knuckles.

"His phenomenal chest capacity is another physical attribute which goes toward the production of a unique singing machine.

"Then again his vocal cords seem to be gifted with extraordinary vibratile qualities. This characteristic is all important for tenors, for the higher the note the more rapid must be the vibration of the chords. Caruso when singing his wonderful C sharp reaches the phenomenal rate, for a man, of 550 vibrations per second.

"The secret of Caruso's possession of the volume and the roundness of sound of the basso combined with all the tenor tones lies, in my opinion, largely in his epiglottis, which has the great thickness and width at the base which one finds in basses or baritones, and yet the upper third is exquisitely fine and delicate, the whole organ acting, therefore, as a unique sounding board."

URGES INCREASE TO 100 POUNDS

In Parcel Post Weight Limit—Would Hurt Express Companies.

(Special to The Talking Machine World.)

Washington, D. C., June 10, 1913.

Revolutionary changes in the American parcel post system, which, if put into operation by the Post Office Department might drive the express companies out of business within less than six months, will be recommended to Postmaster-General Burleson and the National Parcel Post Commission created by the last Congress, by Representative David J. Lewis, of Maryland.

Mr. Lewis recommends an increase in the 11-pound limit to 100 pounds in all packages to be collected and delivered. He has made thorough investigation of the cost of postal transportation, and finds that a half-cent will pay the cost of carrying a pound package 250 miles.

Just the Truth.

A needle vibrating from 44 to 2,000 times a second needs lubrication. Good reproduction from unlubricated frictional contacts is impossible. The CLEANNOTE PAD lubricates and polishes. The tone is clearer, scrape much lessened and wear on record reduced one-half. Price 25c. Trade discount. Vox Humana Talking Machine Co., Nantucket, Mass.

TO MAKE THE CLARIPHONE.

Articles of incorporation were filed Wednesday with the Secretary of State at Albany, N. Y., by the Clariphone Corporation of Manhattan. The incorporators named in the papers were Matthew B. Claussen, Walter J. Burchette and A. Parker Smith. Capital, \$20,000. Just before *The World* went to press, Matthew B. Claussen, who is the inventor of the device which will be marketed by the new corporation, stated that the company would be already to announce its plans by the time the July issue of *The World* is ready to be published.

Matthew B. Claussen states that his device, which will be known as the "Clariphone," will "augment the volume of tone, eliminate the usage of any loud or heavy needles, bring out the details of the record and do away with rasping or blasting."

AT PIANO MEN'S CONVENTION.

Clement Beecroft, sales manager for the Geo. A. Long Cabinet Co., Hanover, Pa., who manufacture music roll and sheet music cabinets, as well as talking machine record cabinets, was in attendance at the conventions of the piano men held in Cleveland early this month, and picked up some tidy orders around convention headquarters.

It is bad enough when business is lost because the salesmen do not have some necessary information; it is worse when they have the information but do not give it to the customer in terms that he can understand. This is where so many sales letters fall short.

Rosefsky Instalment House, Punxsutawney, Pennsylvania, would like to hear from all manufacturers, dealers and importers of disc records, especially foreign discs. Close-out lots handled. When writing send catalogue and price per thousand.

FOR SALE.

5,000 double-face Zon-O-Phones. Brand new, up-to-date stock, 25c. each. Address B. Olshansky, 1252 S. Jefferson St., Chicago, Ill.

WANTED—Capable salesman of Victor talking machines to assume charge of new department with good concern in one of the best cities of the Middle West. Good future for right man. Address "Middle West Manager," care *The Talking Machine World*, 373 Fourth avenue, New York City.

WANTED—About six Columbia 20th Century B. C. Machines. Address H. L., care *The Talking Machine World*, 373 Fourth Ave., New York City.

WANTED TO BUY

WANTED TO BUY—Dealers' surplus stocks or close-outs of Zonophone Single Disc Records. Address "Zonophone," care *The Talking Machine World*, 373 Fourth avenue, New York City.

FOR SALE.—One of the best talking machine accessories on the market. Full equipment for manufacturing, patent rights and a quantity of raw material. Will sell cheap for cash. Address "C. 20," *The Talking Machine World*, 373 South Wabash avenue, Chicago, Ill.

FOR SALE.—5,000 Edison 2-minute records, 10c. each; 5,000 Zonophone 19-inch records, 15c. each; all new, clean stock. Deninger, 335 North Street, Rochester, N. Y.

HOW DUNLAP HAS WON SUCCESS.

Success of Far Rockaway Dealer an Instance of What May Be Achieved by Wide Awake Men Who Handle Business in an Up-to-Date Way—Oppportunities That Prevail.

Modern progressiveness and up-to-date methods of merchandising are well represented in the splendid success that R. P. Dunlap, of Far Rockaway, L. I., N. Y., has achieved in the talking machine business. The accompanying photograph presents an excellent example of how substantial Mr. Dun-



Store of a "Live" Talking Machine Dealer.

lap's success has been, and we can assure the readers of *The World* that the interior of Mr. Dunlap's establishment presents equally as attractive an appearance as the exterior.

The story of Mr. Dunlap's rise in the talking machine industry embodies a number of incidents that are off the beaten track, and if they were not substantiated by concrete facts would be considered

items from a modern fairy tale or pleasant dream. The Goddess of Fortune may have smiled on Mr. Dunlap, but we are inclined to believe that his success can be attributed to conscientious and tireless labor.

It was a little less than a year ago that Mr. Dunlap was traveling for a prominent hardware house with no other idea than to sell cutlery and similar articles of merchandise. Chancing to be in Far Rockaway one day on business, Mr. Dunlap noticed this store, and the thought impressed him that it was the ideal location for a talking machine business.

He accordingly dropped in at the offices of the Blackman Talking Machine Co., 97 Chambers street, New York, and after a lengthy discussion decided to embark in the talking machine business as a Blackman dealer. As he stated then, his main aim was in the near future to become a "real" Blackman dealer in every sense of the word, and this aim he realized some time ago. As soon as Mr. Dunlap took possession of his new home he constructed several demonstration booths, installed complete stocks of Victor and Edison machines and records and started to solicit business. With an attractive show window always in evidence, and

by the aid of steady, active hustling, Mr. Dunlap soon developed a profitable clientele. The runabout shown in the accompanying illustration is constantly in use, and in the short space of about eleven months business was in a flourishing condition.

Just now, Mr. Dunlap is making energetic efforts to close a profitable summer business with the many visitors to Far Rockaway.

PLEASED WITH "ARTESTE" DEVICE.

Inventor of New Tone Magnifier Visits Gotham —Expresses Pleasure at the Interest Manifested by the Trade in This City.

The talking machine men of New York have had the opportunity of listening to the Arteste tone magnifier during the past week, which was exhibited by the inventor, Mrs. C. Stetson Butler. A complete description of this invention appeared in the last issue of *The World*, and it is hardly necessary at this date to repeat it. Mrs. Butler remarked in conversation with *The World*: "I have been very much gratified at the appreciative audiences which I have had in New York during my tarry here. Some of the leading talking machine men of the city have listened to the Arteste tone magnifier and have expressed themselves in terms of admiration concerning its powers.

"I have taken some large orders while here. In fact, I have orders on hand now in sufficient quantities to run our manufacturing plant for a long time. A single order received amounted to \$1,500. Of course, in placing a new product upon the market one must rely upon the strength of the invention, and I feel confident that the marvelous results obtained through the Arteste tone magnifier will convince even doubting ones of its truly wonderful powers.

"It reproduces the natural tones with perfect clearness. It brings out distinctly the separate voices and instruments in concerted productions and orchestra renditions.

"It preserves the true natural tone, and I feel will give delight and pleasure to every owner of a talking machine who purchases one.

"Certainly the interest shown in my invention in New York causes me to feel enthusiastic regarding

its success, and the reports which we are receiving from different parts of the country show that this new claimant for trade patronage is attracting widespread interest."

CONDITIONS GOOD IN CUBA.

Edward N. Burns, a vice president and general manager of the export department of the Columbia Graphophone Co., returned to New York recently after a three weeks' business trip to Cuba. Mr. Burns, on his return, was enthusiastic in his reports of the prosperity of the Columbia Co. in that country. A banner year is predicted and the Columbia representative in Havana, Frank G. Robins & Co., closed the best four months in the history of its talking machine business. This company, which is an active and aggressive one, has just completed arrangements to establish a new home for itself in a handsome building on one of the best business streets of the city. This building will be devoted exclusively to talking machines and promises to be one of the show places of the city.

BOOKED MANY ORDERS.

Daniel G. Williams, representing the Udell Works, Indianapolis, and the dean of cabinet salesmen, was among those present at the conventions of the piano men in Cleveland this month, and was not averse to telling the dealers of the attractive qualities of the Udell cabinets for sheet music, music rolls or talking machine records, as the case might be.

Muscular strength is gained by exercise. Mental and moral strength is gained by the same process—a point worth considering.

Two things that your findin

ONCE more we are reminding the millions of this week's Saturday Evening Post readers of facts *you* are undoubtedly well aware of:—

That the best records ever made by a majority of the world's greatest artists are Columbia Records:

—That the highest-priced instrument and the best low-priced instrument on the market are *both* Columbias.

People who know anything at all about music want records by artists whose voices have been recorded in the Columbia laboratories and nowhere else.

THE SATURDAY EVENING POST June 14, 1913

COLUMBIA

The best records ever made, by a majority of the world's greatest artists, are Columbia Records

Ask your dealer to play at least one record by each of them

For instance:

DAVID BISHAM	NIELSEN	Zenatello	Nordica	Carolina White
BONCI	NORDICA	Destinn	Orville Harrold	Bispham
LINA CAVALIERIS	KATHLEEN PARLOW	Parlow	Ysaye	

IMPORTANT: These and all other Columbia records will play on any "talking machine," of any manufacture.

Dealers ready to serve you anywhere in North America. Columbia Graphophone Company

Write for "Music Money"—a

Columbia Graphophone

Woolworth Building

Creators of the talking machine industry. Pioneers and leaders in the talking machine art.

customers are rapidly g out

THE SATURDAY EVENING POST

COLUMBIA

The highest-priced instrument—and the best low-priced instrument—are *both* Columbias:



The Columbia "Eclipse" \$25



The Columbia "Grand" Grafonola \$500

And there are other Columbias all the way between—at \$35, \$50, \$60, \$100, \$150 and \$200.

Dealers ready to serve you anywhere in North America

Woolworth Bldg., New York

Hotmann, Friedheim, Schurwenka

Parquah, Nielsen, Minn. Garden, Slezak

Notes

WHICH being the case, when people ask you for a record of the Brahms "Hungarian Dance" by Ysaye, for instance, or a record of "La Donna e Mobile" by Bonci, or a record from "Tosca" by Cavalleri, or a record of the Rachmaninoff Prelude by Hofmann, or records of the old ballads by Nielsen—you ought to be in a position to take the money.

If you have not yet equipped yourself to supply records by these *twenty* of the greatest artists in the whole world of music, you are missing a considerable portion of your rightful income.

free book every dealer should have.

ophone Company,

ding, New York

Owners of the fundamental patents. Largest manufacturers of talking machines in the world.

TAPE RECORD AGAIN DISCUSSED.

A London Inventor Tells of a Record in Tape Form on Which an Entire Evening's Opera Can Be Recorded—Details of the Invention Described by E. J. D. Larson.

Since the Poulsen Telegraphone was announced some years ago, there has been considerable talk in the inventive world regarding the substitution of a tape, like that of the stock exchange news "ticker," for the disc and cylinder records now used in talking machines.

The latest development along the production of a record in tape form, is described by E. J. D. Larson, of London, as "highly satisfactory." He says that the tape is to have a width of one-fourth of an inch, and celluloid will probably be used as one of the principal ingredients in the manufacture of this tape record. Speaking of the device, the inventor says:

"With the removal of restrictions on prolonging phonographic records, the possibilities that open up become at once apparent. The promise is made that an entire evening's opera of two or three hours will be as easily reproduced as a two-minute brass band march. An entire speech or a diversified concert or other program can be given.

No Restrictions on Time.

"The ordinary record lasts only about two minutes; one of the great objections to phonographs has been the necessity of frequent interruptions for rewinding and inserting fresh discs or cylinders. By the new method this obstacle to enjoyment of the selections rendered will no longer exist.

"The only partially successful attempts to meet this objection by the big manufacturers have been to increase the diameter of discs and length of cylinders. Even by this lengthening, four minutes of duration has been the maximum, and that only in the most expensive records. The most famous and most elaborate instrumental and vocal compositions have, for this reason, been beyond phonographic reproduction.

"Using more than one record has been another expedient resorted to. The cumbrousness of this method, however, is easily seen. Even then the grand opera stars, singing for the great phonograph houses, hurry the songs in almost all instances in order to get them on one record, frequently curtailing the most enjoyable portions and disappointing the practised ear.

Six Records on One Tape.

"Besides possessing the quality of interminable elasticity as to length, the tape form presents another strong feature. A reel of the width stated can accommodate a half dozen records or grooves as easily as one. These may be separate reproductions of voices or they may be records of voices with or without accompaniment, singing in unison; or they all may be instruments, each with its separate groove.

"Thus each member of a quartet, for instance, can sing into a separate horn, making a separate line for himself on the tape, the lines or grooves appearing side by side. In reproducing the selection, each part would have a separate needle leading either to a separate horn or a single horn with the rest."

The experimenters declare that much more of the detail in the voices and instruments is preserved than when one needle is depended on to reproduce all the sounds.

Up to this point there has been no attempt at secrecy in the experiments, but beyond this the inventors are mum.

A new needle—one that will not require replacing as the present needles do—and a new producer are two discoveries not yet patented, and therefore are kept closely guarded. That some improvement on the old needle, which wears down in a short time, must be evolved, is clear or a long record would be useless.

Charles Duncan Allen, well known as a traveler and a demonstrator for player concerns, has opened a piano and talking machine store at Schoolcraft, Mich., his old home. He handles the Columbia line.

PRICES WILL BE MAINTAINED.

All the Big Dealers in Chicago, Including Department Stores, Express a Desire to Maintain Present Conditions.

Arthur D. Geissler, general manager of the Talking Machine Co., Chicago, Ill., was a visitor to New York this week. Before leaving for Chicago, Mr. Geissler commented on the beauty and completeness of the new home of the Talking Machine Co., which the company will occupy within the next week or two. This building will have four demonstration rooms for the exclusive use of the company's dealers' customers, and will be decorated in white enameled mahogany, Colonial period. The new building gives the company a total floor space of 20,000 square feet in the best business section of Chicago.

Mr. Geissler also remarked that he had just received a long letter from R. J. Keith, sales manager of the Talking Machine Co., in which he stated that all the big dealers in Chicago, including the department stores, had expressed a desire to maintain prices on Victor products, and that

there was no indication of any break towards price-cutting by any member of the trade.

PROGRESSIVE BUENOS AIRES FIRM.

Casa Tagini, of Buenos Aires, Argentine Republic, South America, is known the world over as one of the most successful and wealthiest talking machine firms in the world. Its success with the Columbia line has been remarkable, but judging from a recent publicity feat of this house, this success is certainly well-deserved. For six successive issues, at a cost of many thousands of dollars, Casa Tagini carried sixteen page advertisements in Fray Mucho, a weekly periodical.

DEATH OF EDMUND C. BUEHN.

(Special by wire to The Talking Machine World.)

Philadelphia, Pa., June 13, 1913.

Edmund C. Buehn, brother of Louis Buehn, secretary of the National Association of Talking Machine Jobbers, and a member of the prominent talking machine firm of Louis Buehn & Bro., died suddenly Wednesday at Bellevue, Pa. The funeral will be held Saturday at Mifflintown, Pa.

Wonderful Invention

IS

"Arteste Tone Magnifier"

Attached to the Victrola

Eliminates all rasping sounds of needle and produces full rich tones of perfect coloratura, quality and expression, without the distracting mechanical noises.

Arteste Tone Magnifier

reproduces the voice as perfectly as if each reproduction was an individual rendition.

"Arteste Tone Magnifier"

is easily and quickly adapted to the Victrola; does not get out of order and require adjusting or attention after installation. *It will materially increase your business and profits.*

90% of your machine owners will buy. Sold only to the trade. Retail price \$3.50. Liberal discounts

Additional information furnished upon application

The STETSON MFG. COMPANY
NEW YORK :: :: CLEVELAND



"This is not the place to discuss the actual figures of the margin of profit, but we can assure you that we realize just as you do that the principal secret of successful selling is successful buying—and we are prepared to go into full particulars with any dealer who will put a little of his time against a little of ours."

(From "Music Money," a free book you ought to have)

Columbia Graphophone Company
Woolworth Building, New York



PLANS TO OFFSET SANATOGEN DECISION.

Manufacturers Discussing Ways and Means to Preserve the Fixed Price—Decision Not Thought to Be as Sweeping as the Oldfield Bill—Branch Offices, Sales Direct to Retailer, and Book Publishers' Systems Among Those Discussed.

The decision of the U. S. Supreme Court in the Sanatogen case was of so unexpected a character—unexpected to those who had been reassured by a long line of decisions in the lower courts—that most manufacturers of patented goods were to some extent taken unawares. Manufacturers, deeply concerned over the menace of the Oldfield bill, and interesting themselves to combat its passage, had not, in most instances, discounted the effect of such a decision as has just been handed down by the Supreme Court.

Manufacturers, thus taken aback, have naturally been in no position to immediately formulate definite and detailed plans for squaring their sales policies with the limitations imposed by the new mandate, but in such manner as to preserve and sustain the valued principle of price maintenance. However, the possible solutions of this problem are already the subject of consideration and discussion on the part of the lawyers, and especially the patent attorneys, who act as counsel for the leading manufacturers of nationally advertised, price-restricted goods, manufactured under patents. In addition, a number of the U. S. Government officials who have to do with the efforts in the business world to establish fixed uniform prices are speculating as to the next move of the manufacturers.

It goes without saying that all discussion of this subject will be more or less desultory until there is opportunity for the expert legal opinion of the country to arrive at deliberate conclusions as to the exact meaning of the decision as applied to everyday merchandising. At present there appears to be wide difference of opinion as to the significance of the decision. Indeed, lawyers are prepared to find that it will have no universal significance, but rather that its import must be interpreted with reference to each individual case and with regard to the circumstances obtaining in each.

Not Equivalent to the Oldfield Bill.

But whereas it is impossible to generalize, it may be said that not the least conservative of the lawyers and patent specialists anticipate that the decision can be so sweeping and revolutionary in effect as was promised by the sensational headlines in some of the newspapers. And they admit that far from being synonymous with the provisions of the Oldfield bill the Supreme Court decision not only does not impair, but actually upholds the right of a manufacturer to fix the price and all conditions of sale on a patented product as it leaves his own hands. In short, this latest decision takes no account of the goods until they have passed beyond the immediate control of the maker.

This is the view of the situation expressed in a statement made to *Printers' Ink* by Ernest W. Bradford, the president of the Patent Law Association, a national organization of three hundred members of the patent bar. Mr. Bradford, who

has been and is thoroughly opposed to the passage of the Oldfield bill, said: "I do not understand that the Supreme Court has in this decision in any manner modified the rights of the owners of patents to sell their inventions or articles at any price that might be satisfactory to themselves and with any stipulation as to their use or resale that they may see fit to make. As I interpret it any contract as to the original price is good and enforceable.

"My idea is that the decision merely limits the rights of the owner of the patent to control the price so far as his own vendee is concerned. Having once sold the patented article and passed complete title and his vendee having complied with the stipulations and conditions of his contract, the rights under the patent franchise have terminated and the articles become the absolute property of any purchaser or dealer and may be resold as he sees fit. In other words, when the patented article passes from the owner of the patent, or his immediate vendee, into the hands of a third party, who is not a party to the original contract of sale, then it is free from any limitations under the patent franchise."

No One Remedy to Fit All.

In the discussion now going on among the legal advisers of big business as to ways and means for getting the manufacturers out of the dilemma in which they may have been placed by the current decision there is no disposition to be dogmatic. It is realized that many solutions that appear very well in theory may, in practice, be open to serious objections on the part of manufacturers. Then, too, it is recognized that no one remedy will fit all cases. Consequently the attorneys and other students of the situation who are advancing suggestions are putting them forth in a tentative way—somewhat in a "Would this answer your purpose?" spirit. But because some academic suggestion, impracticable in its entirety, may yet contain the germ of suggestion for a perplexed manufacturer it may be worth while to catalog the leading remedies that are being proposed and the line of reasoning advanced in support of each.

The very fact that this Supreme Court decision affects price maintenance in the resale but does not disturb price maintenance in the original sale has very naturally emphasized the advantages that will, under this new status, accrue to the manufacturer who can, in effect, sell direct to the consumer through the medium of the mails, the branch store or the authorized agency, or through a combination of these channels. But even the most ardent advocates of this solution realize that there are many manufacturers who are, for good and sufficient reasons, opposed to all three of these methods of distribution and that there are other manufacturers whose goods are of a character that does not lend itself to such a sales policy.

Most of the attorneys, however, who have been

interviewed seem to think that it behooves every manufacturer to look closely into the subject of direct merchandising—even though it can be employed at the outset to move only a portion of his product but always at fixed prices. And the situation may not, after all, be as bad as the opponents of direct selling have conceived it. For one thing, mail-order or rather mail-delivery distribution has presumably been improved somewhat by the parcel post and ought to be improved yet further when the parcel post is thoroughly "shaken down" and the weight limit is increased.

Secondly, the branch store may not be so formidable a proposition when each branch store becomes in effect a jobbing or distributing base under the direct control of the manufacturer and conserving to the manufacturer the jobber's profit. Business men who are looking into this phase of the question may find much food for thought in a study of the present situation in the talking machine field. The Victor Talking Machine Co. is securing magnificent distribution for its products through the regulation system of jobbers, but he would be a rash individual who would assert that the Columbia Graphophone Co. has not, lately, been securing just as effective distribution through a chain of branch stores in the leading cities which, in each instance, serve the dual purpose of an exclusive retail store (with all the prestige that entails) and a jobbing depot for the district. And, as a side-light on this situation just consider the recent success of the Columbia Company in placing its line, through the jobbing branches, with department stores all over the country that are, in many instances, notorious price-cutters, but that uphold Columbia prices, thanks, perhaps, to the close, direct supervision of the only source of supply.

Exclusive Agency Plan Gains Efficiency.

Thirdly, the authorized agency may be found not to merit the prejudice that has existed against it in certain quarters. Or, at least, its former critics may regard it more leniently in the light of the Supreme Court's latest edict. Attorneys who think favorably of the authorized agency scheme admit that the widest distribution may not be attained where exclusive agencies are established, but they contend that the manufacturer who wants a retail outlet on every corner need not give exclusive agencies. And their theory is that the manufacturer of specialties who does not demand the widespread distribution of the maker of staples can gain, by the energy of the exclusive agency sales campaign, more than he loses. In this connection they point to the position taken by the general manager of the Oneida Community who, discussing, some time ago, just such a contingency as may now come to pass, said: "So far as I can see, the manufacturer will be forced to find a way to make the consumer more anxious for his goods. Manufacturers will raise prices and use the money to increase advertising with the hope of persuading consumers to insist on getting their goods, even if they have to go to several stores to find them and to listen to all sorts of knocking by dealers anxious to sell something else."

(Continued on page 32.)

PLANS TO OFFSET RECENT RULING.

(Continued from page 31.)

An amendment to this scheme is suggested by some of the advisers who think that the solution lies in the elimination of the jobber in so far as possible. It is their theory that with the jobber eliminated it might not be necessary to raise prices to the ultimate consumer. They figure that, even allowing for the increased cost of selling to the retailer direct, there ought to be enough margin to allow for some increase in advertising. Or again they suggest that advertising might be kept at its present volume, and any saving from the profits formerly allowed the jobbers could be applied to the maintenance by the manufacturer of a private information or detective service designed to keep tab and report on retailers who cut prices.

Guarantees Contingent on Prices.

Can the manufacturer's guarantee be used as a lever to keep up prices? This is a question which has been asked since the Supreme Court decision. The men who believe they see light ahead in this direction argue somewhat in this wise: The guarantee in the case of advertised goods is becoming so universal that the ultimate consumer is now disposed to demand it. He could be further educated along that line if manufacturers will play up the guarantee as has been done in the case of Holeproof Hosiery, Burrojaps Shoes, etc. But obviously it is the manufacturer who stands behind any guarantee. The retailer cannot make good such promises and will not unless the manufacturer backs him up and stands the major part of any loss entailed. Then why not work out some scheme whereby the manufacturer's guarantee will hold good only when the goods have been purchased at the price stipulated on the package? It ought not to require any more extra work on the part of the retailer than the filling in of the date, etc., on the coupons supplied with guaranteed hosiery. Since the Supreme Court decision puts price maintenance under patents on exactly the same footing as price maintenance under the copyright law, there is naturally keen interest on the part of manufacturers in the manner in which publishers have been solving the resale price problem after they were shorn of a power they possessed until the Supreme Court handed down that memorable decision in the case of Bobbs-Merrill vs. Straus which is so extensively referred to in the decision just given in the Sanatogen case. In other words, the book publishers sustained several years ago just such an unpleasant disillusionment as has now come to the manufacturers of patented articles, and obviously the efforts of the publishers to find a way out of their predicament may prove illuminating, in greater or less degree, to manufacturers who may now have to follow in the same pathway.

"Cut-off" Lists Considered in Macy Case.

And this focusing of attention on the sales methods of the book publishers comes at a very opportune time, because the U. S. Supreme Court is expected to decide within a week or two a case that will determine whether the publishers are within their rights in the methods they have adopted to thwart price-cutters. An association was formed and in the effort to cut off the supply of books from price-cutters a central office has been maintained to which instances of price cutting have been reported with the result that the

names of offenders have gone out to the trade in a "cut-off" list. A retailers' association was formed to co-operate with the publishers' association. The plan has undergone revision and modification from time to time in order to make it legally as invulnerable as possible. So effective has the plan proven that the proprietors of R. H. Macy & Co., the New York department store, whose name has appeared on the "cut-off" list, have carried up to the Supreme Court an application for an injunction to prevent the publishers from using such methods. It is this case which is expected to be soon decided, and in the outcome of which manufacturers will feel an interest second only to that in the Sanatogen case.

Probably many manufacturers will also be moved to study the means by which the Dr. Miles Medical Co. revised its sales system after the U. S. Supreme Court had handed down that decision of some years since which is cited conspicuously in the Sanatogen decision. The Miles company, seeking to maintain prices on an unpatented product, adopted a system of agency contracts which stands to-day as evidence of what can be accomplished in this line. The Miles company made each retailer an agent and consigns the goods to him to be paid for after they are sold to the con-

sumer and it has been asserted in hearings before committees of Congress that this system is working satisfactorily.

Some optimists are asking whether a rebate system could not be invoked to maintain retail prices—just how they admit they do not know. The answer usually given is that Uncle Sam is frowning so hard on everything in the nature of rebates that it would be difficult to devise a system that would pass unchallenged. It is recalled that some years ago the Eastman Kodak Co. used a rebate system to keep its dealers in line on prices, but it was abandoned, and the Eastman people have since gotten along very well by the expedient of refusing to sell to price-cutters and by employment of moral suasion. And, when all is said and done, this last is likely to prove the best remedy in the future. Some form of compulsion may help, but as many national advertisers have pointed out, the most promising prospects are in a double campaign of education—educating the consumer to pay a standard price for standard quality and educating the retailer to realize that his present welfare, as well as his permanent prosperity, will be best served by upholding the universal, advertised prices which the average consumer fully expects to pay.

VALUE OF RECITALS AGAIN ILLUSTRATED.

Excellent Work Being Done in Texas by the J. W. Carter Music Co., of Houston, Which Is Utilizing the Victrola in Concerts Given in Prominent Establishments—Proving Most Successful Kind of Missionary Work in Developing Interest of the Public.

(Special to The Talking Machine World.)

Houston, Tex., June 11, 1913.

The Victrola, in conjunction with the celebrated Knabe piano, is being featured with emphatic success by the J. W. Carter Music Co., of this city,

tals the Victor business of the J. W. Carter Music Co. is showing substantial gains over all previous years.

The accompanying photograph was taken at the company's recent recital given in the establishment



Victrola Used in Recital Given by J. W. Carter Music Co.

at special recitals held in the leading department stores and mercantile establishments of Houston. As an incentive to the development of Victor business this high-grade method of publicity has proven its worth beyond all expectations of the company, and as a result of these frequent reci-

of the Stowers Furniture Co., one of the most prominent furniture houses in Texas, and one which caters to a high-class clientele. The concert was well advertised by the J. W. Carter Music Co. in the daily newspapers, and an enthusiastic and appreciative audience was on hand when the first number was announced.

In addition to this excellent development work in the leading mercantile establishments of the city, the company is also featuring musicales in the prominent cafes of the city where the Victor Auxetophone and the Victrola are used with gratifying success. One of these concerts recently given at the New Eagle Cafe was a marked success, and the pleasing results obtained by the use of the Victor products resulted in the sale of a number of high-priced machines within a week or two.

This commendable method of introducing the Victor products to the music-loving public of Houston is certainly proving a profitable venture for the J. W. Carter Music Co. for the many merits and qualities of the machines and records used at these concerts make a distinctly favorable impression on the minds of the audiences who attend the recitals.

"DUSTOFF" RECORD CLEANERS

ARE A POSITIVE NECESSITY

to all owners of phonograph records.

"DUSTOFFS" get into the minute sound grooves of the record as nothing else can, because of the special processed high nap fabric employed.

"DUSTOFFS" cannot scratch and to use it is only necessary to simply brush across face of record a few times.

"DUSTOFFS" CLEAN ALL MAKES OF RECORDS.

The use of "DUSTOFFS" before playing ensures a wonderfully clear and distinct tonal reproduction free from blurs, scrapings, or harsh sounds, and moreover through the removal of dust and dirt from the reproducing point track, lengthens the life of the record.



"DUSTOFF" (Regular Model)

Made on finely finished wood holder. Each in two color box.

Retails, 15c. each. (In Canada 25c. ea.) Liberal trade discount.



"DUSTOFF" De Luxe

Made on beautiful oxydized metal holder. Each in a box, and 12 in a display box.

Retails, 50c. each. (In Canada, 75c. ea.) Liberal trade discount.

JOBBER EVERYWHERE in the United States can supply you.

Canadian trade can be supplied through BERLINER GRAM-O-PHONE CO., Montreal.

MINUTE SHINE COMPANY, Sole Mfrs., 281 S. E. CANAL STREET PROVIDENCE, R. I., U. S. A.

UNCLE SAM AS A RECORD SALESMAN.

P. H. Beck, Manager of the Talking Machine Department of the Byron Mauzy Co., San Francisco, Tells How to Make a Campaign by Mail Bring Results by Keeping the Mailing List Alive and Up to Date—How His System Works Interestingly Told.

P. H. Beck, the manager of the talking machine department of the Byron Mauzy Co., San Francisco, Cal., writes the following article in a recent issue of the Columbia Record:

"To some business men a list of two thousand names merely calls for an investment of twenty dollars in stamps each month, and naturally grows every year, the result of machine sales, new customers gained through advertising, etc. At the end of a year or so they begin to think of reducing it by sending a polite reply postal. On one-half they ask the customer if he is still interested in receiving the monthly supplements; if so please tear off and return the other half, as they want to keep the list up to date. Have you ever tried it? I know of some dealers who make a practice of sending out the reply postal about every two years. I have personally met people who have received the reply postal two months after they bought a talking machine. Can you imagine the effect on a regular record customer? In most cases the reply card is not returned, so the name is dropped from the list and a valuable customer lost.

"If you are in the business to make money out of your record sales you yourself must know whether or not your list is active. Do not depend upon your customer to furnish the information.

"In my department we maintain two sets of cards, one file marked active, the other inactive.

"Our active list contains the names of customers who have purchased their machines from us, and also names of people who drop in and purchase ten records, or perhaps only a package of needles. Our cashiers are instructed not to accept a cash sales ticket unless it has the purchaser's name and address. Our salesmen understand this to be as important as the amount of the sale. These names are then entered on cards 4 x 8 inches, showing the date, amount purchased and the individual numbers of each record selected. The next time this customer calls his purchase is copied from the sales ticket, and added to his card; in this way we know how often he calls, the kind of music he prefers and by referring to his card we don't try to sell him numbers he purchased last week.

"In connection with the idea of keeping track of your customers' records it is a very pleasant surprise to those who have not purchased for perhaps thirty days to receive a personal letter similar to this:

WALTER S. GRAY, Esq., 334 Sutter St., San Francisco.
Dear Mr. Gray:—Do you enjoy listening to record No. A5412, by Walter Lawrence, it was our pleasure to sell you on Jan. 15? Here is another one just as good; the descriptive matter attached will tell you all about it.
Very truly yours, BYRON MAUZY.

"With that letter I enclosed the page cut from the supplement featuring the record.

"As a rule it brings them in. Remember this—know whether your cash customers are active, and from time to time let them know you know.

"Now as to the inactive list. Hundreds of names of talking machine owners can be secured from our regular record customers for the asking. Names secured in this way are entered on a regular stock

card, dated and filed to receive the regular lists. Whenever possible we secure permission to use the name of the party giving their friends' address. Then a few letters similar to this one will, as a rule, place them on your active list:

Mrs. A. PROSPECT, 334 Sutter St., San Francisco.
Dear Mrs. Prospect:—Mrs. Owens A. Grafonola, of 564 Clayton St., one of our valued customers, informs us that you possess an excellent talking-machine outfit. It would be a real pleasure to us if you will call and hear the selections checked on the enclosed supplement. Our store is centrally located and our Talking-Machine Department the most attractive in San Francisco. Anticipating the pleasure of your visit, we beg to remain,
Very truly yours, BYRON MAUZY.

"Did you ever purchase a hat? The poor salesman will sometimes show several dozen, and all the time he must be thinking that the sale will not go over five dollars, and then he will take time to fit the corners of your head. Well, let's get back to records. I have helped a man select a number, of the \$3 symphony series. Then I have brought on No. A5397 (this is a dandy number), which means three dollars more, and he walks out of the store having invested ten or fifteen dollars, and I haven't worked half as hard as the poor hat man. Of course, this man's name is now on our active list.

"Doesn't that kind of work pay? Why, of course, it does."

MR. AND MRS. LANDAY TO EUROPE.

Max Landay, of Landay Bros., the prominent Victor distributors, accompanied by Mrs. Landay, sailed for Europe Saturday, June 7, on the steamer Cleveland for a three months trip abroad. Mr. and Mrs. Landay will visit all the prominent countries of Europe, together with a short trip to Scotland, where Mr. Landay will visit Glasgow, his home city.

FOR
EDISON
PHONOGRAPHS

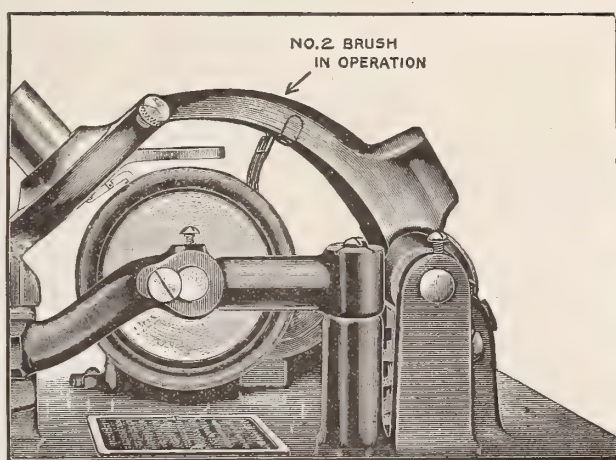
List Price
15c
each

Patented Sept. 26 and Oct. 2, 1906;
Sept. 10, 1907.

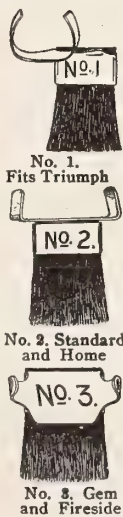
Cleanrite
TRADE MARK
RECORD BRUSH

Formerly called the "PLACE" Record Brush

FOR
VICTOR and COLUMBIA
Talking Machines
List Price
25c
each



NO. 2 BRUSH
IN OPERATION



No. 1.
Fits Triumph

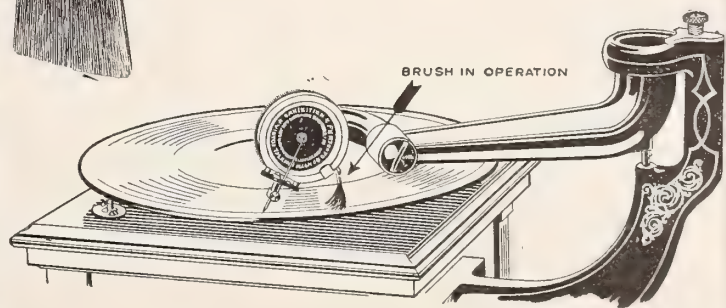
No. 2.
Standard and Home

No. 3.
Gem and Fireside



IT SAVES THE TONE

You can't afford to lose this protection.



BRUSH IN OPERATION

No. 20—Brush for Columbia Concert Grand Sound Box
Clamps on Sound Box and operates the same as Victor style

AUTOMATICALLY CLEANS

record grooves, insuring a smooth track for sapphire or needle. Reduces friction to minimum. Enables needle to wear better and play good all through the record. Keeps sapphires from wearing flat.

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them.

Write Now

DEALERS are requested to get their supply from their regular Jobber. If he will not supply you, write us for the name of one who will.

MANUFACTURED
BY

BLACKMAN TALKING MACHINE CO.
97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"



Two new selections by Carolina White in the Columbia July list; also two selections by Morgan Kingston, the gifted English tenor; also other recordings of various type for every occasion to meet the demands for music. *No chance at all of missing a sale!*



**Columbia Graphophone Company
Woolworth Building, New York**

NEW MEANS TO RECORD SPEECHES.

German Obtains Patent on System for Recording Long Speeches, Compositions, Etc., on Two or More Machines—Starts One Machine After the Other at the Proper Time.

(Special to The Talking Machine World.)

Washington, D. C., June 9, 1913

Means for recording and reproducing lengthy speeches, compositions and the like on disc records is the subject of Patent No. 1,063,085, which has just been granted by the United States authorities to Franz Ewald Thormeyer, of Hamburg, Germany. The invention relates to means for recording and reproducing lengthy speeches, music and the like by the aid of two or more sound reproducing machines.

The object of the invention is to provide means for starting the several instruments one after the other, the measure of motion of the apparatus working being transferred to a regulating device, which is set in motion together with the working apparatus and serves to determine the starting of the second apparatus, when the record on the first or working apparatus has come to its end.

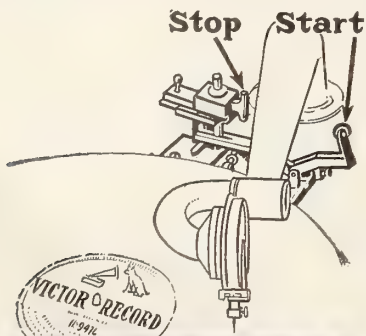
Simplex Automatic Start and Stop Device

LISTED BY 95%
OF VICTOR JOBBERS

WHY?

STANDARD GRAMAPHONE APPLIANCE CO.

173 Lafayette Street, New York, N. Y.



SINGER AT VICTOR RECITAL.

Appearance of Frederick Toedtmann at Eclipse Musical Co. Concerts Results in Substantial Increase in Record Sales, Especially of Those Numbers He Sings.

(Special to The Talking Machine World.)

Cleveland, O., June 7, 1913.

Frederick Toedtmann, who has for years been considered one of Ohio's greatest singers, was engaged by the Eclipse Musical Co. at its last concert, June 4, 1913, to render some of the famous songs found on the Victor records. The store, which is a large one, was crowded to its fullest capacity, and many had to be turned away. There were at least five hundred Victrola owners assembled together. The Eclipse Musical Co. at this concert played the new records for June, which delighted the audience immensely.



F. Toedtmann
as Hostius.

Mr. Toedtmann, who was in excellent voice, held his audience spellbound by his rendition of old folk songs sung in German, Spanish, French and English. He rendered "O Solo Mio" and "Linda Ma" so beautifully that twenty-nine records were ordered immediately after the concert, many expressing regret that it was not Mr. Toedtmann's own voice they were taking home. Mr. Toedtmann, who is a Victrola owner himself, and though having studied both at home and abroad, claims to have received in building up his own repertoire and interpretations the greatest assistance from the Victor records. He is most warm in his praises of the Victor and recommends it to vocal students.

A STRONG EDISON WINDOW CARD.

Window Display Card No. 31 announced by Thomas A. Edison, Inc., Orange, N. J., embodies a number of distinctive features that should be found of considerable value in attracting the attention of passers-by. The display is both a mechanical and pictorial one, and is attractive and magnetic in its appeal to those who see it.

The display is divided into three parts, and is based on the title, "The Sense of Sight." The mechanical centerpiece calls attention to the main sign in the middle, and by a clock-work motion, the attractive lithographed head nods to the right and left alternately. At the left is a colored cut-out of a blind-folded man whose pose will tempt the curious to read the placard. On the right stands a similar figure representing a salesman, who is also posed as pointing to the late model Edison, which forms part of the display. The display as a whole is certain to cause favorable comments and attract the attention of passers-by.

AN INTERESTING SOUVENIR.

At the recent entertainment given at the Lotus Club, New York, during the course of which the Columbia "Grand" was introduced to the members and their guests, each person in the audience was presented with a copy of an excellent publication entitled, "The Present-Day Music Machine," and written by Walter P. Phillips, of the Columbia Graphophone Co.

This book represents a careful compilation of a number of interesting events in the history of the graphophone, which Mr. Phillips presents in a truly literary style. The volume is bound very attractively, and typographically it is representative of the highest notch of modern printing art. The members of the Lotus Club and their guests all expressed keen interest in the contents of the volume.

CUSTOMS COURT RULES ON DISCS.

(Special to The Talking Machine World.)

Washington, D. C., June 9, 1913.

Among the decisions handed down in the Customs Court to-day was that bearing upon the duty on talking machine discs. It was ruled that these discs are parts of musical instruments and must pay a duty of 45 per cent. ad valorem.

This decision, however, was not unexpected inasmuch as discs are useless unless used in conjunction with talking machines which are dutiable under the present tariff at 45 per cent. In the new tariff bill, however, talking machines and discs are reduced from 45 to 35 per cent.

C. A. Fenn, of Bloomington, Ill., has just taken over the entire Victor and Edison stock of C. H. Freeman, who has retired from the talking machine business. Mr. Fenn at the present time is the only Victor and Edison dealer in that city.

PHONOGRAPHISCHE ZEITSCHRIFT

BERLIN W. 30, GERMANY

The oldest and most up-to-date trade paper covering the talking machine line published in the German Language.

PUBLISHED WEEKLY. FOUNDED 1900

Circulates all over the world.

SPECIAL EXPORT NUMBERS appear in four different languages at regular intervals.

Subscriptions for this talking machine publication 10 Marks yearly.

Sample copies sent free.

S. E. PEARSALL CO.'S NEW HOME.

The Prominent Talking Machine Jobbers and Retailers Will Soon Remove to New and Larger Premises at 16 and 18 West 42d Street—Charles Bobzin Makes Excellent Report.

Very soon the Silas E. Pearsall Co. will remove to its new quarters at 16-18 West 46th street, and the accompanying photograph shows the front of their building. This house has been located for

NEW VICTOR RECORD CATALOG.

Latest Volume, as is the Rule, Carefully Compiled and Full of Valuable Information for the Victor Owner—Record Lists Arranged in Convenient Manner.

The new catalog just issued by the Victor Talking Machine Co., listing all their records up to and including May, 1913, is a perfect example of an informative publication that will permit the

been inserted at the end of the catalog. Third, brief sketches of from eleven to thirty lines each of eighteen of the most popular operas are featured. This is in line with the Victor Co.'s efforts to educate the public in operatic matters, and increase still further the opera record business, which is growing so rapidly. Fourth, descriptions of the scenes have been added to the act headings under the various operas. Fifth, the Victor list of medleys has been assembled under "medleys" and given a finding number, and all the various selections contained in these medleys are indexed at the close of the medley list. Sixth, this same plan has been adopted with the Minstrel records, of which there are eighty-two. Seventh, to aid in finding titles beginning with the German, French and Italian articles—das, de, der, la, le, lee, il, etc.—these titles are now indexed under the second word of the selection. Eighth, additional space has been given to the educational department, and an illustrated description of "What We hear in Music" has been added. Ninth, under "foreign records" a complete list of the various languages in which are Victor records are now offered has been inserted, also a list showing the various booklets issued and the combinations of languages therein.



New Home of the Silas E. Pearsall Co.

many years at 541 Fifth avenue, but the enlargement of their business has necessitated increased room which could not be secured at their present place.

Since Charles Bobzin, widely known in the musical instrument field, undertook the management of this house, he has created a wholesale department and it is the aim of the Pearsall Co. to give to dealers the same high grade character of service that has won for it such a large clientele of retail patrons.

Mr. Bobzin is well pleased with the general outlook for both the retail and wholesale ends of the Pearsall business, and in the new quarters on West 42nd street they will have the facilities needed to expand in a very material degree.

searcher for a record to accomplish his quest with a minimum of inconvenience and time. Arranged in the usual Victor catalog style and listing the records both under the name of the artist and selection, the new catalog also embodies nine new distinctive features never before introduced to the trade in the Victor record catalogs.

Briefly summarized, these nine new features, which are of considerable importance, are as follows: First, the list of selected records for new Victor owners has now been placed in a conspicuous place at the beginning of the catalog. This list has proven of such value to Victor dealers that it was deemed advisable to place the list in the most conspicuous position available. Second, four blank pages for "Memoranda of Records Wanted" have

MAY A BIG COLUMBIA MONTH.

Marion Dorian, Treasurer of the Columbia Graphophone Co., Makes Some Interesting Comparisons Regarding the Company's Business—Expects 1913 to Prove Record Year.

"May was one of the greatest months in the history of our business," remarked Marion Dorian, treasurer of the Columbia Graphophone Co., in a chat with The World. "Compared with previous years May, 1913, showed a truly remarkable gain, the total figures being 41 per cent. greater than the May, 1912, business, while the latter year was 40 per cent. greater than May, 1911. In other words, last month showed a business 81 per cent. greater than the corresponding month of only two years since. This we naturally believe an epoch marking figure, and for a month that is popularly supposed to show the first effects of summer stagnation, a really wonderful record." This statement of Mr. Dorian's regarding the phenomenal gains in the Columbia business may surprise those who are not entirely familiar with the rapid growth of the Columbia Co., but the trade in general has noticed since the first of the year a remarkable increase in the demand for Columbia products, which undoubtedly means that 1913 will totally eclipse all previous years in the history of the Columbia Graphophone Co.

"TALKER" SERMONS FOR ALL.

Jersey Pastor Will Serve Guaranteed Article at Residence.

Roselle, N. J., June 9, 1913.

For the benefit of those who cannot or will not go to church the Rev. Clarence S. Wood, pastor of St. Luke's Episcopal Church of Roselle, N. J., has had a phonographic record made of a church service, including choir music and sermon.

Duplicates will be made from this record and the pastor will address himself to the task of getting non-attendants to accept them as gifts.

RECORD DISTRIBUTION BY HAND.

The Bremner Talking Machine Co., 187 Broadway, New York, scored a marked success with the Victor Red Seal catalogs by sending them out to their clients by messenger instead of by the usual methods of distribution. A short note accompanied each catalog, stating that this Catalog "De Luxe" had arrived in a very limited quantity, and that its contents should be carefully observed.

WADE & WADE INCREASE OUTPUT.

Wade & Wade, manufacturers of the Wade fiber needle cutters, Chicago, have been enabled to increase their output to an extent that will render the filling of orders much easier. This is because of the increased space which their new quarters gives them.

SILAS E. PEARSALL COMPANY

*Victor Talking Machines
Victor Victrolas
Victor Records*

RECORDS IN TWENTY-FIVE LANGUAGES

We are the oldest and most Expeditious Jobbers in the Talking Machine Trade.

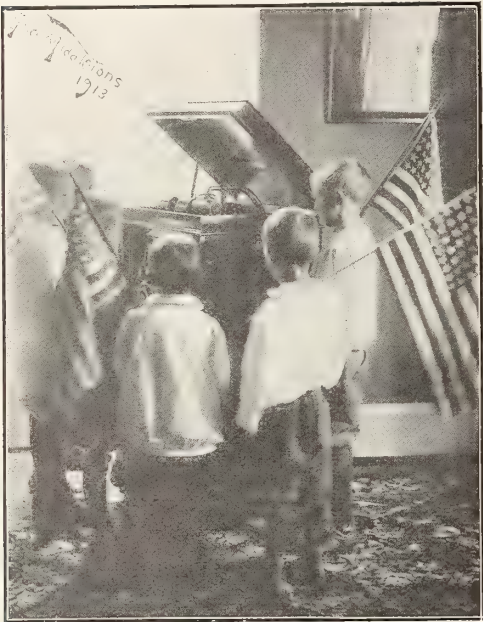
Send in Your Orders. Send in Your Agreements. We Want Your Business.

**NEW YORK
541 FIFTH AVENUE 541**

THE "TALKER" AS AN AID TOWARD A SANE FOURTH.

Fill the Ears of Master Juvenile America with Inspiring Phonographic Music Instead of the Din from Dangerous Fireworks This Independence Day, Mr. Dealer, and Preserve His Body Unmarred Through Mistaken Patriotism for Future Citizenship.

Scan the headlines of your newspaper over your morning coffee on the fifth of any July, and you will find gazing out at you, gruesomely, lurid accounts of the shattering of young lives by firecrackers exploded prematurely and toy pistols that were not (supposedly) loaded. Perhaps it comes even closer to you than that. You may have a little victim in your very home whose love for firearms, and the pungent odor of powder smoke



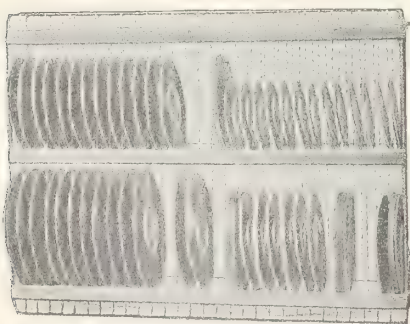
Inspiring Patriotism.

in his nostrils, has led him to indulge in experiments disastrous to eyes and fingers.

I pray that this sad condition of affairs may not exist under your roof, but, in any case, please be warned.

Physicians will tell you, if you ask them, that tetanus, one of the most terrifying of all maladies flesh is heir to, follows fast upon the trail of gun-powder burns. Therefore, beware!

Why not substitute the harmless and entertaining talking machine with its wealth of inspiring patriotic records, made as especially for this loyal occasion as are the fireworks themselves?



This shows a multiple of one of our Systems. For 10" or 12" records. Each tier holds about 250 records. Costs about \$2.00 a tier.

BUILT OF HEAVY STRONG WIRE,
PLATED AND LACQUERED.

WRITE for 20-page catalog giving details and information on the best way of keeping your records.

The Syracuse
Wire Works

SYRACUSE,
NEW YORK

THE
Feise
SYSTEM

As the Fourth of July approaches, Mr. Dealer, present to the gaze of passersby two pictures.

Let one show a darkened room with a child, his eyes bandaged, lying, painracked, upon a couch. The mother, her face tear-stained, bends over him in an agony of self-reproach. The family doctor tries to console her as best he can. He speaks cheering words soothingly, but the mother knows he lies. The nurse turns away from the pathetic scene and busies herself with the preparation of a cooling lotion. She also recognizes the falsehood—the child is blind.

It all happened so quickly:—A joyous party of young people on the lawn—noise and laughter—a miniature cannon that failed to respond to the command of "Fire!"—a reckless sortie to the cannon's mouth—a savage Bang!—blindness.

The other picture is widely different; an educational playlet this. A happy group of young folks again holds the stage, but they are not placing their eyesight in jeopardy by indulging in hazardous pastimes. They are grouped round a talking machine, and drinking in to their heart's content the utterings of golden tongued Harry E. Humphrey. He is reciting for them a series of speeches by great men, long dead, men whose names and deeds they have taught to hold in deepest reverence. Orators, Statesmen and soldiers are declaring to them through the ages. Then, as a fitting finale, comes the Declaration of Independence rendered in such a simple and straightforward manner, and in diction so exceedingly clear that their young ears hear every syllable and their young minds comprehend every word. They realize that they are true Americans; prospective citizens of the greatest country in the world. Their little breasts swell with pride, and they clamor for a noise, a big bursting blare of sound that will assist them in giving vent to their wild enthusiasm. Nothing doing in the firecracker line, though. Mother places a record of the Spirit of Independence March on the mandrel, and they get all that is coming to them in the way of deafening harmony.

Now, Mr. Dealer, think this matter over, and if my idea appeals to you, have a photographer get busy on two pictures similar to the ones illustrating my story, and display them in your window. They will tell their own story, and, I am sure, sell records for you.

It will work out something like this: Mr. Patriotic American on his way to purchase fireworks for the kiddies, stops and gazes in at your window. His eyes roaming casually over your artistic display. The cabinetolas with their satin sheen and graceful lines, the horns with their bewildering glimmer of silver, mahogany, and gold, the sensuous tango posters with their lavish display of silken hose and bare shoulders, meet his wandering glance. Then behold! two photographs placed side by side in a neat but costly frame monopolizes his attention. He reads the question they ask, "WHICH SHALL IT BE?"

He looks at the maimed child on the couch, and shudders; sees the happy group surrounding the talking machine, and smiles.

"My answer to that question is, 'Damn the fireworks!'" he exclaims wrathfully to himself as he bounds into your store. "I want a noisy, patriotic, melodious, childish talking machine," he cries out to the nearest salesman, "with a lot of records to match." "Have you got 'em?"

As you are jotting down his substantial order in your little red, white and blue note book reserved for Fourth of July sales, the gentleman remarks feelingly, "That's a great story those pictures in your window tell. They've cured me of the firecracker habit, all right. A sane Fourth for yours truly hereafter, believe me!"

Can't you hear him saying it, Mr. Dealer? and is there not something in my theory?

Do you know, my friend, that the tendency toward a safe and sane Fourth is steadily growing? The newspapers, that are not too plentifully

besprinkled with fireworks advertisements, are loud in their demand for Independence Day reform, and magazine writers have tabooed the noisy and dangerous Fourth also.

While indulging in a short recess during the writing of this story, I happened to find upon my desk a recent *Cosmopolitan*, and enjoying myself for a few moments among its pages, chanced upon "The Wolfville—Red Dog Fourth of July, by Alfred Henry Louis." It is, I find, a romance of the little town life in the early days of the frontier; a story of real people—real "bark on" men and women, and it deals with a Fourth of July celebration.

In it the old cattleman voices his opinion of a noisy Fourth in this fashion: "By nacher, I'm a patriot, cradle born and cradle bred; my Americanism, second to none except that of wolves an' rattlesnakes an' Injuns an' similar cattle, that a-way, comes in the front door an' down the middle aisle; an', yet, son, I'm free to remark that thar's one day in the year when I shore regrets our independence, an' wishes thar had been no Yorktown an' never no Bunker Hill."

The old cattleman raised his glass, with an air weary to the border of dejection; after which he took a patriotic puff at his pipe. I knew what had gone wrong. This was the fifth of July. We had just survived a Fourth of unusual explosiveness, and the row and racket thereof had worn threadbare the old gentleman's nerves.

"Yes, sir," he continued, showing a 'possum-colored look from his brow, "as I suffers through one of them cel'brations, same as yesterdays, enduring the slang-whangin' of the orators, an' bracin' myself against the slam-bangin' of the guns—to say nothin' of the firecrackers, an' kindred Chinese contraptions—I a'preciates the feelin's of that Horace Walpole person that Colonel Sterett



Soothing the Wounded "Patriot."

quotes in his *Daily Coyote* as sayin', 'I could love my country, if it ain't for my countrymen,'

"After all, I takes it that these yere Fo'th of July upheaveals is only one among the thousand fashions wharin hoomanity eternally onbuckles in expressin' its imbecility."

I thoroughly agree with the old cattleman. Do you not also, Mr. Dealer? And is it not unfortunate that he should have lived entirely too soon to enjoy the inspiring strains of a talking machine, and thus been able to escape the "slam-whangin'" of a Wolfville Fourth?

In closing, let me urge upon you to strive diligently for a safe and sane Fourth of July through the medium of the talking machine. Stimulate the patriotism of our future great men by introducing to their ears the saying of past great men, and lead them away from the disease spreading, peace destroying, and death dealing fireworks.

One word more: Any dealer desiring bromide enlargements of the pictures illustrating this story can procure them from the writer at cost price. If the dealer wishes to have the enlarging done himself, the negatives are his for the asking.

HOWARD TAYLOR MIDDLETON.

FINAL ARRANGEMENTS FOR JOBBERS' CONVENTION.

Expected That the Three Day Session at Niagara Falls Next Month Will Be of Lively Character—Program Attractively Presented in Folder Form—President Blackman's Call Emphasizes Importance of Meeting—Some of the Interesting Details.

The latter part of last month the arrangements committee of the National Association of Talking Machine Jobbers held a meeting at the place selected for the coming convention, Niagara Falls, N. Y., and arranged for the entire program for the three days of the convention. Every detail was carefully considered by the committee in conference with President Blackman, and at the close of an extended meeting a program was announced that certainly is comprehensive and most promising for an enjoyable visit by the members and their families who will be in attendance.

In a six-page folder just issued by the arrange-



Niagara Falls at Close Range.

ments committee the program is presented to the members of the association in a very attractive and interesting manner. Views of the Falls, together with scenic attractions and an illustration of the International Hotel, the official meeting place of the convention, are included in this attractive folder.

In an introductory to the program proper, the members are urged to be present, and special emphasis is placed on the attractions offered the ladies at the Falls. With separate committees chosen for



Along the Edge of the Rapids.

each event, the convention will undoubtedly be a most enjoyable and pleasant one.

The complete program for the convention is as follows:

Sunday evening, July 6.

8.00 p. m.—Reception and musical. Reception committee in charge: Burton J. Pierce, chairman; Miss Gertrude Gannon, E. F. Taft, Mrs. L. Buehn, H. H. Blish.

Monday, July 7.

9.30 a. m.—Association meeting.

10.00 a. m.—Automobile sight-seeing trip for ladies about the city and the falls, including a visit to the Shredded Wheat and Niagara Chocolate plants. Personally conducted by Col. Cutler, president Niagara Falls Bureau of Conventions, and former Mayor of the city.

12.30 p. m.—Luncheon.

3.00 p. m.—Niagara Gorge trip, making a circuit of this beautiful canyon, and viewing the lower and whirlpool rapids from the American and Canadian sides of the gorge. Committee in charge: O. K. Houck, chairman; J. N. Swanson and Geo. W. Koehler.

6.30 p. m.—Dinner.

8.30 p. m.—Vaudeville and cabaret in hotel gardens. Master of ceremonies, Col. Cutler.

Tuesday, July 8.

9.30 a. m.—Association meeting.

10.00 a. m.—Trip for ladies on Canadian side, across steel arch bridge, viewing Horseshoe Falls and Canadian Rapids, to Chippewa Falls, etc. Committee in charge: Mrs. L. J. Gerson, chairman; Mrs. Fred Siemon, Mrs. E. P. Hamilton.

12.30 p. m.—Luncheon.

2.00 p. m.—Trip below falls on steamer "Maid of the Mist" and visit to Cave of the Winds. Committee in charge: E. C. Routh, chairman; E. Blout and Geo. A. Mairs.

7.00 p. m.—Reception to banquet guests.

7.30 p. m.—Banquet.

11.30 p. m.—Dancing. The banquet committee in charge consists of L. C. Wiswell, chairman; A. A. Trossler and C. A. Droop.

The Arrangement Committee says: "The object of the convention will be to bring the jobbers together as a harmonious unit to promote any subject that appears for the improvement of the industry. It will be an opportunity for jobbers to exchange views, make suggestions, get new ideas, study the ways of the most successful.

"We want this convention to be the 'greatest ever' and all must 'pull together.' Everybody should come. Everybody in the industry is invited and will be benefited.

"Don't forget to bring the ladies; we want them to come and see Niagara Falls; we want them at the banquet. Make this your vacation, if necessary. You will have plenty of time for pleasure, as the afternoons and evenings are reserved. Will you be with us? All inquiries will have proper attention if addressed to C. N. Andrews, 632-634 Main street, Buffalo, N. Y."

The officers of the association are as follows: J. Newcomb Blackman, president; Geo. C. Mickel, vice-president; John B. Miller, treasurer; Louis Buehn, secretary.

Executive Committee.—J. F. Bowers, O. K. Houck, W. D. Andrews, C. A. Grinnell, H. H. Blish.

Chairman of Standing Committees.—J. F. Bowers, Resolutions; L. H. Clement, Legislative; H. H. Blish, Grievance; Louis Buehn, Press; W. F. Barnhill, Membership; L. C. Wiswell, Traffic.

Convention Committees.—Arrangements, C. N. Andrews, chairman; W. O. Crew, L. C. Wiswell. Reception, B. J. Pierce, chairman; E. F. Taft, H. H. Blish, Mrs. Louis Buehn, Miss Gertrude Gannon. Banquet, L. C. Wiswell, chairman; A. A. Trossler, C. A. Droop.

President Blackman's Call.

"The importance of the convention of the National Association of Talking Machine Jobbers at Niagara Falls, July 6, 7 and 8, should be apparent to every member of the trade, and the position of the association and the policy of the present administration be understood," said President

Blackman to The World.

"During the past year there have been events of great importance, particularly legislation affecting not only our business, but that of all merchants selling at a fixed price. The talking machine business, together with some other progressive and aggressive concerns, have spared no efforts in an endeavor to justify their contention that restricted prices are necessary and for the public good.

"The Jobbers' Association through its officers and Executive Committee during the past year have endeavored to work in entire harmony with the factories and protests against the Oldfield bill have been drafted in accordance. This position was taken so that the legal status of the factories would not in any way be embarrassed.

"The Supreme Court decision affecting restricted prices on patented goods is too recent to discuss it intelligently without knowing the interpretation of the legal departments of the talking machine companies. It seems to me, however, that the trade may rest assured that the manufacturers will meet the situation in a manner that will be satisfactory to the trade.

"At this writing there has not come to my notice any case of price-cutting, or other than an optimistic feeling regarding the ability of the factories to properly meet the situation. Between now and convention time the factories will have undoubtedly analyzed the situation and be prepared to talk quite definitely on the subject with the jobbers. Much valuable information can be obtained in person, and the convention will be the ideal time and place to treat the general situation. With this idea in view it is my intention to have conferences prior to the convention with the factory officials in order that I may be able to judge the wisdom or otherwise of any action that may be



Looking Down the Gorge.

contemplated during the association's sessions.

"The program printed elsewhere will insure a pleasant visit and the attendance already indicated is large. Without further attempting to explain the importance of every member attending the forthcoming convention, I think I am justified in saying that there is more real need for the members to confer with each other and interchange ideas now than there has been for some time. If before convention time there is any information desired, I know that C. N. Andrews, chairman of the Committee of Arrangements, will be glad to supply same."

There are a number of important matters which will be brought up for discussion, and it is the earnest wish of President Blackman that the attendance be large from all sections of the country.

GIMBEL'S VICTROLA PUBLICITY.

An example of Victrola advertising that is causing considerable comment in New York just now is large bill-board advertising being used by the Victrola department of Gimbel's for subway and elevated railway advertising. This bill-board portrays a humorous summer scene in many colors, and makes a distinct appeal to those Victor prospects who are planning to go away for the summer. The drawing is "human" in its idea, and its large size makes a definite impression on the minds of all who see it.

WITH GODOWSKY IN THE RECORDING LABORATORY.

Forced to Do His Recording for Columbia Co., in Limited Time, Great Pianist Finds Surprise in Store for Him—Plays Difficult Selections from Memory but Is Stumped by Chopin Nocturne—H. E. Parker's Forethought Saves the Day—Autographed Score.

The Columbia Graphophone Co. will put out the first of the Godowsky records in its September list. Among them is at least one record apropos of which an interesting story can be told.

At the time Godowsky signed the exclusive recording contract with the Columbia people he had just three days and four concerts to give in this country before sailing for Europe. That didn't leave very much time for recording. However, on the Thursday morning—he had signed the contract on Wednesday and was due to sail on Saturday—he went to the New York recording laboratory and announced that he was ready to play. Up to that moment the great pianist had not received the slightest inkling as to what he would be expected to play. Naturally he brought no music.

With an agreeable "What do you wish me to play for you, gentlemen," he sat down at the piano, which had been drawn up to the recording horn in readiness for him.

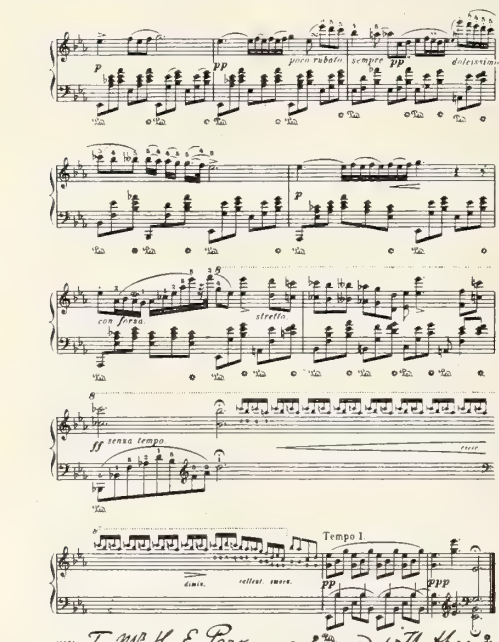
A Chopin Polonaise was asked for and he played it. Then a couple of Chopin Preludes and one or

more record was required, and there was a debate as to what that last record should be. It was decided that there was one piece in particular of which the company needed a record, and needed it badly. It was a piece which has certainly earned for itself the epithet of "popular": it is a piece that is played by every child in its second year of pianoforte lessons; a piece that has been worked to death in every conceivable form and yet, by virtue of its sheer exquisite beauty, refuses to die or to lose its charm. It is a piece that contains no difficulties, a piece which is easy, even simple to play, a piece which is frequently used by teachers as a study in left hand chords for juvenile pupils, and it has been transcribed for orchestra, for bands, for violin or cello; in fact, for just about everything for which a piece of music can be transcribed. The only doubt that occurred to the Columbia people was whether or not Godowsky would deign to play it or whether he would imagine that it would demean him to play so simple and popular a piece for recording purposes. Anyway he was asked: "Mr. Godowsky will you please make a record of the Chopin Nocturne in E flat, No. 2?"

And Mr. Godowsky said certainly. But then he hesitated, he halted and looked embarrassed and then he became apologetic. Most certainly he would be delighted to play the Nocturne, but, unfortunately, he could not do so without the music—whereat his listeners laughed. But he insisted that this was indeed the case. It was so long since he had played it that he was not absolutely sure of it.

But good fortune saved the day. Less than a week previous, in anticipation of the Godowsky contract, the record committee had considered the program which he should be asked to play, and Henry E. Parker, of the advertising department, had taken along with him a whole stack of music to assist the committee in their deliberations. Among that music was the collection of Nocturnes and a messenger was sent to find it.

The book was produced and, with the music in front of him, Godowsky, following every note on the printed page, played the Nocturne and at the close of it returned the music to its owner after having autographed his thanks for the loan of it, as our illustration shows.



The Music That Saved the Day.

two of the Etudes. He played them with a brilliant spontaneity, a magnificent and fiery abandon to their spirit that was indeed a rare treat for the two or three who were privileged to hear him. The master was in wonderful form that morning. At the conclusion of the Etudes he strolled back into the operating room: "Well, gentlemen, what else would you like?" and when the Liszt Campanella was suggested—a composition of wonderful beauty and brilliancy—Godowsky took the request without question, went back, sat down and played it. After that he played the Schubert-Liszt "Hark! Hark! The Lark" and three or four other pieces of equally strenuous caliber. For none of these had he had the slightest preparation and for not one of the pieces had he used a note of music; in fact, he had no music with him. Finally one



NYOIL
For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

tion of officers was held, as follows: Sibily Pease, president; B. H. Burke, vice-president; H. H. Fish, secretary and treasurer, and L. A. Dornseil, assistant secretary.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines
Shipped Abroad from the Port of New York
for the Past Five Weeks.

(Special to The Talking Machine World.)

Washington, D. C., June 7, 1913.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

May 6.

Amsterdam, 1 pkg., \$150; Batavia, 3 pkgs., \$187; Berlin, 15 pkgs., \$260; Cartagena, 7 pkgs., \$170; Guayaquil, 8 pkgs., \$217; Havana, 6 pkgs., \$151; 11 pkgs., \$588; Kingston, 4 pkgs., \$189; Limon, 5 pkgs., \$234; London, 152 pkgs., \$3,604; 7 pkgs., \$815; Manchester 2 pkgs., \$459; Maracaibo, 12 pkgs., \$694; Para, 10 pkgs., \$732; Port Mardyn, 4 pkgs., \$251; Savanilla, 21 pkgs., \$885; Valparaiso, 3 pkgs., \$418; 3 pkgs., \$157; Yokohama, 4 pkgs., \$169.

May 13.

Antofagasta, 11 pkgs., \$182; Barbado, 2 pkgs., \$117; Bremen, 3 pkgs., \$350; Buenos Aires, 31 pkgs., \$2,478; 55 pkgs., \$4,217; 244 pkgs., \$8,635; Colon, 7 pkgs., \$126; 4 pkgs., \$114; London, 4 pkgs., \$274; 304 pkgs., \$12,427; Macoris, 5 pkgs., \$126; Manila, 75 pkgs., \$2,581; Montevideo, 48 pkgs., \$4,200; Puerto Cabello, 14 pkgs., \$435; Rio de Janeiro, 26 pkgs., \$2,221; Valparaiso, 22 pkgs., \$548.

May 20.

Callao, 10 pkgs., \$750; Cape Town, 11 pkgs., \$410; Cartagena, 10 pkgs., \$305; Curacao, 6 pkgs., \$307; Havana, 7 pkgs., \$375; La Guaira, 2 pkgs., \$432; Limon, 2 pkgs., \$102; Liverpool, 2 pkgs., \$180; London, 58 pkgs., \$2,339; Maracaibo, 6 pkgs., \$530; Puerto Barrios, 16 pkgs., \$870; Tumaco, 15 pkgs., \$1,009.

May 27.

Berlin, 30 pkgs., \$822; Buenos Aires, 21 pkgs., \$1,934; Callao, 5 pkgs., \$302; 5 pkgs., \$326; Colon, 9 pkgs., \$200; Kingston, 7 pkgs., \$308; Liverpool, 3 pkgs., \$130; 15 pkgs., \$560; London, 138 pkgs., \$6,036; Manchester, 5 pkgs., \$149; Montevideo, 20 pkgs., \$1,243; Para, 3 pkgs., \$270; Rio de Janeiro, 21 pkgs., \$1,720; Savanilla, 23 pkgs., \$1,379; Singapore, 3 pkgs., \$280; Trinidad, 11 pkgs., \$497; Yokohama, 17 pkgs., \$1,147.

June 4.

Berlize, 12 pkgs., \$357; Havana, 7 pkgs., \$682; La Paz, 4 pkgs., \$153; London, 173 pkgs., \$5,881; 10 pkgs., \$498; Mollendo, 7 pkgs., \$401; Para, 22 pkgs., \$1,316; Sydney, 8 pkgs., \$339.

CALIFORNIA TALKER MEN MEET.

Southern California Talking Machine Men's
Association Holds Bi-Monthly Session in Los
Angeles—J. F. Edson Gives Interesting Talk.

(Special to The Talking Machine World.)

Los Angeles, Cal., June 7, 1913.

The Southern California Talking Machine Men's Association held its bi-monthly meeting and dinner at the Hollenbeck Hotel the evening of May 21. J. F. Edson, who is a distinguished musician and musical promoter of Southern California, gave a most interesting talk to the members of the association upon "The Talking Machine in the Schools." This subject, which is vital to all talking machine men and the dealer as well, was followed with a general discussion by the members, after which the regular annual elec-

SCHWARZWÄLDER LAUF- und ZÄHLWERKE-FABRIK

FRANZ SCHIELE, HORNBERG, BADEN (GERMANY)

Production of **MOTORS** of every description.

Specialty: **Motors for Talking Machines**, nearly 15 types in general demand.

The advantages of our motors are solid construction—very greatest power, smooth running. Lowest prices imaginable.

Please ask for prices and catalog.

QUAKER CITY TRADE FOR MAY BREAKS ALL RECORDS.

Talking Machine Men State It Exceeded Last December, Due in Large Measure to Increased Demand for Machines and Records for Summer Homes—Important Orders for Edison Dictating Machine—Other News of Interest.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 8, 1913.

The talking machine business in Philadelphia during May has beaten any previous record. It was the greatest May the trade has ever had. It was the best business of any month during the present year. It was only beaten last year by December. Naturally the dealers are very much elated, and they look for a continuation of this business in June. They have already been supplying a great many machines and records to be carried by Philadelphians to their summer homes, and as the great majority of them are yet to go, naturally they look to a very heavy business in this line all through the current month. Dealers are pleased with the way the machines are coming through. On almost everything the factories seem to be up on their orders.

There have been no new Victor stores in Philadelphia since my last letter, and are not likely to be any, for the Victor Co. has the city so completely covered that it is making no inducements for anyone else to enter the field, but instead discourage such a move. The Columbia has made no further inroads here in the month, but its efforts seem to be telling, in view no doubt of the great success that the Strawbridge & Clothier and the Snellenberg firms have had with these machines. Before another month it expects to have them placed at a few other big distributing points.

S. L. Goodman, at Third street and Girard avenue, is an enthusiastic Edison disc man and is meeting with very good results. In fact, Goodman is one of the "live wires" in the talking machine trade here, and he has built up a tremendous business considering his inaccessibility. He expects very shortly to move into the center of the city, where his energy and progressive methods ought to count for considerable.

Louis Buchn & Bro. report that the advance sale on the new type No. 10 Victrola is most gratifying, and believe that the machine in its new form will no doubt be very successful.

E. L. Bostwick, representing the Edison dictating machine, spent a few days in Philadelphia last week doing some special work on the solicitation of railroad business. It has just closed the biggest dictating machine month it ever had, making large sales to the Philadelphia Electric Co., the Bradstreet Co., the J. B. Lippincott Co. and a number of smaller firms here. The growth of its dictating machine business has been such that it has warranted them the purchasing of an automobile truck for the use of Frank Smith, the sales manager of that department of the Buchn business. He will use it in soliciting business in conjunction with the other three men connected with the department.

Among the visitors to the Buchn house last week were Frank Baldwin, of Salem, N. Y., and A. S. Wilson, of Woodbury, N. J., both men reporting a most satisfactory business outlook in their section.

Lit Bros. have added considerably to their talking machine department during the past month. This was made possible through their receiving such a large quantity of stock. They have more than doubled their space this year, but they were never able to make a satisfactory display on account of their scarcity of stock.

Gimbel Bros. have thought out a very happy innovation, the erecting of the front of a summer home in their department, to which is attached a complete porch, with steps, entwined with vines, etc. On this porch they have a number of rockers, and a talking machine conveniently placed, showing purchasers what a great attraction to a summer home is the talking machine which can be

carried to any part of the interior or exterior. It is a capital idea, and it adds very much to the appearance of the department. They report that their business in May was great, and that they made a big increase over last year. L. C. Parker, from Gimbel's Milwaukee store, was a recent visitor.

The Gimbel idea of the talking machine on the porch is well exemplified about the suburbs of Philadelphia. In a recent trip to Willow Grove I was amazed to find that all along the route of the ten miles of summer homes of Philadelphia there were few that did not have talking machines on the porch, and as the trip was made about twilight most of the machines were being operated, and not alone from the porches, but in arbors and under trees. It was one continuous musical entertainment until Willow Grove was reached, and then Pryor's Band furnished a delightful evening program.

Fred Ferris is back again in the talking machine department at Heppes, and they have added another new man, R. S. Cope. Their business has been increasing so rapidly that they are continually putting on new men in this department.

The Snellenberg department had a most satisfactory May, dividing business almost equally between the Victor and the Columbia. R. B. Cope is the manager and James A. B. Franciscus is assistant, with three salesmen and a stock boy. Mr. Cope was formerly connected with the Columbia. Its warerooms look especially attractive, and it has the same system of filing records that was recently established by the Pennsylvania Talking Machine Co.

Julius Wellner, who has just moved into his new Wellner building on Walnut street near Tenth, has given special space for the display of his talking machines. He will have a large department and has it fixed up in a most attractive way, the decorations being white and gold, to conform with the other rooms of the building. There is a big concert hall in the new Wellner building and Mr. Wellner has placed several large machines in this hall, which will be utilized for concerts.

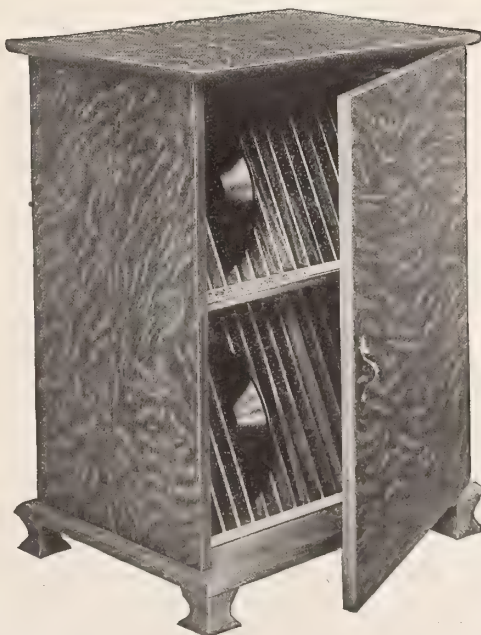
"Udell Guaranteed Cabinets" for Disc Records



No. 416.

Height, 32 inches. Width, 21 inches. Depth, 17 inches. Quartered Oak front. Any Victor finish. Mahogany front. Holds 268—10 or 12-inch disc records. Average weight, crated 75 pounds.

For Victrolas IV, VI, VIII and IX.



No. 412.

Height, 31 inches. Width, 21½ inches. Depth, 18 inches. Quartered Oak top, front and sides. Any Victor finish. Mahogany front and sides. Holds 272—10 or 12-inch disc records. Average weight, crated 80 pounds.

For Victrolas IV, VI, VIII and IX.

should have "preferred position" on your floor. The reasons are manifold, i. e.—

Splendid Designs, Range of Price, Guaranteed Workmanship and Finish, Generous Stocks, resulting in prompt shipments.

"Uncle Dan Williams," the dean of the Talking Machine Accessories salesmen, will see you in Niagara Falls at the convention, July 7 and 8. Better get our catalogs now and be in shape to hand him an order.

What is your address? Give it to us at once—Sure.

The Udell Works

Sales Dept.

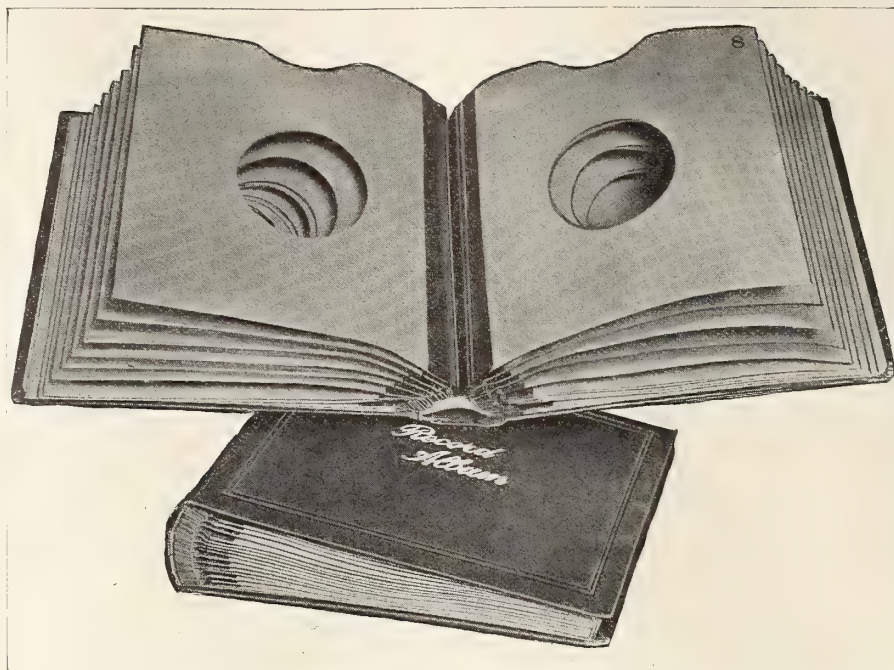
INDIANAPOLIS

IND.

UNIQUE RECORD ALBUMS

CONTAINING SIX PAGES OF INDEX

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workman, and are first-class in every particular. We sell them at very low prices to meet competition.



DISC RECORD ALBUMS
ARE WHAT EVERY
Talking Machine Owner
MUST NOW HAVE

With the index they make a complete system for filing away all disc Records, and can be added to, Album by Album, as Records accumulate, like books in a library.

OUR SUPERB ALBUMS ARE BEST FOR VICTOR, COLUMBIA AND ALL OTHER TALKING MACHINES

MADE IN TWO SIZES TO FIT ALL 10 AND 12-INCH DISC RECORDS

These Albums contain 17 pockets made of strong fibre paper, each pocket having a hole in the center, as shown in the picture. These pockets are so made that they show very plainly both the single and double face titles on the Records. The Albums are bound in the finest quality of Brown Silk Finish Cloth, with gilt title on front cover. They are also bound in imitation leather. Write for sample and prices of our Albums, which are superior to all others.

Address NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa

NOT AFRAID OF PRICE CUTTING IN DETROIT.

Talking Machine Dealers Have No Fear for the Future—Closing Week of May Busy as Christmas Time—Big Demand for Small Machines and Records—Customary Summer Lull Has Not Yet Materialized—Some Noted Talking Machine Jobbers Visit City.

(Special to The Talking Machine World.)

Detroit, Mich., June 9, 1913.

Though Detroit talking machine dealers and jobbers are much interested in the decision of the United States Supreme Court, knocking out the one-price system of doing business, none of them seems to have any fears for the future. The retail situation in Detroit seems to be too well under control and the business too stable to permit any invasion from the "was-now" brand of demoralizers who have infested the piano trade.

Even a price-cutter would like to get all he can for an article. In a city where the demand nearly always exceeds the supply it would not be difficult to maintain the prices. Even if some one should attempt to cut prices, he would be confronted with the problem of getting the goods. Even the legitimate dealers are not always able to keep their stock up to the mark they require. Thus the business maintains its own prices. No artificial aid is needed, and any artificial depression of prices would fail simply because of its own uselessness.

Looking into the future, if a time should come when supplies were easy it is thought among the dealers here that some means could be found to prevent would-be price slaughterers obtaining enough goods to do business with. The only possibility of trouble might come through the handling of records. There is never a scarcity of records, and the nature of that end of the business is somewhat analagous to that of handling player-piano rolls, and might attain something of the flexibility of the latter.

Detroit has not enough talking machine stores to supply the demands of the city for the goods, and

the stores that are here cannot get enough goods to supply the trade that comes to them. So the dealers are sawing wood and calculate to cross the one-price bridge when they come to it.

Saturday, the last day of May, seems to have been the best day for business since last Christmas. The summer rush for small instruments that can be carted around to vacation cottages, yachts and canoes has set in. It will not reach its height until the schools close for the summer, but the present activity is considered an exceptionally good omen for the season when all business except the steamboat excursion business is supposed to be dull. The machines of all companies, Columbia, Victor and Edison, ranging in price from \$50 down to \$15, are the ones which are displaying the unusual activity.

The customary summer lull in high priced styles has not yet manifested itself. In connection with this remark is an interesting little incident in which figures E. H. Dittmar, of the Talking Machine Co., of Chicago, Western distributors for the Victor. He happened in Detroit last Saturday and called upon Max Strasburg. Max was so busy selling goods that he did not have time to entertain visitors or even talk to them. So Mr. Dittmar turned to and entertained himself by playing clerk for the Strasburg Co. for several hours, selling machines off the floor just as though he had been a fixture in the store for years. Michigan has just been added to Mr. Dittmar's traveling territory. It is a new field for him and he is on a trip of inspection and observation.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, also was in Detroit. He was en route to Niagara Falls to help the other members of the executive committee of the Talking

Machine Jobbers' Association make arrangements for the convention which is to be held there July 7-8. When he returned West he was accompanied by J. Newcomb Blackman, of New York, president of the association. Both Mr. Blackman and Mr. Wiswell were guests of Mr. Strasburg for a day. The latter entertained both gentlemen with a motor ride about the city.

A STRIKING ADVERTISEMENT.

This month's Saturday Evening Post advertisement of the Columbia Graphophone Co., published to-day, June 14, embodies a number of distinctive features presented for the first time in the company's national publicity. In the center of this unusually attractive advertisement is shown for the first time in Columbia general advertising a reproduction of a painting that the advertising department of the company has been working on for quite a long time. This drawing illustrates twenty of the world's greatest artists that the Columbia company numbers among its lengthy list of recording artists. These artists are shown in costume, and the list contains names that are famous the world over.

On one side of this picture is given a list of records made by these artists, listing one favorite record of each artist. This list was compiled very carefully, and should prove valuable to Columbia dealers. On the other side of the picture is shown the artistic Columbia "Grand" which is very appropriate in this high-class advertisement. The advertisement as a whole is high-class and dignified from every standpoint.

EDISON LINE EXHIBITED.

An exhibit of the new Edison disc phonograph and records was held in the Hotel Hoffenden, Cleveland, the first week of the month, during the annual convention of the piano merchants held at the Hotel Statler, that city. The exhibit was in charge of H. D. Berner, the local distributor for the line.



The Columbia supplement for July announces two recordings of Boy Scout calls by Ernest Thompson Seton, Chief Scout of the Boy Scouts of America. Practically every boy in America is interested in the Boy Scout movement, so it won't need much figuring on your part to find a market for such recordings as these.



**Columbia Graphophone Company
Woolworth Building, New York**

ST. LOUIS TRADE WELL PLEASED WITH MAY BUSINESS.

Enormous Demand for Machines and Records for Resorts and Summer Homes—Duffy Succeeds Byars as Sales Manager for Columbia Co.—Silverstone Having Large Demand for Amberol Records—Hobart & Cable, of Lincoln, Ill., Take on Edison Line.

(Special to The Talking Machine World.)

St. Louis, Mo., June 10, 1913.

St. Louis talking machine dealers do not care to comment on the Supreme Court decision which upsets the scheme of price control. That is, local men are unwilling to talk for publication except that the jobbers declare in a chorus, or it would be a chorus if they were all together: "Our dealers are all gentlemen and we can trust them. There will be no breaks from our list. Unless the other fellows start it, things will go on as they have been."

Local jobbers take the view that it is not their game that has been broken up but that the price feature always has been conducted by the factories and just now the move is up to the factories, except that it is safe to say that all of the local men will move cautiously until they see which way the wind is blowing.

May was a very good month, all dealers unite in declaring, especially the jobbers. Resort and summer home sales have been the feature with the retail men but this business has been coming a trifle late as Decoration Day was the first really hot day in this section this year. As a consequence, there has been only a small sale of records for the resorts, canoists and porch concerts. "The machine sale comes earlier," said one retail man, "but the records are a trifling expense with most of these persons and can be carried out in a grip at any time so they wait until they are ready to use them. But this business will be along heavier than ever before, before the season is settled. People are just beginning to appreciate the real attractiveness of a water concert.

Manager Reid, of the Columbia store, says May was an excellent month and that June is going to be the biggest month that store ever has had. The store itself is evidence that things are moving lively, for a wareroom has been rented across the alley to give storage room for surplus stock. Both the warerooms and the business office have outgrown their quarters and the former warerooms were requisitioned to give space for the office force and the surplus stock sent to the newly-rented room. A large sign in the show window of the wareroom lets passersby know that the machines stored there can be bought around on Olive street.

J. W. Duffy, of the sales force, has been promoted to retail sales manager in the place of Charles W. Byars, who was transferred to Chicago, a promotion for him. Mr. Duffy has been with the Columbia force here for several years and knows well his field and good work is expected of him as he was in constant touch with methods in use and knows where to pick up the threads. He had been in charge of the demonstrations of the firm at household and other shows and earned his promotion.

"We have closed an excellent month," said Harry Levy, of Aeolian Hall talking machine de-

partment. "The Victor shipments recently have enabled us to handle our wholesale accounts in much better shape and the checking of the complaints there has materially lessened the time necessary for ineffective work. The retail department has been in excellent progress. Aeolian service, combined with Victor merchandise, is making rapid progress because of the appreciation from customers.

"The new Victor VI is making an excellent impression and that probably is the general feature of the Victor trade in this section. We are looking for a lively summer both in a retail and jobbing way."

Mark Silverstone, president of the Silverstone Music Co., says the feature of the Edison trade at present is the renewed interest the Blue Amberol records are making in the cylinder machines, two models of which he is displaying in his window, the \$80 and \$60 models.

Mr. Savage, of the Dictating Machine Department of the Silverstone Co., recently placed 15 dictating machines on the office of the General Electric Co. and several on the office of Circuit Attorney Harvey. Another order of which Mr.

GAUMONT'S LATEST INVENTION.

The Prominent Frenchman Now in New York Discusses the Latest in the Talking Machine Field, the Combination of Talking Pictures and Natural Color Pictures.

Leon Gaumont, one of the leading figures in the motion picture industry throughout the world and a Chevalier of the Legion of Honor, is now in New York City. M. Gaumont made the trip here in order to see the first New York exhibition of the Capt. Scott motion pictures at the Lyric Theater. The greatest advanced step in this industry achieved by M. Gaumont is the combination of talking pictures and natural color pictures. At an exhibition given in the Thirty-ninth Street Theater on Friday of last week such pictures were shown in New York for the first time.

"These experiments, of which I am now showing the result," said M. Gaumont, speaking through his English interpreter, "cover a period of more than twelve years. The Gaumont chronophone and chrono-megaphone were placed on the market respectively in 1902 and 1906. We believe that these inventions were the initial step toward the production of what is now an accomplished fact—the automatic or mechanical theater. Our last efforts have been directed toward the simultaneous production of sound and gesture by means of a single operation, both voice records and picture films being taken at the same time.

"Similar efforts, not taking so long in obtaining results, were directed toward the reproduction of natural colors. We are now able to show an ordinary stage play up to twenty-five minutes'

Savage is especially proud is a sale to the Dalton Adding Machine Co., which company he thinks ought to be a judge of this type of machines.

O. A. Field, the new president of the Piano Dealers' Association, is president of the Field Lippman Piano Stores, one of the aggressive handlers of Victor machines in this section.

The Aeolian Hall baseball team is cutting a wide swath among amateur teams of the city and more than half of the team is drawn from the talking machine department.

Harry B. Levy, of Aeolian Hall, made a two weeks' trip late last month through Arkansas, Kansas and Missouri and reports enthusiasm over the prospects for talking machine business this summer.

H. T. Boxley, of the Columbia force, was one of the first to draw a vacation date and spent his time fishing on nearby streams.

Hobart & Cable, of Lincoln, Ill., are announced as notable additions to the list of Edison dealers through the Silverstone Music Co. Otto Reynolds, the Silverstone wholesale traveler, who has been meeting with great success in Illinois, has moved over into Missouri.

Isaac T. Cook, a prominent real estate man, was the music committee for the Ohio society banquet at the exclusive Century Boat Club. He arranged "something different" by borrowing an Edison disc machine and serving the great artists to the delighted diners all during the meal and between toasts.

duration complete in every respect—that is to say, the pictures are in colors and talk. In the immediate future we believe that we shall be able to present complete theatrical productions of an hour or more.

"The time is undoubtedly approaching when theatrical companies will be sent on tour not as a crowd of human beings but all snugly packed within a few small tin boxes. There will be no trouble about salaries—no quarrels among the players—only the necessary electrical apparatus, films and records.

"The most difficult achievement in the making of talking pictures was the record of the voice of an actor or the voices of a company of actors at the same time as the picture was being taken. In the making of an ordinary record it has always been the custom to place the artist close to the instrument. Our problem, however, demanded a recording instrument so sensitive as to take down the faintest sound wave produced by the artists' voices or within the area of the sound to be reproduced. This meant having the instrument from six to twenty-five feet away from the speaker, and the consequent escape of sound in all directions rendered the first experiments futile.

"The special difficulty presented in reproducing original colors was to obtain an emulsion sufficiently sensitive to red, and almost infinite experiments had to be made before the right solution was discovered. Our process is a three-color one. That is to say, three pictures are simultaneously projected through specially ground and chemically prepared screens. These three pictures are projected by one machine."

VACATION SEASON GIVING STIMULUS TO TRADE.

Dealers Report Large Sales of Talking Machines and Records for Pleasure Resorts, Camping and Boat Parties—Interesting Lecture on Sound Reproduction—Visitors to Convention of Piano Men Make Things Lively Around Trade—Many Attractive Displays.

(Special to The Talking Machine World.)

Cleveland, O., June 7, 1913.

Business with all the talking machine dealers in Cleveland is remarkably good. The vacation season is giving a stimulus to the trade. The pleasure resorts, camping and boat parties are making a talking machine, with a good supply of records, a part of their outfit, while the ordinary, normal demand seems to be quite as good as usual. Dealers here are not apprehensive of any disastrous results because of the decision of the Supreme Court regarding price maintenance.

Forest Cheeney gave a lecture recital the evening of May 21 in the spacious auditorium of the Y. M. C. A. Building, under the auspices of the Columbia Graphophone Co. His subject was "The Science of Sound Reproduction," which he demonstrated on talking machines of his own invention, using Columbia records, and assisted by C. A. Routh, assistant manager of the Columbia store. Mr. Cheeney justly claims that he has invented a device by which he perfectly reincarnates the human voice or musical notes from the records. There was a large attendance, with a goodly number of interested talking machine dealers sprinkled among the audience, and all conceded the invention was a success.

Glad Henderson, of The Talking Machine World, was hither and thither in the city during the piano convention week, with a drove of camels, very evidently trying to keep things humping. If he doesn't get back to the office you may know he has been captured by the host of friends he has made here.

H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., New York, was a visitor in Cleveland during convention week. Clifford Ely, traveling wholesale representative of the company, also was here.

George S. Hards, manager of the talking machine department of the Pittsburgh store of the W. F. Frederick Piano Co., was a welcome visitor at the local store this week. He said business was good.

W. H. Hug, of the phonograph sales department of Thomas A. Edison, Inc., was hobnobbing with the piano men during convention week. He said he found very satisfactory conditions throughout Ohio.

There is evidence of prosperity in all departments of the Columbia store. G. R. Madsen, manager, said: "Business is far in excess of May of last year, both in the wholesale and retail departments. Several new dealers have just been lined up, and I am well pleased with the situation." C. A. Routh, assistant manager of the store and of the educational department, reports unprecedented interest in the public schools for Columbia goods. He shows photos of school children giving a Maypole dance to the inspiring music of the Columbia BY Grafonola. Mr. Routh says this style machine can be heard in the open air at a great distance.

T. H. Towell, president of the Eclipse Music Co., expressed himself well pleased with business conditions. He said May had proved to be the best month the company had ever had. P. J. Towell, who has charge of the wholesale department and overlooks the business generally, is convalescent from his recent illness, and again is right on the job. A large number of visitors to the piano convention have been visiting T. H., and it is plain to be seen that he is well thought of by the guild. The Eclipse musical concerts have become one of Cleveland's musical events, and it has been demonstrated that they bring excellent returns.

Business is moving prosperously at the Edison distributing store of H. D. Berner in the Ellastone Building. E. O. Peterson, manager, said business was not only good but was constantly increasing, there being an increase of 40 per cent. over a year ago at this time. He stated that there was an

increasing demand for both Amberol and the new disc machines and records, and that customers all expressed themselves highly pleased with them. The Berner Arcade store is doing finely in both machines and records. Mr. Berner had a display of the Edison disc machines at the Hollenden Hotel during the piano convention, and hundreds visited the parlor and witnessed the demonstrations. Universal praise was given the machine.

W. H. Beuscher & Sons Co. report business as good as at any time this year. Mr. Beuscher stated the May sales of Victor Victrolas and records exceeded the sales of a year ago by a large per cent. and that the demand was not only keeping up but increasing.

Business was reported rather quiet in the talking machine line with the Collister & Sayle Co. However, Mr. Dorn said that this being the sporting season, the company was giving more attention to that class of goods. The company has a good record trade and is having fair sales of Victrolas, both wholesale and retail.

Traffic is active at the Bailey Co.'s store, especially in the music line, and particularly in the talking machine department. Mr. Friedlander, manager, said the volume of trade was increasing steadily, each month showing an increase over the previous one. "You can say business is good," he said. "We are now getting some Edison disc records, which are well liked, and I look for a good demand for them as well as for the Blue Amberols. Our small instrument trade is fine, especially for the King band and orchestra instru-

ments, for which we have the exclusive agency in the city."

Business continues good in the talking machine department of the Hart Piano Co. The management reports good daily sales of Victor and Edison machines, and a large demand for records.

Things have been pretty lively during the past week with the Caldwell Piano Co. With the immense stock of pianos, and convention delegates constantly calling, the talking machine department was overshadowed, but not completely. Fred A. Krauss, formerly with the Hart Co., manager of the department, said business was very good; that there was a steady call of good volume for records, and that he was making daily sales of machines.

Norman H. Cook, director of the talking machine department of the W. F. Frederick Piano Co., said business was very good and prospects encouraging. The piano department had, however, he stated, been the great attraction during the week of the convention. The store was visited by a large number of delegates and every courtesy extended them.

One of the attractions during the convention was the music emporium of the H. E. McMillin & Son Co. The company had on exhibition an elaborate display of all kinds of instruments, not the least attractive being a full line of Victor and Edison machines. O. E. Kellogg said business was fine in every department.

F. N. Hertzner, manager of the talking machine department of the B. Dreher's Sons Co., stated business was fairly good, in fact as good as expected at this season of the year. The company is selling a good many of the best grades of Victrolas, and has a large and growing record clientele.

The May Co., Charles I. Davis, the Brainard Piano Co. and the Wm. Taylor, Son & Co. all report favorable business conditions.

AN EXAMPLE FOR OTHERS.

An Illustration of How the Talking Machine Business Will Respond Profitably to Any Person Who Gives It Consideration Illustrated in the Success Achieved by Miss Adler.

(Special to The Talking Machine World.)

Detroit, Mich., June 9, 1913.

This story and the accompanying illustration are designed to demonstrate how the talking machine business will respond profitably to any man who is a live wire. Incidentally, an eighteen-year-old girl in charge of a talking machine store is something of a surprise and novelty.

Miss Helen L. Adler is the girl. The store is at

cupied the store and had failed. They had carried pianos and phonographs. Mr. Adler started in as a piano dealer and took on a very small line of Columbias as a side line. To-day practically the entire store is devoted to the Columbia line and records, and what is left of the piano business is to be closed out. This is not saying anything against the piano business—simply showing how much money can be made in the talking machine business.

The photo shown herewith does not do justice to the store, showing only one side. On the other side are racks with thousands of records and more talking machines.

Mr. Adler did not fear to locate where others had failed, because he knew what live wire methods

would accomplish. He did not sit in his store and wait for trade to come to him. He went out through the neighborhood after it. Thus his daughter was left in charge of the store a good deal while her father was here. She always was assisted by her younger brother, Milton. Miss Helen is an unusually attractive maid, very pleasant to meet, but attends strictly to business, which is what makes the store go as well or better under her direction than under



The Adler Store; Miss H. L. Adler in Center.

726 Michigan avenue, Detroit. Three years ago Maurice Adler, the owner, didn't have a dollar to his name. To-day he is touring Europe, taking a well-earned vacation, while his daughter is making the business even more profitable than he did.

Adler was ridiculed for starting the business where he did. Three other music concerns had oc-

der her father's. She believes in carrying a complete stock of records, and always has on hand the full line of German, Polish, Hungarian, Bohemian, Italian and other foreign numbers. For this reason the foreign trade flocks to her store and makes that department of the business particularly prosperous.

AUTO RACES STIR UP THINGS IN INDIANAPOLIS.

Attract Thousands of Out-of-Town People to That City—General Business Conditions for June Satisfactory—Some Managers Who Are Making Records—Rapp-Lennox Co. Moves to New Quarters—Columbia Regal for Graduating Class—Items of Interest.

(Special to The Talking Machine World.)

Indianapolis, Ind., June 9, 1913.

After the thorough stirring-up given the city by the Memorial Day speedway races, with thousands in the downtown streets, Indianapolis seems to be a quiet place. And the quietness has penetrated the talking machine business. Managers are finding time to re-arrange their stocks and to do little things here and there which have been overlooked in the hurry of more busy hours.

Though June has started out unostentatiously, May "came home with the bacon." All the houses report good business in May.

Up on the fourth floor of the Aeolian Co.'s building in North Pennsylvania street is a beautiful little garden kept by Miss Lazurus, manager of the Victor talking machine department. The "little garden" is in a wide box, which rests in one of the window ledges. This department was an attractive spot before the "garden" arrived, and now patrons remark that the new addition to the "equipment" adds much to the attractiveness of the place. The flowers were planted by Miss Lazurus.

W. S. Barringer, manager of the Stewart Talking Machine Co., says the wholesale business has been good, but that the retail trade is a little slow. This seems to be the condition all over the city. The Kipp-Link Co., distributors of the Edison machines, is doing a flourishing out-of-the-city business, but the city trade has fallen off a little lately. The manager of one of the local hotels recently bought one of the new Edison disc machines for his dining room. Since that time the Kipp-Link Co. has had numerous inquiries originating in the hotel dining room. The machine is proving to be a good advertisement for the company. The Kipp-Link Co. is short on disc records for the new machines and is "crying" for more from the factory.

Thomas Devine, manager of the Dictaphone department of the local branch of the Columbia Co., went to Richmond, Ind., recently to install a number of Dictaphones in the offices of the Pennsylvania Railroad Co. at that place. Mr. Devine is making a record in his department, not a "cylinder" or "disc" record, but the kind that makes his competitors "sit up" and "take notice."

Mr. Rowell, of Cincinnati, O., with the Edison staff, has been in Indianapolis recently assisting in a competitive demonstration between the Dictaphone and the Edison business phonograph. Mr. Rowell was assisted by Mr. Brown and Mr. Bostwick, of Chicago, and Mr. Baldwin, of Cincinnati.

Among the recent purchasers of the Dictaphone are the Fairbanks-Morse Electric Manufacturing Co., the Pennsylvania Railroad Co. and the American Express Co.

Frederick Goodwin, manager of the educational department of the Columbia Co., spent a day here recently in the interests of the department he represents. W. C. Fuhri, of Chicago, district manager of the Columbia Co., has been in Indianapolis working on wholesale department prospects.

A. W. Roos, manager of the local branch of the Columbia Co., reports that more business was done by the branch in May than was ever done before in that month. Mr. Roos says the effects of the March floods have entirely disappeared. As was announced in this column some time ago, Mr. Roos has an automobile. That he believes in using it is shown by an act of his last Saturday night. It was about 8.30 o'clock when two customers entered the store. Mr. Roos was not long in convincing them that each needed a Regal model. They agreed with the manager and bought. Then they said they would like to have the machines delivered at once. Mr. Roos was equal to the occasion, and placing purchasers and machines in his automobile he delivered all to the desired locations.

The graduating class of School No. 3 bought a Regal, with a complete supply of records, for the school. It is the custom here for graduating classes in the public schools to give an entertainment and

then purchase a present for the school with the receipts. A good many classes have purchased talking machines.

The Rapp-Lennox Co., which handles a line of Victor machines in connection with their piano business, have moved from 126 East New York street to 118-120 East New York street. A special

EDISON LINE REPORTED VERY STRONG IN TWIN CITIES.

Minnesota Phonograph Co. Reports Heavy Demand for Blue Amberol Records and New Disc Goods—New Columbia Store Opened Last Month a Model Establishment—Personal Items of Interest—W. A. Lucker to Handle Columbia Line in St. Paul.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, June 9, 1913.

Every sail of the Minnesota Phonograph Co.'s stores in Minneapolis and St. Paul has been let out to the breeze and the Edison machines are being driven to the utmost. "We are getting the business with the new Edison concealed horn machines and the blue records," said President L. W. Lucker Thursday. "The Edison disc machines are selling rapidly. To-day we received 40,000 blue records, but I don't imagine that we will have them long, not at the rate they are going. Our exclusive Edison store on Nicollet avenue is a fine little magnet to draw trade and already had justified the expense of establishing it."

This new store opened about a month ago at 17 East Sixth street, St. Paul, is the last word in

talking machine department is to be fitted up in the new quarters. The company has twice as much floor space as it had before.

Orville Harrold, the famous tenor, sang here Sunday afternoon, June 1. His Columbia records are in demand.

A novel plan to attract the attention of the record buyer is being used by the talking machine department of the Aeolian Co. here. The monthly booklet issued by the Victor Co., announcing the new records, is covered with an attractive "cover-let" which contains an "Aeolian Digest" of the supplement. The best records of the month are set out in this cover and is a real aid to the buyer.

new store at 17 East Sixth street, which has been open a month, Manager Herdman has done more business than for the corresponding month of 1912 and there is every indication of continued growth. One of the strong features of the business is the foreign department under Frank Bauer. This versatile young man speaks nine languages and has gone right into the big foreign population of St. Paul for business. The store claims to have a foreign record stock without comparison in the Twin Cities and gives Mr. Bauer credit for the result.

James Mead, head salesman in the Columbia store, left this week for Toronto, his home, where he will visit a month during the hot season.

Jay H. Wheeler, manager in the Northwest for the Columbia Graphophone Co., has gone to Chi-

cago and the East, to be gone a fortnight. It is a business trip for Mr. Wheeler, and he is expected to come back with a cartload of news.

Victor sales in the Twin Cities, handled largely through the big piano houses, must be enormous in the aggregate. Edward R. Dye, of the Metropolitan Music Co., the first of the big piano houses to open a Victor department, reports that trade has increased materially. Highly encouraging reports are made by the Cable stores, Foster & Waldo and the Raudenbush stores, all of which handle

complete lines of the Victor talking machines with satisfaction to the managements and doubtless to the home department.

TRADE IN MEMPHIS.

(Special to The Talking Machine World.)

Memphis, Tenn., June 9, 1913.

Prospects for business in this territory look very promising, and a talk with business men creates the belief that the season will be very satisfactory.

The E. E. Forbes Piano Co. has made some changes in its Memphis branch. Lawrence Herzog has been appointed manager of the talking machine department, C. M. Bishop succeeds R. E. Ching, who resigned to go as manager of the piano department of the Stewart Drygoods Co., Louisville, Ky., and W. J. Hon, who has been player salesman for a long time with this company, has been appointed city sales manager.

If you are filling your field and growing with it—then, all is well—but hike ye and keep on hiking, lest another more fit crowd you out.



New Columbia Store, 17 East Sixth Street, St. Paul, Minn.

graphophone display rooms. It is one of the two Columbia stores in the Twin Cities and the design throughout is the work of C. P. Herdman, late of Indianapolis. The room is finished in soft, harmonizing tints, and the general effect is extremely pleasing. The arrangement is most orderly, and Mr. Herdman has received many compliments for his bright little, tight little shop.

F. K. Dolbeer, general sales manager for the Thomas A. Edison Co., was in the Twin Cities this week and expressed himself as highly pleased with the manner in which the Edison goods are being pushed. The Minnesota Phonograph Co. had a fine booth at the recent Women's Exposition, which attracted more than 100,000 visitors in the week it ran at the National Guard Armory.

C. P. Herdman, manager of the St. Paul store of the Columbia Graphophone Co., has closed a deal with William A. Lucker, of the Minnesota Phonograph Co. in St. Paul to carry a line of Columbia goods. Mr. Lucker has the only talking machine store on Seventh street, which probably is the main retail street of the city. In the beautiful

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Review of Trade Conditions Indicate a Marked Slowing Up in Conformity with the Usual Summer Custom—Business Is Healthy but Competition Is Most Keen—Clever Publicity Being Put Out by Leading Manufacturing Concerns to Stimulate Dealers and Users of Records and Machines—Interesting Lists of Records This Month—New Stylus Bar Introduced—The Frimaphone a Recent Development—Impressive Demonstration of Edison Blue Records and Opera Machine at the Belle Hotel—Tooting News of the Month.

(Special to The Talking Machine World.)

London, E. C., June 5, 1913.

From reports which have come to hand from various important centers of trade activity it is evident that talking machine business is slowly but surely undergoing a change. The very hot spell of weather experienced recently is doubtless a strong contributory cause of the drop in sales to normal summer proportions. From the retailers' viewpoint the months of June, July and August represent perhaps the worst trading period of the whole year, and only in a few instances, owing to special circumstances, does anything like a solid business obtain. Yet the talking machine industry as a whole is in a very healthy condition. There is keen competition, it is true, but a direct result is an ever widening field for the manufacturer and the dealer whose individual turnover in most cases must progress accordingly. In taking care of their summer trade interests, the leading record houses pin a good deal of faith in press advertising supported by a generous policy of free literature and helpful advice to dealers, who are regarded by manufacturers much in the way a doctor regards his patient—a fitting object for plentiful doses of sales-stimulants, and constant reminders of what is possible by the exercise of energy and enterprise. All of which, it must be admitted, is very necessary to move those dealers who are prone to become lethargic in their outlook.

Advertising Produces Results.

Of the "H. M. V." Columbia, Edison and Pathé press advertising it is sufficient to remark upon its beneficial effect generally. To the public it must represent a pilot light upon the offerings and activity of this trade—a constant reminder of the hours of enjoyment derivable from the possession of a musical medium of boundless possibility in our social life. These advertisements are good salesmen—out to interest the buying public for the benefit of retailers, who would do well to make special window displays each week of the particular records advertised.

Another Cheap Record Issue in Sight.

Among the eighteenpenny record people speculation has been rife for some time past as to the rumor of an impending issue of a competitive priced record by one of the big companies. From inquiries made I learn there is a good deal of truth in this matter, but beyond this it is not expedient at the moment to say more. The fact remains, however, that it is exciting more than ordinary interest in trade circles, having regard to the fact that the company in question has command of unusual resources, artistic and otherwise, of which doubtless good use will be made. The new record is expected on the market in good time for the season's trade.

Book of Hints for Gramophone Owners.

"Hints About the Gramophone," published by Rowell & Sons, 62-68 Roseberry avenue, London, E. C., is a useful little work that may interest my readers. In no sense a technical treatise, it may well be regarded as a "philosopher and guide" to all, and prospective owners of disc instruments, in that many really valuable hints of a practical nature are embodied therein. R. F. Rowell, the author, treats his subjects in a broad and fearless spirit, and is at pains in reasoning very strongly against

the prevalent practice of selling records as new when they have been played over often quite a number of times in retail shops. A stamp (why not the copyright one?) over the spindle hole would remedy this very natural grievance. "How to Operate the Gramophone," "Storing and Cataloging Records," "Buying the Instrument," are chapters replete with sound advice, and there is in addition much other interesting reading in "Hints About the Gramophone," the price of which is 1s. 6d.

Postal Reforms Announced.

The postmaster general has announced one or two reforms which are of interest. Names of places composed of compound words will be charged as one word in telegraphic addresses. This does not apply to streets. If within the same district parcels may be redirected free of charge. For example, London will count as one district. Parcels to the Far East will in future be forwarded by the Trans-Siberian route. Traders please note.

Diploma and Honor for Rayflex Elbow.

The Rayflex Co., manufacturers of an ingenious sound reflecting elbow, which exercises a wonderful effect upon tone delivery, has been advised by the judges of the exhibits at the Kinematograph Exhibition, held recently at Olympia, of a diploma of honor award for its Rayflex elbow. A tribute to merit!

Wilcox Record Supply Co.

Wilcox Record Supply Co., Ltd.; capital, £2,000; registered office, 33 Oxford street, London, W.

Kalliope Co. Creditors to Meet.

A meeting of the creditors of the Kalliope Co., Ltd., has been called.

Some Splendid Beka Records.

The Beka Meister list for June is notable for some splendid instrumental and vocal selections. Two pleasing ballads, "The Children's Home" and "Dear Heart," are beautifully interpreted by an old favorite in the person of Miss Jessie Broughton, while the "Tannhäuser overture, Parts I and II, by the Meister Orchestra, is a superb example of perfect recording. A new Beka artiste, John Perry, contributes two old favorite songs in fine swing, and Jamieson Dodd is also listed, his selections being "Gallop and Kick" and "Sergeant of the Line."

The 10-inch list is exceptionally comprehensive and up-to-date in its contents, and the recording throughout is marked by a standard of quality which deserves the highest praise.

New "His Master's Voice" Records.

Another fascinating list of titles is announced by "His Master's Voice" Co. for June. It is throughout characteristic of the magnificent vocal and instrumental standard of quality maintained by the Gramophone Co., and special mention should be made of the New Symphony Orchestra's contributions thereto. The two 12-inch discs, containing Wagner's "Tannhäuser" overture, Part I and II, are a veritable triumph of recording, and but serve to enhance the reputation of this brilliant orchestral combination. Comparatively new to the talking machine world, Hubert Eisdell has quickly won to the front rank on merit alone. His latest record, "Awake," offers peculiar scope for an effective display of one of the most beautiful tenor voices ever heard on records. Other attractive items in this list are as follows: "Kitty! (What a Pity)" (Percy Fletcher), Charles Tree; "A Soldier's Song" (Mascheroni), Robert Howe; "The Valley by the Sea" (Adams), Mme. Edna Thornton; "Dear Love, Remember Me" (Marshall), Miss Ruby Helder (Lady Tenor); "Gems from Pagliacci" (Leoncavallo), Grand Opera Company.

"Pagliacci" records by Caruso—12-inch, 12s. 6d., "Vesti la Giubba"; "No, Pagliacci, non son." 10-inch, 8s., "Vesti la Giubba." "Le Cygne" (Saint-Saëns) (Cello), W. H. Squire; "All I Want Is Mary" (Wilson and Tate), Miss Clarice Mayne; "Short Stories, No. 1," Miss Helen Mar; "Snookey

Ookums" (Irving Berlin), Harry Carlton; "My Samuray Girl" (Hirsch), Stanley Kirgby; "My Honolulu Honey Lou" (Melville Gideon), Mme. E. Jones Hudson and chorus; "Burlesque Lucia Sextette," from "Come Over Here" revue.

H. M. V. double-sided records—"Reminiscences of Verdi," Part I and Part II (arranged by F. Godfrey); "Mignon," overture (Thomas, arranged by Mackenzie Rowgan), and "Swan Lake Ballet," "Dance of the Swans," "Hungarian Dance—Czardas" (Tschaikowsky), band of H. M. Coldstream Guards; "Fairy Tiptoe—Morceau Elegant" (J. Fredericks, arranged by A. Lotter), and "Valse Nala" (Leo Delibes), Mayfair Orchestra; "Come Over Here," London Opera House Revue, Selection I and Selection II, the Ragtime Orchestra; "Row, Row, Row Medley," one-step, and "On the Mississippi Medley," turkey trot, Metropolitan Band; "When the Midnight Choo-Choo Leaves for Alabam' Medley," turkey trot, and "Waiting for the Robert E. Lee," medley, turkey trot, Metropolitan Band.

A Cargo of Song Birds.

Such is the Daily Telegraph's artistic expression in reference to the number of operatic stars who made the journey across from your side aboard the Kaiser Wilhelm II recently. Of eleven artistes, the Gramophone Co. point out that no less than seven contribute to its lists. And all of these are stars of the first magnitude. This was prominently brought before the notice of dealers in a special brochure recently issued. Other publicity matter put out this month by the "H. M. V." concern deserves mention. Posters by the famous Hassell and other interesting matter is now in the hands of dealers, the avowed object being to stimulate summer trade. Letters to customers, advertisement copy and various other matter, on a generous scale, form part of the sales scheme, and apparently "H. M. V." agents are in for a good time. It won't be the company's fault if they don't have it.

"His Master's Voice" Savoy Concert.

In connection with the return of Caruso and Melba to Covent Garden opera after their brilliant season abroad, the Gramophone Co., Ltd., conceived a happy inspiration. Quite a number of its artistes are appearing at Covent Garden this season, and some new celebrity records have just been prepared for issue. To demonstrate these a concert was given at the Savoy Hotel on May 27 before a very representative gathering of musical critics and press men. For the occasion a cabinet grand was used, and its splendid tone was shown off to excellent advantage in the spacious white room of the hotel. Records by Caruso, Melba, Scotti, Franz, McCormack, Sammarco and Kirkby Dunn were played over to an appreciative audience. Eulogistic references as to the scientific strides made in the art of mechanical reproduction within recent times were many, and as one present said, "One might well imagine Caruso, himself to be present," his records of "Manon" and "Ballo in Maschera" being particularly fine. Melba, too, in numbers with violin obligato by Kubelik, aroused much enthusiasm, and a word of praise must be accorded the faithful reproduction of the voices of McCormack, Sammarco, Kirkby Lunn, etc. If the favorable notices in certain of the leading London and Provincial press organs the following morning is any criterion, the whole affair was highly successful and much enjoyed by those privileged to be present. The records, by the way, are now on sale.

Ysaye for Columbia.

The Columbia Graphophone Co. advise me it has succeeded in obtaining a perpetual and exclusive recording contract with Ysaye.

The record public has heard many great artists in recent years and they have included great violin virtuosi of technique and temperament. But it is

FROM OUR LONDON HEADQUARTERS—(Continued from page 44).

not belittling them to declare that the Belgian giant has shown that there are heights yet remaining for the younger generation of violinists to scale. That Columbia records will be the first and only records to reproduce Ysaye's playing is needless to say, a source of great pride to this house.

New Stylus Bar a Success.

Messrs. Murdoch's new stylus bar is a novelty which finds much favor here. It is of unique construction, having a double carrying bar from the needle holder to the diaphragm, which, the makers claim, is of distinct advantage in that sound vibrations are carried by two channels, resulting in a more even distribution of sound, a clear and sweet reproduction, to say nothing of increased volume strength. This ingenious stylus bar is made in various sizes to fit any of the well-known makes of sound boxes, and retails at quite a moderate figure. Particulars may be obtained from John G. Murdoch & Co., Ltd., Farringdon Road, London, E. C.

Sound Box Given Free with Records.

In order to afford the public at large an opportunity to become acquainted with "the record that's twice as long," the Marathon Co. announces an unique offer. For a period of three months it will give to every purchaser of Marathon records to the value of £1 a Marathon sound box of any type, a free adaptor to purchasers of 10s. worth of records and a Marathon "D" adaptor to those purchasing records to the value of 15s. With either one of these the ordinary disc machine owner can play Marathon records on his instrument. To assist dealers in bringing this offer strongly before the public supplies of a specially written circular and other literature are supplied.

Features of the Primaphone.

Of unusual form of construction, a new instrument, styled the Primaphone, recently made its debut on this market. Its particular features comprise easy portability, stationary tone arm and a projecting sound amplifier, this latter extending out five or six inches from the case, and can be folded

up when not in use. To the sound box is attached a rubber tube which telescopes into the tone arm, the path of the sound box being governed by a pivoted rod. The whole machine outfit is made to fit a traveling case, measuring only 11 inches broad and long, 9 inches high. Yet the sound conduit is altogether over 36 inches in length! The Primaphone "Traveler" model is of substantial construction, and its tone quality is remarkably good.

Music by Wire from London to Paris.

The transmission of music over the telephone between London and Paris was the subject of an interesting test recently. Free from the expense, time and fatigue of a journey to Paris, a number of guests assembled at the offices of the Electrophone Co. in Gerrard street and, comfortably seated in arm chairs, were enabled to listen to a performance of "Faust" being given at the Paris Opera House. It was all very wonderful; voices, orchestra and applause being distinctly audible. A similar transmission was simultaneously made from Covent Garden Opera House and other London theaters to Paris.

Nothing on so extensive a scale over long distances had previously been attempted here, and this successful experiment is regarded as a triumph for the Electrophone and the new "loaded" submarine cable across the English channel.

New Method for Teaching Language.

From Paris comes a report that a combination of the gramophone with a moving strip showing the words that are spoken has been devised for teaching foreign languages. As the record pronounces a sentence in the language which is being studied, the written words pass before the student. For the study of foreign languages, and in other educational directions, the talking machine now occupies an unique place in the educational systems of almost all important countries the world over.

Edison Records for July.

The Edison list of titles for July is somewhat smaller than usual, but what it lacks in numbers is more than counterbalanced by the splendid fare pro-

vided. I would mention incidentally that the curtailment of lists during the summer months is much appreciated by the dealer fraternity for reasons too obvious to mention. In the blue Amberol grand opera record of Ballatella, "Che volo d'augelli!" (Ye birds without number), from Leoncavallo's opera, "I Pagliacci," Madame Marguerita Sylva, the great American prima donna, offers a rendition in all respect faultless. The success and popularity of this record is assured. This month the concert list contains only one record, i. e., "Afton Water," by Christine Miller, whose sweet contralto voice is heard therein to the best advantage. Some especially pleasing selections figure on the ordinary Blue Amberol list: "Prelude," by the National Military Band; "On Her Pic-Pic-Piccolo," Billy Williams; "Excelsior," duet by Ernest Pike and Peter Dawson; (a) "Mennet" (Beethoven), (b) "Gavotte" (Gossec), by the Tollefsen Trio—violin, flute and harp, being typical examples. In addition to the foregoing the list under review contains: "Parted" (Weatherby and Tosti), Hughes Macklin; "A Dinder Courtship" (Weatherly and Coates), T. F. Kinniburgh; "In the Island of Go as You Please" (Godfrey and Gifford), Jack Charman; "Dear Love, Remember Me" (Harford and Marshall), Charles Compton; "'Tis a Story That Shall Live Forever" (Pelham and Wright), Stanley Kirkby; "The Gay Cavalier" (Merson), Billy Merson; "Nights of Gladness Waltz" (C. Ancliffe), National Military Band; "Under the Big September Moon" (J. C. Atkinson), Campbell and Gilletti; "Was There Ever a Night Like This?"—The Passing Show of 1912—(Hirsch), Chas. W. Harrison; "Silver Threads Among the Gold" (H. P. Danks), Will Oakland; "My Sumurun Girl Medley" (banjo solo), Fred Van Eps; "One Heart Divine" (A. H. Rosewig), Elizabeth Spencer and Irving Gillette; "The Shepherd Boy" (G. D. Wilson-Saenger) (violin, flute and harp), Venetian Instrumental Trio; "Everybody Two-Step" (Wallie Herzer), Billy Murray and chorus; "How Could I

(Continued on page 46.)



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEDIVE
OF EGYPT



To H. M. the KING
OF ITALY

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
ITALY: Compagnia Italiana del Gramofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Ap-pelbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros. & McMahon, 443 West Street, Durban; Ivan H. Haaburger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD
LONDON, E. C.





The highest-priced "talking machine" on the market is a Columbia. The best low-priced "talking machine" is a Columbia. The best discounts all the way through are Columbia.



**Columbia Graphophone Company
Woolworth Building, New York**

FROM OUR LONDON HEADQUARTERS—(Continued from page 45).

Forget Thee," gavotte (Schuster), Neapolitan Instrumental Quartet; "On the Mississippi—Hanky Panky" (Carroll and Fields), Billy Murray and chorus.

Columbia Record News.

No less than nine ragtime records appear in the new month's Columbia-Rena supplement, of which two are 12-inch. Over 100 ragtime selections now figure on the Columbia list.

When the Sheffield choir, under Dr. Coward, was last November brought up specially from Sheffield by Mr. Stoll for a short season at the London Coliseum, there were two part songs which the music critics hailed as introducing amazing vocal effects. They were "Bells of St. Michael's Tower" and a comedy part song, "Franklyn's Dogge," both of which are listed on a 12-inch Columbia record this month.

Some little time ago the Columbia Graphophone Co. requested its patrons, through the columns of its little monthly magazine, the "World of Records," to say what selection not at present represented in the Columbia-Rena catalog they would like to have included. The song which headed the list as favorite was "My Sweetheart When a Boy," and this appears on a Columbia-Rena 10-inch record this month by Walter Wheatley, who on the reverse side is also responsible for "Drink to Me Only with Thine Eyes" (words, Ben Jonson). Other titles which appear on this month's Columbia-Rena supplementary list are: Ten-inch—"The Ould Side Car" (J. Airlie Dix), and "The Little Irish Girl" (Hermann Lohr), Charles Tree; "Laughing Mad" and "They All Laugh Like Me" (laughing songs), Fred Arthurs; "I'm William the Conqueror" (Collins, Burley and Lawrence), Harry Champion, and "Ragtime Ragshop" (Collins and Burley) Harry Champion; "Hullo, Ragtime," Selection Part I and Part II (Louis A. Hirsch), Casino Orchestra; "Casey Jones Went Down on the Robert E. Lee" (Jones), and "When the Midnight Choo-Choo Leaves for Alabam" (Berlin), Collins and Harlan. Columbia-Rena 12-inch records: "Turkey Trot Medley," Part I and Part II (in dance time), Prince's Grand Concert Band; "Way Down South" (Geo. Fairman), and "The Wedding Glide" (Louis Hirsch), the two Bobs; "Where My Caravan Has Rested" (Hermann Lohr), and "Make New Friends, but Keep the Old" (Joseph Parry), Morgan Kingston.

Edison Opera Machine Demonstrated.

A practical demonstration of the Edison Blue Amberol records and opera machine was given on May 24 at the Bell Hotel, Tooting, before the members, committees and visiting friends of the South London Phonograph Society, the whole of the arrangements being carried out by C. W. Bond, representing the society, and H. Pride, representing the Edison Co., in such a way that a most enjoyable evening was spent, and which proved quite a revelation to the majority of the visitors.

W. Denville Simons, of the Edison Co., who was in the chair and is the president of that society, opened the meeting with a few remarks on the rapid advances that have recently been made with

the Edison products, and Mr. Edison's general desire to improve the musical quality of them and give just the right volume for the home, so that the products shall appeal to all keen music lovers.

Mr. Lockart spoke at length on the good work done by the grand old man of the trade, and said that all talking machine enthusiasts must appreciate the life's work that Mr. Edison is giving towards perfecting the most marvelous invention of this or last century. He also spoke in eulogistic terms of the fair treatment always dealt out by the Edison Co. all round in its efforts to uphold the tone and dignity of the trade in general. They were all assembled there that night to listen to the latest phase in sound reproduction, which he felt after the demonstration all would agree with him was a wonderful advance. It was also a pleasure for him and the members to meet and welcome their president (Mr. Simons) for the first time, who had assured him that all must put their shoulder to the wheel towards making the society move on towards success.

An excellent program was gone through, and while the grand opera and instrumental selections

were greatly applauded, there is no doubt that the ragtime craze, which is now pervading over all Great Britain, captivated the fancy of the majority of those in attendance.

However, the palm for general excellence was easily awarded to Peter Dawson's fine rendering of "Thora," and Elizabeth Spencer's record with mixed chorus, "The Rosary," which latter was acclaimed by all present as being the finest record they had ever heard.

The meeting and demonstration all round was voted a huge success, and closed with a vote of thanks to the committee for its efforts in organizing such a concert, and to the Edison Co. for its valuable help, while the chairman passed a vote of thanks to the visitors for their attendance in such numbers, there being over 200 in the room. C. A. Bond gave particulars of the object and aims of the society and solicited for new members.

At the close of the concert a demonstration of home recording was given, which added much to the humor of the whole proceedings, and which was, as explained by the chairman, but one of the fascinating features of the Edison machine.

H. J. CULLUM'S CONVENTION TALK

At Buxton on the Necessity of Price Maintenance and Agreements—Handled Subject in Broad Manner—Arguments Which He Set Forth Enthusiastically Supported in General Discussion Following Reading of Papers.

(Special to The Talking Machine World.)

London, England, June 4, 1913.

At the annual meeting of the British Music Trades Association, held at Buxton, May 22, a number of unusually interesting papers and discussions were presented to the members by representatives of the musical instrument music publishers, supply dealers and talking machine industries. Many interesting topics of vital concern to the trades present were ably discussed and, as usual at these conventions, talks after the various papers were participated in by the enthusiastic representatives in attendance. Incidentally the 1913 convention was the first one at which the talking machine industry was represented.

One of the most important and timely talks presented at the meeting was that by H. J. Cullum, a prominent member of the talking machine industry under the title, "The Necessity of Price Maintenance and Agreements." Under this heading Mr. Cullum discussed a number of vital points in this subject that caused the members to listen with attention throughout the entire talk.

Mr. Cullum presented the subject in a broad manner, bringing out various sides of the question. Discussing the economic factor of the price maintenance subject, Mr. Cullum described a number of definite cases where the dealer in order to undercut his competitor had eventually ruined his own business, with nothing to show for his losses. He also mentioned that price maintenance agreements are great factors in binding the trade together as a

unit and promoting general good fellowship.

Viewing the subject from every standpoint, Mr. Cullum impressed upon the members in attendance the great value and benefits to be derived from price maintenance by all factors in the industrial world. Not only does it help the dealers to gain their just profits from their merchandise, but it serves to educate the public to the fact that the articles sold under the price maintenance agreement are worth the amount asked, and with every dealer asking exactly the same price for the same article, the buying public is soon convinced that real value and quality is represented in the product the dealers carry.

Subsequent to Mr. Cullum's address, the members at the meeting joined in a general discussion of the subject so ably presented by the speaker. It was significant that practically all the comments on the address agreed with the arguments advanced by Mr. Cullum in favor of price maintenance and agreements.

After discussing the subject from all angles, the chairman of the meeting said that they had often wished for fixed prices. In the name of the association he thanked Mr. Cullum very cordially for his talk, which he stated was of considerable benefit to the members.

SALESMAN HAD HIS NUMBER.

A Philadelphia lawyer and connoisseur was describing some of his experiences in search of curios. "I once entered a shop," he said, smiling, "and the salesman pointed out to me a dilapidated chair. 'That there chair, sir,' he said, impressively, 'belonged to Louis Crosseye, King of France.' 'Louis Crosseye?' said I. 'Why, there's no such person.' 'Oh, yes, there is, sir,' said the salesman, and he showed me a ticket marked 'Louis XI.'"

IMPORTANCE OF CARING FOR RECORD STOCK.

Idea of the Extent and Completeness of the Equipment of Landay Bros., the Prominent Victor Distributors of New York, Seen in Illustration Below—Landay People Great Believers in Carrying Fullest Stock Obtainable to Supply All Demands.

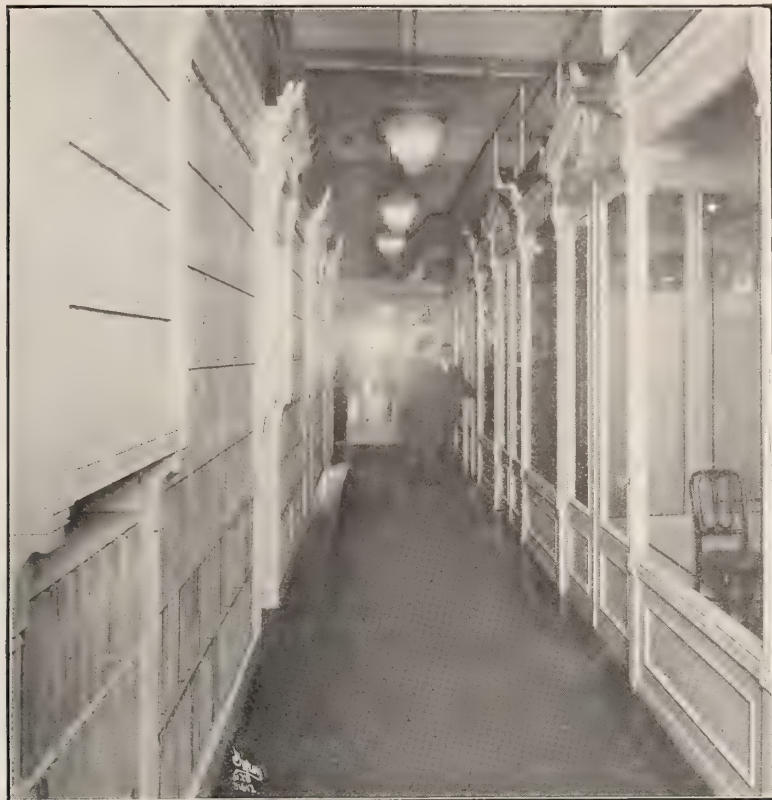
"Our business for the first five months of the year is considerably in advance of the corresponding period last year," remarked Max Landay, of Landay Bros., the prominent Victor distributors, before sailing for Europe last Saturday, June 7. "Our record business is showing phenomenal gains, and it is really surprising to observe the rapid ad-

care of the call for this class of music has broken all records.

"One of the most important parts of our business is the complete record stock that we always carry. I believe that an adequate stock of records is indispensable to the success of any talking machine dealer, and with this idea in view our shelves

are kept complete and up to date in every particular. These record shelves are gone over at frequent intervals, and a clean, fresh stock is always offered our patrons.

"I have always maintained that a dealer should pay careful attention to his record stock, as a sale lost now and then of some records that the dealer should have in stock but has not, will often result in the patron's going to the store that can supply records at all times when a machine is wanted or a large list of records desired. This record question is an important one that every dealer should appreciate, and it will certainly pay the dealer to see that his stock is as near complete and up to date as his clientele demands."



View of the Landay Record Stock Department.

vances in popularity of the grand opera and similar records, while the demand for the special dance records issued recently by the Victor Co. to take

EXPANSION IN OTTAWA.

C. W. Lindsay, Ltd., to Add an Entire Fifth Floor for Victrola Display—Growth of Business Under Graham's Management.

(Special to The Talking Machine World.)
Ottawa, Can., June 7, 1913.

Owing to the great increase in the Victrola business C. W. Lindsay, Ltd., the well-known Sparks

deal in Victrolas, and the Sparks street store is the distributing center for Ottawa and the Ottawa valley.

Much of the credit for this striking advance is due to the energy and business acumen of G. J. Graham, the head of both the retail and wholesale departments, who has been with the firm ever since the Victrola business was started seven years ago. Not a little of the steady success of the firm during that period has resulted directly from the policy pursued by the head of these departments, and it is expected that the trade this fall will be of very large proportions, and the firm is making every preparation to meet it, having provided a luxurious parlor for visitors and customers.

PHILLIPS OF THE COLUMBIA.

Walter P. Phillips, one of the veterans of the newspaper world, and for years at the head of the old United Press, spent several days in Washington last week. He visited the Press Gallery of the House to renew his acquaintance with the scenes of his former conquests in the news gathering world, inspected the photograph of himself which hangs there, and expressed deep regret at learning of the recent death of Charles Mann, former superintendent of the gallery. While in Washington he was guest at various times of Peter V. DeGraw, Thomas Nelson Page and Earl Godwin. Mr. Phillips was the first man to take a telegraph message on a looped wire direct into the Washington Star office of this city. That was in 1872—Editor and Publisher.

The Denver Dry Goods Co. is giving daily demonstrations of the Edison phonograph in the concert room of its handsome quarters in that city.



Going some!!

You've doubtless heard about the ducky who was fired upon while visiting a chicken coop, and who ran so fast that after the bullet had whizzed past him he in turn whizzed past the bullet.

We don't aspire to compete with that story for speed, but in our own line we're some speed artists when it comes to delivering the goods.

We ship all goods the same day the orders are received. That might be "going some" for some jobbers, but we really don't think it's any more than you should expect from your jobber.

Our immense stock of Victors, Victrolas, Victor Records, record cabinets, horns, needles, fibre cases, repair parts, and accessories of every sort, enables us to give this kind of service all the time.

Such service is worth a lot to you, and yet it doesn't cost you anything extra. Wouldn't it be well to write to-day for our latest catalog? We'll also send you our booklet, "The Cabinet That Matches."

Victor foreign records

are here too—the entire list, ready for immediate delivery:

Arabian	Greek	Norwegian
Bohemian	Gregorian (Latin)	Polish
Chinese	Hawaiian	Portuguese
Croatian	Hebrew	Roumanian
Cuban	Hungarian	Russian
Danish	Italian	Sistine Choir (Latin)
Finnish	Japanese	Slovak
French	Jewish	Spanish
French Canadian	Mexican	Turkish
German	Neapolitan	Welsh

"If it's in the Victor catalog, we have it".

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street

New York



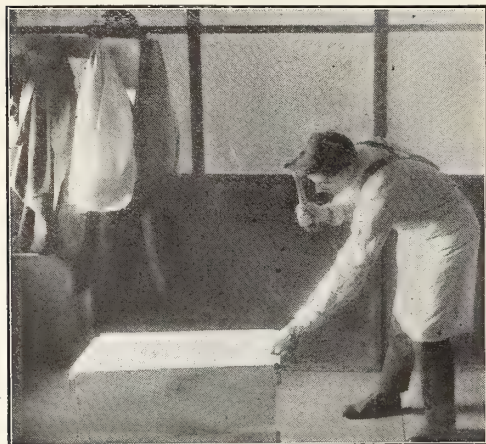
G. J. Graham, Manager.

street firm in this city, has been compelled to enlarge its Victrola department, and it is purposed to add a whole fifth floor to be ready by August 1 next. Although the head office of the firm is in Montreal for the handling of pianos and musical merchandise of every description, all the five stores

FOREIGN MARKET FOR AMERICAN TALKING MACHINES

Some Reflections in Connection with the Reports of the Government on That Subject—The Field Carefully Studied by Trained Agents—The Peculiarities of the Various Markets Summarized in an Interesting Manner by Walden Fawcett for The World.

The foreign market for talking machines and records of American manufacture has recently been thoroughly investigated by the United States Government, and the results which have been made public, are instructive and significant. Moreover, many of the disclosures of this world-wide canvass of the situation are bound to prove interesting not only to the firms and individuals engaged in the international talking machine trade, but also to those whose activities are confined



Preparing Over Sea Shipments of American Talking Machines and Records.

strictly to the domestic field. Just as it is well for the merchant and manufacturer in any line to know something of what his competitors are doing, so likewise there is certain to prove a helpful knowledge of methods and conditions in other markets and an insight into the tastes and tendencies of "ultimate consumers" who make parallel purchases in other parts of the world.

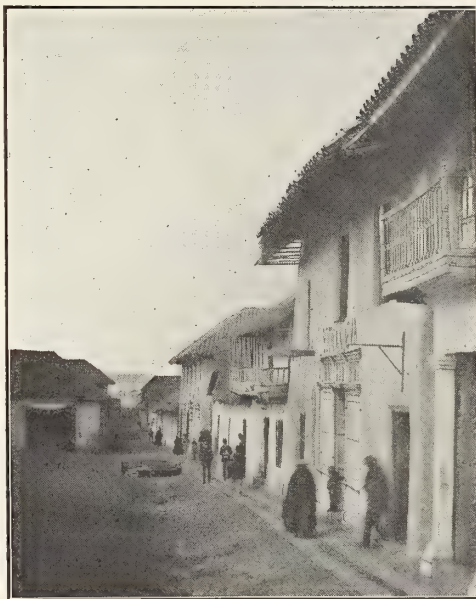
Uncle Sam's quest for information regarding the foreign trade in sound-reproducing instruments took the form of a series of questions on the subject, propounded to every American consular officer throughout the earth. Supplementing these "local reports," if they may be so denominated, have been general investigations made by special experts or field agents of the Bureau of Foreign and Domestic Commerce of the Department of Commerce and Labor, who have taken bird's-eye views of the situation. However, interesting as are the individual reports that have come from these various quarters, they are not separately so significant as the deductions which may be drawn from the garnered information considered as a whole.

For example, it is by summarizing the sentiments in all the hundreds of reports that one realizes the full measure of prestige and pronounced preference which American talking machine products enjoy in almost every country in the world. This should not only be a matter of satisfaction to every manufacturer, jobber and retailer in the United States, but in the case of the latter and his salesmen, it supplies a forceful "selling point." The average citizen realizes that it was American genius that gave to the world sound-reproducing instruments, and that American enterprise has developed the art to its present high state, but by no means every "man on the street" appreciates that not only were the Yankees the pioneers in the field, but that we have most distinctly kept our lead in every phase of the musical and mechanical development of the product, and latterly, have "blazed the path" to improved cabinet work and the more artistic embellishment of the instruments just as in years gone by we did to the mechanical perfection of the working parts.

For the benefit of talking machine men, who at any time have occasion to consult Government statistics, it may be explained just here that Uncle Sam uses the word "phonograph" to designate all instruments in the sound-reproducing class. The

officials realize, of course, that in its strictly literal sense the word refers only to the instrument invented by Edison, but they say that to such an extent has the word phonograph become the popular term for referring to all ordinary instruments for recording and reproducing sounds that they have found it simpler to employ this term exclusively in this connection. Incidentally, it may be noted that the United States Government is coming to bestow more and more attention upon the talking machine industry as a leading activity. For instance, it has only been during the past three years that statistics have been compiled chronicling the exports of phonographs, graphophones, gramophones and records separate from other musical instruments. That such annual exports now amount to nearly \$3,000,000, and are growing every year, attests that it is high time that this trade had recognition such as is now given in the specialized statistics, ably supplemented by the special report that has just been completed.

The current survey of the foreign situation emphasizes the fact that American firms have virtually a monopoly of the phonograph business in Canada. Last year Canadian firms imported nearly half a million dollars worth of goods, and all this business save a paltry \$8,000 worth came from the United States. Moreover the trade is rapidly increasing and has been further stimulated by the fact that some American manufacturers have taken to featuring Canadian songs and singers in their records. From Ottawa, Canada, comes the



A Street in Peru Where American Talkers Are Popular.

report that the disk records which until two years ago were little known there, are rapidly gaining popularity. The horn machine yet has the call in this district, but the hornless machine is making inroads in the trade. On the other hand, in Quebec, where there is, naturally, a fine market for operatic selections in records, we find that the hornless machine is already the favorite. Winnipeg, too, reports the hornless machine in the lead. Reports from all the small towns and rural districts of Canada show a strong preference for records of popular selections, and the double-disk type of record. An unexpected advantage of the harder surface records now being produced by American manufacturers is seen in the advices from Canada that these records withstand the cold of the severe Northern climates much better than the softer records formerly supplied. An interesting sidelight on the Canadian situation is found in the suggestion that many more instruments would be sold in Canada if the instalment plan of payment were more extensively introduced.

Our Southern neighbor, Mexico, alike to all the Latin-American countries, is a liberal and appar-

ently a well-satisfied patron of American talking machines, records and supplies. Phonographs are purchased by all classes of the people and for use not only in the cities, but also in the remote mountain villages, on haciendas and at isolated mining camps. The music best suited to the Mexican trade is classical and operatic, or marches, two-steps and other dance music. There is almost no market for rag-time and plantation melodies. However, the thriving city of Chihuahua reports



A Cuban Restaurant Where Talking Machines Are Used to Entertain Visitors.

heavy sales of records of popular songs for use in the mining camps where numerous Americans are employed. The disk record seems to have the preference throughout Mexico, but there is a division of opinion as between horn and hornless machines, some localities preferring one type and others manifesting an opposite sentiment. One argument sometimes advanced against the cylinder records is that they do not stand the extreme heat as well as the discs, but probably this objection is obviated by the new indestructible cylinder records.

In Central America as in Mexico, the American phonograph has so completely outdistanced its Swiss, French and German rivals that there is literally no comparison. In Berlize, British Honduras, it is almost literally true that "everybody has a phonograph." All through Central America the preference seems to be for disc records and operatic selections, and from all sections come creditable reports as to the manner in which American machines and records have "stood up" under the effect of the hot, humid climate. The situation in Central America evidences the fact that quality will win in the talking machine field. In various localities German houses have endeavored to introduce machines offered at much lower prices than the American products, but not in a single instance have they been able to make any inroads on the American monopoly of the trade. Even the agents of the German house now admit the hopelessness of the case, from their standpoint.

The West Indies presents the same version of the story. In Cuba, few if any European phonographs are to be found and even in Jamaica, a



Nassau, West Indies, Where American Talking Machines and Records Have a Monopoly.

British colony, American firms have fully four-fifths of the phonograph and record trade. All through the West Indies the market seems to be for the more moderate-priced machines, say those ranging in price from \$25 to \$75. On the other

hand, South America, where there is much wealth, is taking most kindly to the high-grade, hornless machine. Argentina has greatly increased her purchases of instruments and has doubled her purchases of records within a year and it is largely due to the fact that American manufacturers have been so energetic that phonographs are much better advertised than any other class of musical instruments. Brazil, however, reports a strong demand for small machines with large decorated horns and showy cases and fittings. In this country, by the way, the preference for disc records is attributed almost solely to the fact that the discs on the market offer the advantage of a different selection on each side. The chief consular officer of the United States in Chile recently wrote to Washington to the effect that there is a tendency to better machines and records in that country, and that it would pay American firms to cultivate this feature of the trade. Similarly, there comes a report from Peru, that whereas the high-grade American machines and records already have a firm hold, there is opportunity for an American salesman speaking Spanish, to do a good business.

In Europe, naturally, American phonographs and records do not enjoy the comparative monopoly of the market that obtains in Latin-America, but, nevertheless, the superior quality of many of the American products in this line has given them a foothold in the face of local competition. It is interesting to note that even in Paris, the Victor, Columbia and Edison Companies are all now "bucking" the firm of Pathe Freres, which has so long had a monopoly, and which later firm is, in turn, planning to invade the American market. In France, however, for all its love of the artistic, the high-price machines have a comparatively slow sale, and the hornless instruments are likewise winning favor slowly. In Germany, despite the cheap competition already referred to in this article, high-grade American machines are sold exclusively, and in Breslau, Germany, an American firm has practically all the trade in cylinder machines, having built up a business in the face of the competition of several German firms that were in the field when the American agency was established. But for all that, there is an excellent trade in cylinder machines and records, the general preference in Germany is for disc models, and one of Uncle Sam's agents reports frankly that one make of French disc machine has profited considerably by the circumstance that it uses a sapphire point, thereby obviating the necessity for needle changing.

American retail dealers may well contrast their happy lot with the unfortunate fate that has befallen many of the German retailers as the result of ruinous competition in that country. The reports that have just come to the United States Government show that the returns to dealers in Germany have become so unsatisfactory through price-cutting and other evils that many dealers have thrown up the sale of phonographs in disgust. Things have come to such a pass that some German manufacturers now make a gift of an instrument to any person who will purchase 30 or more records. Even the retail dealers who do continue in the trade are not able in many instances (owing to the narrow margin of profit) to devote their entire time to the talking machine line, but must make it a "side line." Quite a contrast, indeed, to conditions in the United States, where uniform prices and a living margin of profit has been made the very foundation stone of talking machine and record distribution.

In the United Kingdom, according to the advices reaching Washington, the better class of trade is supplied by the English companies, affiliated with the three largest American companies. The reports show that the use of the phonograph has spread to all the countries of Asia, and that the trade presents much the same features that it does in the United States. Disc machines are practically universal in the Near and Far East. American phonographs are preferred in Egypt and enjoy a large sale. In South Africa disc machines and records had a monopoly until two years ago, when the Edison cylinder machine was introduced, but since that time the Edison line has made rapid headway.

In Australia American phonographs and accessories find one of their chief markets, and their sales far exceed the products of any other country.

The general prosperity, the low tariff duties, and the fact that the English language is spoken, make Australian one of the best market in the world for American instruments and records. The Australian people are lavish buyers and, as in the United States, there is a big demand for high-grade instruments. Thus far the cylinder records have had by far the strongest hold, but there has

all along been a certain demand for disc machines and records, and this is growing. It is predicted too, that Australians will, for many a day to come, prefer the horn machine. Needless to say, there is a big sale in Australia for the records of Melba, the favorite and most famous daughter of the island continent. The conditions in New Zealand are much the same as in Australia. In both Australia and New Zealand the sales of records of popular selections is considerably in excess of the operatic numbers, although the latter is growing.

TALKING MACHINE EXPORTS.

The Figures for April Presented—Reports Show Increase for the Month.

(Special to The Review.)

Washington, D. C., June 7, 1913.

In the summary of exports and imports of the commerce of the United States for the month of April (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for April, 1913, amounted to \$253,442, as compared with \$193,093 for the same month of the previous year. The ten months' exportation of talking machines, records and supplies amounted to \$2,394,640.

BLACKMAN'S NEW SHOW WINDOW

Completed and Now Attractively Arranged—Invites Consideration of Many.

At last do we record the completion of the new show window of the Blackman Talking Machine Co., 97 Chambers street, New York. For the past few weeks the company's window has been in the throes of construction and destruction, but this is now a thing of the past, and the new window is certainly worth all the time and trouble expended.

The first display in the new window presents a very attractive appearance, featuring several artistic models of high-priced Victrolas and Edison machines. The pillars that formerly obstructed the passers-by view of the window display have been removed, and the window is now considerably deeper and wider than heretofore.

The company is also established in its extension quarters, reaching back to Reade street, and this extra space is being utilized to good advantage. Additional room in the basement is also available,

and the company will no longer be handicapped by a lack of sufficient room to keep its stock and properly display it.

DEVELOPING SUMMER BUSINESS.

Victor Talking Machine Co. Issues Stimulative Literature Based Upon the Opportunities That Exist for Building a Profitable Business During the Summer Months.

Attractive and forceful is the latest example of publicity designed by the Victor Talking Machine Co. to impress upon dealers the fact that vast opportunities for profitable business are open during the summer months. It has become customary to commend the publicity of the Victor Talking Machine Co. as attractive and interesting, because of the distinctive features invariably presented, but this latest effort is a real "cracker-jack." Beautifully lithographed in many colors, this four-page supplement is a work of art and refinement.

This summer folder is entitled "Will you open your door to all the music of all the world?" This phrase is appropriately placed over a very attractive scene which shows a door with miniature opera artists in costumes knocking thereon. In the inner pages is shown in many artistic colors a reproduction of the famous Victor advertisement used in national advertising and portraying in miniature the many types of instrumentalists, singers and other talent that the Victor Co. is presenting to the public. On the fourth page is left room for the dealer's name and address, to be accompanied by any suitable advertisement that he may desire to use.

In addition to this folder, the Victor Co. sent to the trade a very forceful letter, calling their attention to the possibilities for developing an excellent summer trade, and announcing that similar artistic folders will be sent out during the next few months.

IN the clinches you can rely upon the Ditson Victor Service. Profits are contingent upon our fast work—and we know it.

STOP saying to your customers: "We haven't got it," because you can get it from **DITSON.**

FAST Victor service is our aim and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company, Boston, Mass.



"The price range on Columbia Records is absolutely complete. The standard price of 65c. for the regular 10 inch Columbia Double-Disc Records (2 selections, one from each side) is a trade attractor that is adding thousands of record buyers as often as we issue a new record—and as the record catalogue shows, the price intervals are frequent, from 65c. up to \$7.50."

(From "Music Money," a free book you ought to have)

Columbia Graphophone Company
Woolworth Building, New York



BIG WISCONSIN TRADE OWING TO CROP CONDITIONS.

Business in Both Jobbing and Retail Lines Decidedly Better Than at This Time of Year a Month Ago—Talking Machine Men Figure That Business Cannot But Be Satisfactory When the Crop Outlook Is So Favorable—Many Sales of Talkers to Schools.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 9, 1913.

Wisconsin talking machine dealers and jobbers are not losing any sleep worrying over the outcome of the tariff legislation. The highly favorable crop report, just issued by Secretary James C. MacKenzie, of the Wisconsin State Board of Agriculture, seems to have instilled plenty of confidence in business men in all lines of activity and is more than offsetting any other disquieting features. Prospects for a crop more bountiful than the bumper crop of 1912 are described in the report, while conditions at the present time are reported as much more favorable than for the corresponding period in 1912. Condition of the various crops ranges as high as 93 per cent., while the acreage comparison is equally encouraging. Talking machine men figure that business cannot but be satisfactory when the crop outlook is so favorable.

Business in both the jobbing and retail lines is decidedly better than at this time a month ago. There is no denying the fact that trade was a little quiet during a portion of May, but new life seems to have been put into things of late. People are getting ready to depart for their outings at summer homes and hotels and are purchasing smaller machines to take with them, besides replenishing their stocks of records. The real exodus will begin about the latter part of June, after the schools have closed. It is expected that trade will show steady improvement from now until the end of the month. Conditions industrially in Milwaukee are very satisfactory, and this naturally reacts favorable upon the talking machine business. There is work for everybody—in fact, the job is seeking the man—and while money is a little tight in some lines, there seems to be little cause of anxiety.

Local jobbers in the Victor, Edison and Columbia lines say that dealers about the State are ordering much better than at this time a year ago. Stocks are not especially large with the average dealer, in either machines or records.

Lawrence McGreal represented Milwaukee talking machine interests, on the annual trade junket of the Merchants' and Manufacturers' Association of Milwaukee, which took place June 2 to 8. Mr. McGreal took the trip in the interests of the Wisconsin Talking Machine Co., jobber for the Victor line, and took along several Victrolas and an extensive stock of records, so he was the leading entertainer en route. These annual trade outings of Milwaukee business men would not be complete without Mr. McGreal and a stock of machines and records. This year's trip included a visit to the leading cities and towns in southern, central and eastern Wisconsin, and Mr. McGreal called upon many dealers at various points.

The talking machine interests of the State are well pleased with the action of the Wisconsin

Railroad Commission in ordering the express companies operating in the State to reduce their rates on Wisconsin business about 20 per cent. This will effect a big saving, as most shipments of records and many rush shipments of machines are made by express. The 100-pound basing rates between points are altered and the graduation scales on which the charges for the various rates are computed are completely changed. The result is a reduction of approximately 20 per cent. The order from the Railroad Commission as a result of a case brought by the Merchants' and Manufacturers' Association of Milwaukee, an organization with which several talking machine men are affiliated.

William A. Schmidt, general manager of the Milwaukee Phonograph Co., 349 Broadway, jobber in Wisconsin for the Edison line, is planning on making a trip about the State within the near future, when he will call on the many new Edison dealers who have been established. Mr. Schmidt reports that business is good, especially in the new disc machines and in the Edison Amberola VI. J. T. Wendling, Chilton, Wis.; Mr. Amidon, of Amidon Bros., Hartford, Wis., and William F. Notbohm, Oconomowoc, Wis., all Edison dealers, recently visited the offices of the Milwaukee Phonograph Co.

William P. Hope, traveling representative of the Thomas A. Edison, Inc., has returned from a special trip to the Dakotas and other portions of the Northwest.

A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer, has established another retail house, M. Lempel & Co., 1316 Fond du Lac avenue, which is carrying an exclusive Columbia line. The new concern is located at the address formerly occupied by Mr. Kunde. Mr. Kunde reports that the Columbia business during the month of May established a new high record for any similar period. Mr. Kunde expects to make a trip East within the near future. On June 21 he will attend the skat tournament in Cleveland, O., and will later visit the New York offices of the Columbia Graphophone Co.

F. A. Scheuber, of Livingston, Mont., a well-known jobber for the Columbia line, was in Milwaukee recently as the guest of his sister, Mrs. A. G. Kunde.

Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., jobber for the Victor line, is finding business so good in her retail store at 312 Grand avenue that she is planning on in-

stalling a new Victrola parlor and a larger record department. Harry T. Fitzpatrick, general manager of the Wisconsin Talking Machine Co., says that business in the wholesale field is showing much improvement.

The Victrola furnished most of the musical entertainment at the big annual banquet held in the grill room of the Espenhain Dry Goods Co. on May 15, under the auspices of the Espenhain Mutual Benefit Association, an organization of employees. All the officials of the store were in attendance. The Victrola portion of the program was under the direction of J. H. Becker, Jr., manager of the Victor department at the store. Mr. Becker is keeping up his regular afternoon Victrola concerts at the Espenhain store, and says that they are proving an important factor in increasing sales. Mr. Becker reports a phenomenal sale in the "Trail of the Lonesome Pine" record.

Paul A. Seeger, manager of the Victor department at the Edmund Gram Music House, reports some especially fine Victrola sales made during the past month.

The Gensch-Smith Co., 730 Grand avenue, one of the exclusive Victor concerns in the downtown district, has been meeting with such a rapidly increasing business that it has expanded in several ways of late. Considerable new equipment has been installed and larger record cabinets have been put in. Although the company opened up for business only a few months ago, it is now more than holding its own.

L. C. Parker, manager of the Victor department at Gimbel Bros., closed an interesting deal recently, when he sold a Victrola IX to each of the three city schools in West Allis, an outlying city near Milwaukee. Mr. Parker and his sales force conducted a series of interesting concerts at the schools, with the result that the teachers and members of the Board of Education saw the need in the schools for the Victrolas.

Miss Elizabeth Meissner, assistant manager of the Victor department at the Twelfth and Vliet streets branch of the Edward Schuster Co., has resigned. The department will now be under the joint supervision of Manager Campbell and Miss Elizabeth Hughes, who is in direct charge of the Victor business at the Third and Garfield store.

FOURTEEN FOREIGN CATALOGS.

The Victor catalog list includes a collection of fourteen foreign record publications listing records in twenty-six languages. These catalogs are also brought down to date.

Include as much outdoor air as possible in your daily routine. Fresh air will make brains as well as brawn. It will increase a man's earning power and give him staying properties.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of

Wax "P," the best recording material for Berliner-cut.

NEW TALKING MACHINE RECRUITS IN CINCINNATI.

Entire Victrola Line Being Handled by Otto Grau Piano Co.—John W. Roberts Takes on the Columbia Line—Excellent Business Report Made by Manager Ditttrich of Wurlitzers—Columbia School Proposition Broadening Out—General News of the Month.

(Special to The Talking Machine World.)

Cincinnati, O., June 9, 1913.

The talking machine trade in the Cincinnati district gained two recruits during the past month, which is an exceptional showing, for there have been few increases in the local end of the business in a long time.

The entire Victrola line is to be handled by the Otto Grau Piano Co., which opened up its department within the past ten days. The force is enthusiastic over the possibilities of this innovation in the piano house. Before the goods were unpacked a Victrola sale was recorded. The company is taking its time in getting the department properly equipped for business. All the rough kinks will be smoothed out before the end of another week.

A Columbia agency was established during the past month at 910 East McMillan street, with John W. Roberts. His store is but a few doors removed from Peeble's Corner, which is the most important business center northeast of the city proper. Roberts has a neat display of Columbia goods, and above the entrance is a sign which cannot fail but attract the attention of the suburbanites.

The Dayton trade is again on the job, and reports from the Gem City indicate that all the talking machine dealers have secured the necessary supplies. It is intimated that there are more talking machine and piano people in business there now than previous to the flood in March.

Manager Ditttrich, of the talking machine department of the Rudolph Wurlitzer Co., summed up the past month's situation with the following statement: "The retail trade in Cincinnati was very seriously affected by the street car strike, which lasted almost two weeks; during that period the business was at a standstill, and we believe the latter part of the month was very seriously affected by the resulting stagnation even after the car service was resumed.

"Considering the difficulties we had to contend with, the business of the month is very satisfactory, and there is every reason to believe that had it not been for the drawback the month of May would have been a record month in the talking machine business.

"Our new record booths have been finished on the main floor of the Wurlitzer building, making an equipment of nine record booths, four combinations, machines and record salesrooms, a total equipment of thirteen booths, which will enable us to handle the big volume of business we expect to do during the next few months and especially during the fall and winter.

"The wholesale trade is very active, and the orders constantly coming in will consistently show that the demand is exceptionally heavy throughout the central State, and that the dealers are taking advantage of their opportunity."

Manager Whelen, of the local Columbia store, does not seem to be discouraged, and when asked relative to the outcome of the May business said: "I cannot complain, as the final results showed an increase over last May. June has started in fairly well, and the prospects for a brisk summer business is first class. There is an old time belief that business in this line must touch rock bottom each summer, and a good many talking machine men hold that there is no use trying to do business in summer, but the Cincinnati store will redouble its efforts for the summer and we will not admit a dull season except August, and last year even August held its own. So no telling what this year will bring forth. The demand for talking machines and records for vacation trips, summer camps, etc., helps materially in stimulating the summer business."

The new improved "Regal" was recently received at the local headquarters and, as usual, has attracted considerable attention. It has all the distinctive constructive features of the Columbia product, also has a top, stands on its own legs independ-

ent of any other base, and the biggest feature of all, retails for \$50.

W. S. Givler, traveling representative for the Columbia local store, has just returned from a fairly successful Kentucky trip and reports that all over the territory dealers are enthusiastic about the summer outlook for business. The farmers predict a good crop, and say that the prospects for fall are great.

The addition of E. M. Schwein to the local sales force of the Dictaphone Co. has added new life to the already popular dictaphone, and many notable installations have been made this past month.

Marion Dorian, treasurer of the Columbia Graphophone Co., paid a visit to the local store this past month.

Miss Nola Minton, the former popular chief clerk at the local store of the Columbia Graphophone Co., has been spending a few weeks in Cincinnati and has been receiving the "glad hand" from the trade in general.

Frederick Goodwin, manager of the educational department of the Columbia Graphophone Co., spent a few days in Cincinnati to attend the Y. M. C. A. convention at Music Hall, where the local store had a beautiful exhibit featuring grafonolas and records, also the dictaphone. The Columbia Co. has been very successful in placing its product, both for musical and commercial purposes, in the various Y. M. C. A.'s throughout the country.

Ben L. Brown, assistant manager of the local Columbia store, has been putting all his efforts into the school proposition, and is now reaping his harvest by closing with a large number of the schools with which he has been negotiating. As the school year draws to a close activities in this direction are practically at a standstill, but in speaking of the fall prospects Mr. Brown said: "I have worked hard, I have persevered where failure seemed inevitable, but the merits of the Columbia won out and I have no doubts but that when the new school term opens up a Columbia Grafonola will be part of the equipment of the majority of the Cincinnati schools."

The close of May found a slight slump in the business of the Aeolian Co.'s Victor department. Earlier in the month the returns were very good. The decline is attributed to the after effects of the street car strike.

J. E. Poorman is in correspondence with several Eastern phonograph companies for jobbing rights in Cincinnati.

The Milner Musical Co. is still busy changing the interior of the store, and Manager Stodler is now taking an inventory of the stock. All things considered, he is satisfied with existing conditions.

John Arnold is on the job at Fifth and Elm streets, as usual, and is looking forward to a rattling good June business.

President Stever, of the Lyric Piano Co., in a chat with The World said: "We find that our business for the year ending June 1, 1913, in our talking machine department has been quite satisfactory. It is true it requires considerable attention, but we believe by giving it the proper attention there can be considerable benefit derived from the efforts expended, and we are going to make an extra effort for the period of the next six months to try and double our business. We have some ideas which we expect to put into effect which we think will bring us some very good results."

ATTRACTIVE RECORD ALBUMS.

Some Changes Announced by Philadelphia Manufacturers.

The National Publishing Co., 235 South American Street, Philadelphia, Pa., announce that their record albums will hereafter contain six pages of index, three in front and three in back of the album for the convenience of customers who may desire at any time to re-arrange their discs.

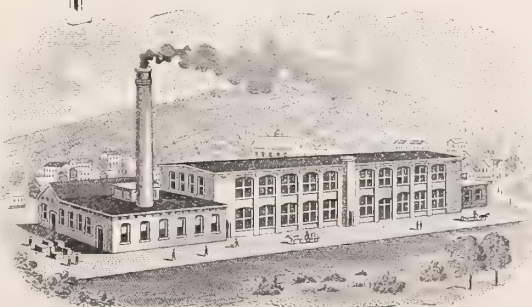
These record albums are growing steadily in popularity and the manufacturers will be pleased to send a sample album by parcel post for examination so that their product may be seen and tested. The manufacturers also issue some very attractive supplementary literature which dealers can use to advantage. This will be supplied free of charge to those who send orders for two dozen or more albums at a time. These albums are neatly bound with brown silk finish cloth, the words, "record album" being stamped on the cover. An embossed border line enhances the beauty of both the front and back cover.

Each album, whether in the 10 or 12-inch size contains 17 pockets, each pocket having a hole in the center, so that they show very plainly both the single and double face titles of the various records.

Read all the store literature that you can get hold of. Methods of doing business are changing every day, and the live man changes with them.

The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.



THE following is a new selling idea for needles, packed exclusively by us: Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business. Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., June 9, 1913.

ATTACHMENT FOR SOUND REPRODUCING MACHINES.—Henry W. Quade, Hancock, Mo. Patent No. 1,060,209.

This invention relates essentially to improvements in sound reproducing instruments, its primary object being to provide an attachment which may be easily applied to the ordinary constructions of phonographs, or the like, for the purpose of intensifying the sound vibrations and thereby permitting the use of a non-metallic needle so as to prevent wear, or injury to the records to be reproduced.

It has heretofore been proposed to use a wooden or non-metallic needle in this connection and such has been done at the sacrifice of the necessary volume or amplitude of sound which has been produced by steel needles now in common use. It has been found from actual practise that this invention will not only play the records with as good or even better definition than the steel needle which in time practically destroys or injures the quality of the reproduction, but there is no tendency to blur the sound as results in the use of a non-metallic needle in the usual manner.

It has been the inventor's object to employ the combination of a sound intensifying member interposed between the usual sound box and a non-metallic needle to accomplish the result which is now obtained by using metallic or "hard" styli, whereby wear and tear on the records are eliminated advantageously.

Still a further object of this invention lies in the peculiar resilient mounting of the needle on the attachment, whereby it may be easily and quickly removed for repointing or reversing, as well as permitting flexibility of said needle in any direction, thereby preventing the point of a needle from being knocked off, as it travels through the irregularities of the groove of the record, it being understood that the vibrations of the record are transmitted through the needle thus mounted to the vibratory member and thence to the sound box through the needle

arm in the customary manner.

For a full understanding of the present invention reference is to be had to the following detail description and to the accompanying drawings, in which—

Fig. 1 is a view in elevation of the lower portion of the reproducing mechanism of a phonograph, showing attachment in position for use in reproducing particularly disc records. Fig. 2 is a front elevation of the attachment alone, showing more clearly the resilient mounting of the needle thereon. Fig. 3 is an end elevation of said attachment. Fig. 4 is a bottom plan of the attachment plate showing a modified form of mounting the needle therein. Fig. 5 is a top plan view of the attachment as shown in Fig. 2.

TALKING MACHINE.—Eldridge R. Johnson, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,060,550.

The main objects of this invention are to provide, in a talking machine, an improved sound box support constrained to swing in a fixed plane; to provide means for the adjustment of the support to change the plane of movement thereof; to provide improved means for mounting an amplifier upon said support to move in unison therewith; to provide improved means for connecting a sound box to the support to be carried thereby; and to be movable transversely of the plane of movement of the support; to provide means of communication between the sound box and the amplifier,

In the accompanying drawing Fig. 1 is a side elevation of a talking machine constructed in accordance with this invention; Fig. 2

a fragmentary side elevation of the same partly in section and with parts removed; Fig. 3 a top plan view partly in horizontal section of a portion of the same; Fig. 4 a rear elevation partly in vertical section of a portion of the same; Fig. 5 a somewhat enlarged front elevation of the sound box, and its supporting plate shown in Fig. 1; Fig. 6 a fragmentary vertical longitudinal sectional view of a portion of the machine; Fig. 7 a fragmentary horizontal sectional view of a portion of the same; and Fig. 8 a section similar to Fig. 7, but of a modified form of the invention.

TALKING MACHINE.—John H. Elfering, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,060,541.

The main objects of this invention are to provide in a talking machine an improved support for a sound box; to provide improved means for connecting a sound box to its support; to provide an improved joint in a sound conveyor.

In the accompanying drawings Fig. 1 is a side elevation of a talking machine constructed in accordance with this invention; Fig. 2 a side elevation, partly in central vertical section, of a portion of the same; Fig. 3 a plan view of a portion of the same; and Figs. 4 and 5 are a plan view and a longitudinal central vertical section, of a modified form of a portion of the same.

TALKING MACHINE.—Wilburn N. Dennison, Merchantville, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,060,235.

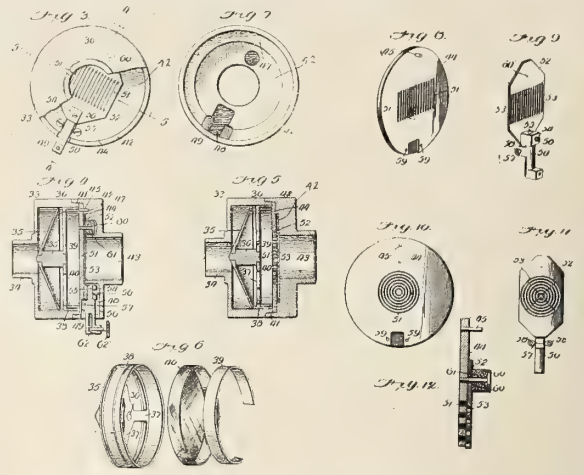
This invention relates to talking machines of the type commonly known as pneumatic, and in which

sound waves are impressed upon a fluid current by means co-operating with a sound record.

The main objects of this invention are to provide an improved pneumatic talking machine, simple and

durable in construction and highly efficient in operation; to provide in a pneumatic talking machine an improved sound box or sound reproducer, and an improved mounting therefor; to provide in a pneumatic sound box an improved valve and means for balancing the same; to provide in a pneumatic sound box means for delicately and accurately controlling the flow of a fluid current therethrough; and to provide other improvements as will appear hereinafter.

In the accompanying drawings Fig. 1 is a fragmentary perspective view of a talking machine constructed in accordance with this invention; Fig. 2 a



fragmentary central sectional view of a portion of the same; Fig. 3 a fragmentary end view of an improved sound box forming part of this invention; Fig. 4 a sectional view taken on the line 4-4 of Fig. 3; Fig. 5 a sectional view taken on line 5-5 of Fig. 3; Fig. 6 a perspective view showing parts of the same separated from each other; Fig. 7 an end view of a detail of the sound box; Figs. 8 and 9 are perspective views of details of the same; Figs. 10 and 11 are elevations of details of a modified form of this invention; and Fig. 12 is an enlarged sectional view of the parts illustrated in Figs. 10 and 11, assembled in operative relation.

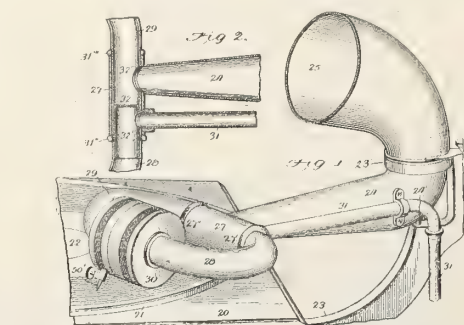
SOUND-REPRODUCING INSTRUMENT.—Ben. R. Smith, Chicago, Ill., assignor to Smith Repeato-stop Co., same place. Patent No. 1,062,369.

This invention relates more especially to the type of instrument employing a flat circular disc, referred to as a record disc, for recording the impressions of the various selections which are to be reproduced; such type of instrument being more commonly referred to as a graphophone.

The present invention contemplates the employment of an attachment for such an instrument not previously designed for such purpose, and such attachment is adapted for engagement with the moving parts of the instrument in such manner as to automatically accomplish the necessary movements to either cause a repetition of the performance of a selection, or to arrest the operation of the instrument.

This device comprises more particularly an attachment which is designed to engage with the sound-producing means, referred to as the sound box, in order to raise such sound box from the record disc at the end of its travel over such disc and place it in the proper position for repeating such travel, in the same manner as is ordinarily done by the operator when a repetition of the selection is desired; and, in addition, means are provided for engaging with the rotating table or turn table which carries the record disc for braking or arresting the rotation of such table at either the end of the first, second or a pre-determined subsequent performance of the selection, according to a pre-arranged setting of the device.

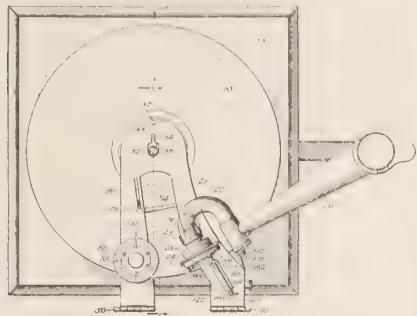
This device comprises, in general terms, a shelf-like member which extends horizontally over the surface of the record disc immediately below the path of travel of the sound box and means operating at the end of a performance of one of such record discs for inclining the shelf by raising its inner end; whereby the sound box is raised from the record disc and is caused to slide (or roll, being provided with a wheel for such purpose) over the surface of the shelf and assume the correct position for a repetition of its travel over the record disc. In such position, according to a pre-arranged setting of the device, the parts may be



sound waves are impressed upon a fluid current by means co-operating with a sound record.

The main objects of this invention are to provide an improved pneumatic talking machine, simple and

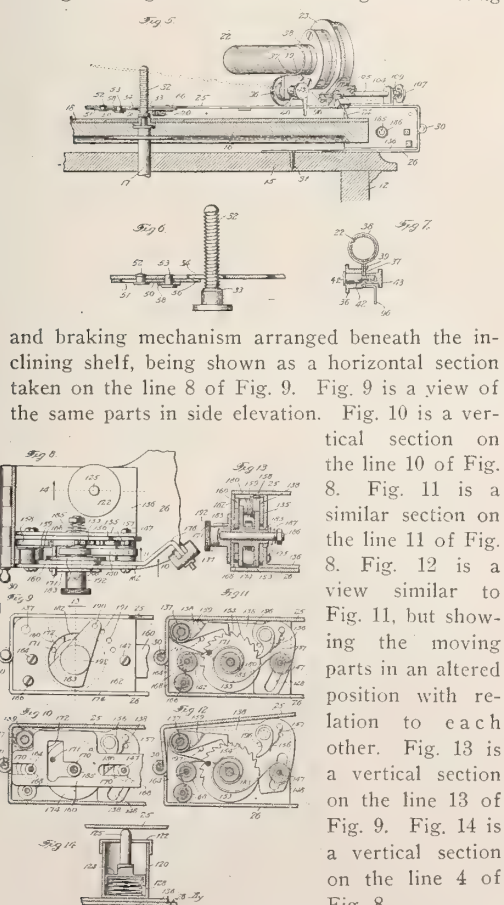
arrested and maintained; or the shelf may again assume its original horizontal position and allow the sound box to repeat its travel over the record disc and the instrument thereby to continuously repeat its performance of the selection engraved upon such disc as long as it may be actuated by its driving spring or other impelling means with which the instrument may be provided; or the device may be arranged to permit a limited number of repetitions only, after which the braking device is



brought into operation to arrest the further performance of the instrument.

Figure 1 is a top plan view illustrating the device in combination with a sound-reproducing instrument of well-known form. Fig. 2 is a similar view of the device detached from the instrument and with a portion broken away to disclose parts lying beneath. Fig. 3 is a view similar to Fig. 2, but showing the moving parts in an altered position with relation to each other. Fig. 4 is a vertical section on the line 4 of Fig. 5. Fig. 5 is a vertical section on the line 5 of Fig. 1. Fig. 6 is a reproduction of a portion of Fig. 5 on a larger scale. Fig. 7 is a vertical section through the axis of the wheel 36 shown in Fig. 5. Fig. 8 is a view showing the selecting

and braking mechanism arranged beneath the inclining shelf, being shown as a horizontal section taken on the line 8 of Fig. 9. Fig. 9 is a view of the same parts in side elevation. Fig. 10 is a vertical section on the line 10 of Fig. 8. Fig. 11 is a similar section on the line 11 of Fig. 8. Fig. 12 is a view similar to Fig. 11, but showing the moving parts in an altered position with relation to each other. Fig. 13 is a vertical section on the line 13 of Fig. 9. Fig. 14 is a vertical section on the line 4 of Fig. 8.



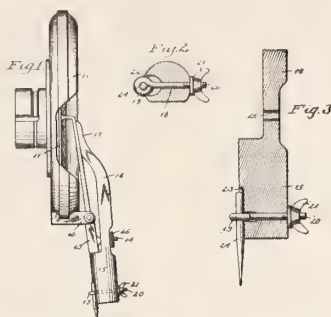
TONE-MODIFYING DEVICE.—William H. Cook, Webster City, Ia. Patent No. 1,062,224.

The object of this invention is to provide a

stylus supporting lever to be connected with a diaphragm and so arranged as to prevent or modify the harsh, grating metallic sounds ordinarily produced in phonographs on account of the use of wholly metallic material between the stylus and the diaphragm.

More specifically it is the object to provide a stylus supporting device for transmitting vibrations to the diaphragm in which the stylus may be readily and easily removed or replaced and in which the tension or the amount of frictional engagement between the wooden and metallic members of the stylus arm may be adjusted to suit the requirements and to produce the best results in modifying the tone of the instrument.

Figure 1 shows a side elevation of a part of a phonographic reproducer and a stylus arm embody-



ing this invention applied thereto. A part of the casing is broken away to show the connection between the stylus arm and the diaphragm. Fig. 2 shows a transverse, sectional view of the lower part of the stylus arm, and Fig. 3 shows an enlarged, detail, longitudinal, sectional view of the lower part of the stylus arm.

SOUND-BOX.—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro., same place. Patent No. 1,061,729.

The particular embodiment of the present invention is designed more particularly for use in connection with the phonograph described and illustrated in the co-pending application, Ser. No. 693,352 filed on the 26th day of April, 1912, and has for its purpose the simplification of structures of this kind, and at the same time a material reduction in the cost of manufacture.

This invention also lends itself admirably to a more delicate adjustment of the parts than has hitherto been accomplished in sound boxes of the character and kind for use on the so-called disc record, such as use the sharp-pointed, steel stylus needle.

In the drawings accompanying this application, Fig. 1 illustrates a front or face elevation of the sound box with the stylus lever and stylus shown in plan. Fig. 2 illustrates a longitudinal section of the same. Fig. 3 is a perspective view of the clamping ring. Fig. 4 illustrates the stylus lever and stylus with the parts thereof separated to show the details of their construction. Fig. 5 illustrates an enlarged section of the jeweled screw pivots used to support the stylus lever. Fig. 6 is a cross section of the stylus lever showing the bead stamped therein for strengthening the same. Fig. 7 illustrates the stylus lever blank. Fig. 8 illustrates a slightly modified form of stylus lever.

NEEDLE FOR TALKING MACHINES. Percy B. Rugles, Wyoming, O. Patent No. 1,061,408.

The object of the invention is to provide a needle or stylus for sound-reproducing machines, which shall have no injurious effect on, and thus shall prolong the life of, the records, and which shall be adapted to increase the harmony and eliminate the blasts of stringed instruments, while softening and mellowing the tones and entirely avoiding the unpleasant scratching so frequently noticeable in phonographic reproductions.

It has been discovered that the shafts of the feathers of birds, when denuded of barbs and properly sharpened, possess in a remarkable degree the characteristics requisite for a perfect needle for transferring the recorded vibrations from the record to the reproducing diaphragms. Therefore the quills of bird feathers have been suggested for this purpose, but quill points are not sufficiently rigid to withstand the strain of a long record, and the horny structure alone does not seem to be adapted to effectively transmit the necessary vibrations.

Here the shaft of the feather from which the barbs are removed, however, especially when properly pointed and preferably artificially hardened, as will be hereinafter described and claimed, fills the groove of the record and most delicately responds to its undulatory path so that perfect tonal effects are obtained with the complete elimination of all extraneous sounds, reproducing the sound waves as perfectly as they were originally delivered.

In the drawings, Fig. 1 is a side elevation showing the reproducer head equipped with improved needle. Fig. 2 is an enlarged perspective view illustrating the needle seated in one of the grooves of the record disk. Fig. 3 is a side elevation of the same. Figs. 4 and 5 are perspective views of the needle in different positions.

NEEDLE OF STYLUS.—Albert Hayes, Salt Lake City, Utah. Patent No. 1,061,070.

This invention relates to improvements in needles or styli for use in connection with sound boxes of graphophones or gramophones and has for its object to provide a needle or stylus which can be used with the least possible wear either upon the needle itself or upon the record and which can be so shifted as to modify the character of the tone produced as the groove of the record is brought into contact with the end of the needle.

Referring to the drawings, Figure 1 is a side elevation of a needle or stylus embodying the invention, the needle or stylus being turned into position to give a loud or full tone. Fig. 2 is a similar view, but showing the needle turned into position to give a soft or subdued tone. Fig. 3 is a detail view of the needle or stylus as shown in Fig. 1, but on an enlarged scale. Fig. 4 is a detail view of the needle or stylus as shown in Fig. 2, but on an enlarged scale, and Fig. 5 is a cross sectional view on line a-a of Fig. 4.

Referring to the drawings, Figure 1 is a side elevation of a needle or stylus embodying the invention, the needle or stylus being turned into position to give a loud or full tone. Fig. 2 is a similar view, but showing the needle turned into position to give a soft or subdued tone. Fig. 3 is a detail view of the needle or stylus as shown in Fig. 1, but on an enlarged scale. Fig. 4 is a detail view of the needle or stylus as shown in Fig. 2, but on an enlarged scale, and Fig. 5 is a cross sectional view on line a-a of Fig. 4.

Referring to the drawings, Figure 1 is a side elevation of a needle or stylus embodying the invention, the needle or stylus being turned into position to give a loud or full tone. Fig. 2 is a similar view, but showing the needle turned into position to give a soft or subdued tone. Fig. 3 is a detail view of the needle or stylus as shown in Fig. 1, but on an enlarged scale. Fig. 4 is a detail view of the needle or stylus as shown in Fig. 2, but on an enlarged scale, and Fig. 5 is a cross sectional view on line a-a of Fig. 4.

CANARY TAUGHT BY PHONOGRAPH.

If you take a canary bird when he is young and bring him up in an artistic environment surrounded by the phonograph and other good music-producing instruments, he will develop into a sort of college-bred bird, capable of warbling some fine notes and whistling tunes as good as a boy. The experiment has been tried out, so this is not merely theory.

Robert N. Russell, of Cleveland, Ohio, vouches for the success of the experiment. His canary now takes the lead as a songster of unrivaled power and scope.

The uses to which a phonograph can be put are certainly limitless.

RECORD BULLETINS FOR JULY, 1913

VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

- | No. | | Size. |
|-------|--|-------|
| 31884 | Gems from "King Dodo" (Pixley-Luders) "On this Festal Day," "The Eminent Dr. Fizz," "Will You Meet Me To-Night?" "True as the Stars Above," "Tale of a Bumblebee," "Drink, Love's the Spark Divine," "Cling Boom," Finale, "Here's to the King"..... | 12 |
| 17342 | Silver Threads Among the Gold (Rexford-Danks) (Cello).....Rosario Bourdon | 10 |
| | The Broken Melody (Auguste van Biene) (Cello).....Rosario Bourdon | 10 |
| 17343 | Long, Long Ago (Bayly).....Elsie Baker | 10 |
| | Oh, Happy Day (Vivian-Göetze).....Elsie Baker-Frederick Wheeler | 10 |
| 17345 | Lullaby from Erminie (Jakobowski). Elsie Baker | 10 |
| | The Message of the Violet from "Prince of Pilsen" (Pixley-Luders).....Olive Kline | 10 |
| 17346 | Madame Butterfly—What a Sky, What a Sea (Entrance of Butterfly, Act I) (Puccini) In English.....Edith Helena | 10 |
| | Madame Butterfly—Beloved Idol (Butterfly's Death Scene, Act II) (Puccini) In English.....Edith Helena | 10 |
| 17348 | Wearing of the Green (Old Irish).....W. F. Hooley | 10 |
| | Off to Philadelphia (Old Irish Melody).....Wilfred Glenn | 10 |
| 17350 | Sounds from Tyrol (Old Tyrolean Melody) (Zither Solo).....D. Wormser | 10 |
| | Forsaken (Verlassen) (Koschat) (Zither Solo, D. Wormser) | 10 |
| 35296 | Buck Fanshaw's Funeral (Mark Twain) (Humorous Recitation).....Harry E. Humphrey | 12 |
| | Thursday (Weatherly-Molloy).....Wilfred Glenn | 12 |
| 35298 | Carnival of Venice—Variations (Cornet Solo) (with Kryl's Bohemian Band) Bohumir Kryl | 12 |
| | Marche Fantastique (Fueck) Kryl's Bohemian Band | 12 |

BLUE LABEL RECORD.

- | | | |
|-------|--|----|
| 45051 | Magic Flute—O Isis and Isis (Chorus of Priests, "Grand Isl") (Act II) (Mozart) In German.....Metropolitan Opera Chorus | 10 |
| | Huguenots—Coro di Soldati (Soldiers' Chorus, "Rataplan") (Act II) (Meyerbeer) In Italian Metropolitan Opera Chorus | 10 |

THE "SWEETHEARTS" RECORDS.

- | | | |
|-------|--|----|
| 60101 | Sweethearts (Smith-Herbert) Christie Macdonald | 10 |
| 60102 | The Cricket on the Hearth (with Reinald Werrenrath) (Smith-Herbert) Christie Macdonald | 10 |
| 70099 | The Angelus (with Reinald Werrenrath and Victor Chorus) (Smith-Herbert) C. Macdonald | 12 |
| 17333 | Jeannette and Her Wooden Shoes (Smith-Herbert) (with Male Chorus) Marguerite Dunlap | 10 |
| | Every Lover Must Meet His Fate (Smith-Herbert) Reed Miller | 10 |

NEW RED SEAL RECORDS.

- | | | |
|-------|--|----|
| | Enrico Caruso, Tenor. | |
| 87159 | Your Eyes Have Told Me.....Bowles-O'Hara | 10 |
| | Geraldine Farrar, Soprano; Louise Homer, Contralto. | |
| 87505 | How Can I Leave Thee (Thuringian Folk Song) Titto Ruffo, Baritone. | 10 |
| 87121 | Non penso a lei.....Ferradini | 10 |
| | John McCormack, Tenor. | |
| 64307 | Maritana—There is a Flower.....Wallace | 10 |
| 64329 | The Low-Back'd Car.....Samuel Lover | 10 |
| | Alma Gluck, Soprano; violin obbligato by Efrim Zimbalist. | |
| 88434 | Angels' Serenade (piano accomp. by Eugene Lutsky).....Braga | 12 |
| | Frances Aida, Soprano. | |
| 74335 | Madame Butterfly—Un bel di vedremo (Some Day He'll Come) (Act II, Scene I) Puccini | 12 |
| | Johanna Gadske, Soprano; Pasquale Amato, Baritone. | |
| 89067 | Aida—Ciel! Mio Padre! (Heaven! My Father!) (Act III, Part I).....Verdi | 12 |
| | Pasquale Amato, Baritone. | |
| 88437 | Germania—Ferito, prigionier (A Wounded Prisoner).....Franchetti | 12 |
| | Ernestine Schumann-Heink, Contralto. (Piano accomp. by Mrs. Katharina Hoffman). | |
| 88416 | Agnus Dei (Lamb of God).....Bizet | 12 |
| | Fritz Kreisler, Violinist; piano accomp. by George Falkenstein. | |
| 64292 | Chanson Louis XIII and Pavane.....Couperin-Kreisler | 10 |
| | Mischa Elman, Violinist; piano accomp. by Percy B. Kahn. | |
| 74336 | Cavatina (Op. 85, No. 3).....Raff | 12 |
| | Alma Gluck, Soprano. | |
| 64324 | The Brook.....Tennyson-Dolores | 10 |
| | Maud Powell, Violinist; piano accomp. by George Falkenstein. | |
| 64300 | Marionettes-Scherzo.....Gilbert | 10 |
| | Geraldine Farrar, Soprano. | |
| 87160 | I've Been Roaming.....Horn | 10 |

TEN FAVORITE VICTOR RECORDS.

- | | | |
|-------|---|----|
| 88206 | Mamma mia che vo' sape (Nubile) (Neapolitan Song).....Enrico Caruso | 12 |
| 88311 | Swiss Echo Song (L'Echo) (Eckert) In Italian.....Luigi Tetrastini | 12 |
| 64257 | The Rosary (Nevin) In English.....J. McCormack | 10 |
| 61131 | Ave Maria (Gounod) (violin obbligato).....Marie Michailowa | 10 |
| 74321 | Love's Old Sweet Song (Molloy) In English.....Clarence Whitehill | 12 |
| 74197 | Caprice Viennois (Kreisler) (Violin) F. Kreisler | 12 |
| 35276 | Stradella Overture (Flotow).....Vessella's Italian Band | 12 |
| | Morning, Noon and Night in Vienna—Overture (Von Suppe).....Vessella's Italian Band | 12 |
| 16523 | American Patrol (Meacham).....Sousa's Band | 10 |
| | La Sorella March (La Matchiche) (Gallini).....Sousa's Band | 10 |
| 17231 | Anvil Chorus from "Trovatore" (Verdi).....Victor Orchestra | 10 |
| | Forge in the Forest, descriptive with anvil effect (Michaelis).....Pryor's Band | 10 |
| 17222 | "No News" or "What Killed the Dog" (Humorous Story).....Nat Wills | 10 |
| | Three Trees, from "Spring Maid", amusing monologue with incidental music).....T. McNaughton | 10 |

NEW FOREIGN RECORDS.

Hawaiian Records.

- | | | |
|-------|--|----|
| 65338 | (a) Maid of Honolulu (Tenor, with Hawaiian Quintet).....S. M. Kaiawe | 10 |
| | (b) Kawiliwiliwai (The Whirling Waters) (Bass with Hawaiian Quintet).....W. B. J. Aeko | 10 |
| 65339 | (a) Kaula i ka huahua (The Bubbling Spring) (Quintet).....Hawaiian Quintet | 10 |
| | (b) Wailana (Waltz Song) (The Drowsy Waters) (Quintet).....Hawaiian Quintet | 10 |

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|-------|---|----|
| 65340 | (a) Mai poina oe ia'u (Forget Me Not) (Quintet).....Hawaiian Quintet | 10 |
| | (b) Tomi Tomi (Hawaiian Hula Hula) (Press Me to Thee) (Quintet).....Hawaiian Quintet | 10 |
| 65341 | (a) Moanalua (Hawaiian Hula Dance Song) (baritone, with Hawaiian Quintet) Ben Waiaiole | 10 |
| | (b) Hawaiian Melodies (Guitar Solo, with Hawaiian Quintet).....W. K. Kolomku | 10 |
| 65342 | (a) Lei poni moi (Wreath of Carnations) (Cello) (Tenor, with Hawaiian Quintet).....E. K. Rose | 10 |
| | (b) Ua like no a like (Constancy) (Quintet).....Hawaiian Quintet | 10 |
| 65343 | (a) Sweet lei lehua (The Fragrance of the Lehua Wreath) (Tenor, with Hawaiian Quintet).....E. K. Rose | 10 |
| | (b) Honolulu Tom Boy (Sunny Cunha) (Quintet).....Hawaiian Quintet | 10 |
| 65244 | (a) My Honolulu Hula Girl (Sunny Cunha) (In English and Hawaiian; tenor, with Hawaiian Quintet).....E. K. Rose | 10 |
| | (b) One—Two—Three—Four (Waltz Song in English) (Sylvester Kalama) (Quintet).....Hawaiian Quintet | 10 |
| 65345 | (a) Mauna Kea (Sacred Dancing Hula Song) (Tenor with Hawaiian Quintet) S. M. Kaiawe | 10 |
| | (b) Waialae (Waltz Song) (The Sparkling Waters) (Quintet).....Hawaiian Quintet | 10 |
| 65346 | (a) Akahi hoi (I Love But Thee) (King Kalakaua) (Quintet).....Hawaiian Quintet | 10 |
| | (b) Pua i mohala (My Love is Like a Blooming Flower) (Hawaiian Love Song) (Nape) (Quintet).....Hawaiian Quintet | 10 |
| 65347 | (a) Kokohi (We Strive to Win) (Hawaiian Native Song) (Baritone, with Hawaiian Quintet).....Ben. Waiaiole | 10 |
| | (b) Hawaii ponoi (Hawaiian National Anthem) (Quintet).....Hawaiian Quintet | 10 |
| 65348 | (a) Aloha oe (Farewell to Thee) (Liliuokalani) (Quintet).....Hawaiian Quintet | 10 |
| | (b) Kuu Home (Native Plantation Song) (Montana) (Tenor, with Hawaiian Quintet).....S. M. Kaiawe | 10 |
| 65349 | (a) Kumukahi (Song of the Lonesome Forest) (Quintet).....Hawaiian Quintet | 10 |
| | (b) Ataihea (Hula Shouting Song) (Quintet).....Hawaiian Quintet | 10 |

COLUMBIA GRAPHOPHONE CO.

10-INCH SYMPHONY DOUBLE-DISC RECORD.

- | | |
|-------|--|
| | Two New Solos by Carolina White. |
| A1330 | 'O Sole Mio (Di Capua). In Neapolitan, with orchestra. |
| | Manon Lescaut (Puccini). "In quelle trine morbide" (In these soft, silken curtains). In Italian, with orchestra. |

10-INCH BLUE-LABEL DOUBLE-DISC RECORD.

- | | |
|-------|--|
| | Two Flute Solos by George Barrere. |
| A1329 | (a) The Swan (Saint-Saëns). (b) Allegretto (Godard). |
| | Simple Confession (Simple Aveu) (Thomé). |

10-INCH DOUBLE-DISC RECORDS.

- | | |
|-------|---|
| A1326 | You Know You Won't (Gumble). Peerless Quartet, orch. accomp. |
| A1335 | Back to the Old Folks at Home (Brown). Peerless Quartet, orch. accomp. |
| | That Wonderful Woodland Band (Potter & Bloom). Peerless Quartet, orch. accomp. |
| A1325 | Barbieri di Siviglia (Rossini). "Io sono docile" (A docile mind I bear). Cornet solo with accomp. by Municipal Band of Milan. |
| A1333 | I'm San Francisco Bound (Berlin). Peerless Quartet, orch. accomp. |
| | Keep On Walking (Berlin). Ada Jones, Soprano, and Walter Van Brunt, Tenor, orch. accomp. |
| A1332 | You Can't Stop Me From Loving You (Marshall). Henry Burr, Tenor, and Edgar Stoddard, Baritone, orch. accomp. |
| | I'll Change the Shadows to Sunshine (Ball). Henry Burr, Tenor, orch. accomp. |
| A1334 | I've Been Through the Mill (Gilbert and Muir). Byron G. Harlan, Tenor, and Arthur Collins, Baritone, orch. accomp. |
| A1327 | I'm Going Back to Carolina (Erdman). Byron G. Harlan, Tenor, and Arthur Collins, Baritone, orch. accomp. |
| | Harmony Joe (Schiller). Peerless Quartet, orch. accomp. |
| A1322 | A Morning on the Meadows (Singer). Prince's Orchestra. |
| | Woodland Songsters (Singer and Currie). Prince's Orchestra. |
| A1323 | Row, Row, Row (H. Von Tilzer). Pietro Deiro, Accordion Solo. |
| | When the Midnight Choo Choo Leaves for Alabam' (Berlin). Pietro Deiro, Accordion Solo. |

10-INCH BLUE-LABEL DOUBLE-DISC RECORDS.

- | | |
|-------|---|
| A1324 | Eileen Allanna (Thomas). Anthony M. Jones, Tenor, orch. accomp. |
| | Roses (Adams). Anthony M. Jones, Tenor, orch. accomp. |
| A1321 | Woodman, Spare That Tree (Perlin). Bert Williams, Baritone, orch. accomp. |
| | I Certainly Was Going Some (Creamer and Vodery). Bert Williams, Baritone, orch. accomp. |

12-INCH DOUBLE-DISC RECORDS.

- | | |
|-------|---|
| A5470 | O Loving Heart, Trust On (Gottschalk). Mrs. A. Stewart Holt, Contralto. Violin and harp accomp. |
| | Take Back the Heart (Claribel). Mrs. A. Stewart Holt, Contralto. Violin and harp accomp. |
| A5472 | Turkey-Trot Dance Medley No. 2, Part I—"Good-bye, Boys" and "Row, Row, Row." Prince's Band, Dance music. |
| | Turkey-Trot Dance Medley No. 2, Part 2—"Take Me To That Swanee Shore" and "Don't Break My Heart." Prince's Band. Dance music. |

12-INCH BLUE-LABEL DOUBLE-DISC RECORDS.

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|-------|--|
| A5471 | Tannhauser (Wagner). "O Thou Sublime Sweet Evening Star." Frank Croxton, Bass, orch. accomp. |
| | The Two Grenadiers (Die beiden Grenadiere) (Schumann). Frank Croxton, Bass, orch. accomp. |
| A5469 | Serenade (Till). Russian Symphony Orchestra. |
| | Träume (Dreams) (Wagner). Russian Symphony Orchestra. |

12-INCH DOUBLE-DISC RECORD.

- | | |
|-------|---|
| A5475 | The Geisha (Jones). Selections. Prince's Orchestra. |
| | The Sunshine Girl (Reuben). Selections. Prince's Orchestra. |

12-INCH SYMPHONY DOUBLE-DISC RECORD.

- | | |
|-------|---|
| | Two Classic Ballads by Bispham. |
| A5473 | Tell Me, Mary, How To Woo Thee (Hodson). Who Is Sylvia? (Schubert). |

10-INCH BLUE-LABEL DOUBLE-DISC RECORDS.

- | | |
|-------|---|
| | Two Exclusive Recordings of Boy Scout Calls By Ernest Thompson Seton. |
| A1331 | Scout Patrol Calls, Part I. |
| | Scout Patrol Calls, Part II. |
| A1328 | One Sweetly Solemn Thought (Ambrose). Andrea Sarto, Baritone, orch. accomp. |
| | Flee as a Bird (Dana). Andrea Sarto, Baritone, orch. accomp. |

12-INCH DOUBLE-DISC SYMPHONY RECORD.

- | | |
|-------|--|
| A5474 | Ianthe (Halkett). Morgan Kingston, Tenor. In English, with orch. |
| | The Kerry Dance (Molloy). Morgan Kingston, Tenor. In English, with orch. |

THOS. A. EDISON, INC.

NO. 8.

BLUE AMBEROL CONCERT.

- | | |
|-------|---|
| 28168 | Andante cantabile—Quartet, Op. 11 (Tschaiowski). The Hoffmann Quartet, String quartet. |
| 28169 | The Sweetest Story Ever Told (R. M. Stults). Orville Harrold, Tenor, orch. accomp. |
| 28170 | Simplicious Waltz, Op. 427 (Johann Strauss). Armand Vecsey and His Hungarian Orchestra. |
| 28171 | Agnus Dei (Bizet). Marie Rappold, Soprano, orch. accomp. |

BLUE AMBEROL REGULAR.

- | | |
|------|--|
| 1780 | Favorite Airs from Erminie (Jakobowski). Edison Light Opera Co., orch. accomp. |
| 1781 | My Hero—The Chocolate Soldier (Oscar Straus). Elizabeth Spencer and Chorus, Soprano, orch. accomp. |
| 1782 | Garland of Old Fashioned Roses (E. Clinton Keithley). Manuel Romain, Tenor, orch. accomp. |
| 1783 | Ship of My Dreams (Alfred Solman). Helen Clark and Harry Anthony (John Young), Mezzo-soprano and Tenor, orch. accomp. |
| 1784 | Welcome Home (Irving Berlin). Anna Chandler, Comic Song, orch. accomp. |
| 1785 | Chanson Triste (Tschaiowsky). Victor Herbert and His Orchestra. |
| 1786 | Last Night Was the End of the World (H. Von Tilzer). Charles W. Harrison, Tenor, orch. accomp. |
| 1787 | As I Sat Upon My Dear Old Mother's Knee (J. P. Skelly). Will Oakland and Chorus, Counter-tenor, orch. accomp. |
| 1788 | Mary and John (The Lovers' Quarrel) (W. Forest). Walter Van Brunt, Waltz Song, orch. accomp. |
| 1789 | She Sleeps 'Neath the Old Ohio River (Alfred Solman). Harry Anthony and James F. Harrison (John Young and Frederick J. Wheeler), Tenor and Baritone, orch. accomp. |
| 1790 | Jim Lawson's Medley of Reels. Charles D'Almaine, Violin, orch. accomp. |
| 1791 | You Can't Play Every Instrument in the Orchestra—The Sunshine Girl (John L. Golden). Maurice Burkhardt, Comic Song, orch. accomp. |
| 1792 | You're a Great Big Blue-Eyed Baby (A. Seymour Brown). Premier Quartet, Male Voices, orch. accomp. |
| 1793 | Whistling Jim (Theodore Morse). Ada Jones, Coon Song, orch. accomp. |
| 1794 | Beautiful Beckoning Hands (John R. Bryant). Edison Mixed Quartet. Sacred, organ accomp. |
| 1795 | Dream of the Tyrolienne (Herd Girl's Dream) (Aug. Labinsky). Venetian Instrumental Quartet, Violin, violoncello, flute and harp. |
| 1796 | Snooky Ookums (Irving Berlin). Arthur Collins and Byron G. Harlan, Comic duet, orch. accomp. |
| 1797 | Famous Songs in Irish Plays. Walter Van Brunt, Tenor, orch. accomp. |
| 1798 | Where the River Shannon Flows (James I. Russell). Will Oakland and Chorus, Sentimental Song, orch. accomp. |
| 1799 | Sweet Dreams of Home (H. Engelmann). Charles Daab, Bells, orch. accomp. |
| 1800 | Oh, You Silvery Bells (George Botsford). Ada Jones and Billy Murray, orch. accomp. |
| 1801 | Then You'll Remember Me—The Bohemian Girl (Balfe). Charles Hackett, Tenor, orch. accomp. |
| 1802 | My Little Persian Rose Medley Two-Step (for dancing). National Promenade Band. |
| 1803 | Down on Uncle Jasper's Farm (Jimmy V. Monaco). Steve Porter and Byron G. Harlan. Rube duet, orch. accomp. |
| 1804 | On Parade Medley. National Guard Fife and Drum Corps. |
| 1805 | Father O'Flynn (Old Irish Melody). Frank Croxton, Baritone, orch. accomp. |
| 1806 | Ragtime Violin (Irving Berlin). Premier Quartet. Male Voices, orch. accomp. |
| 1807 | Glowworm (Paul Lincke). Edison Concert Band. |
| 1808 | And the Green Grass Grew All Around (H. Von Tilzer). Premier Quartet. Comic Song, orch. accomp. |
| 1809 | Jesus, Lover of My Soul (J. P. Holbrook). Edison Mixed Quartet. Mixed Voices, organ accomp. |
| 1810 | Invercargill March (Alex. F. Lithgow). New York Military Band. |
| 1811 | When the Roll is Called Up Yonder (J. M. Black). Edison Mixed Quartet. Sacred, orch. accomp. |
| 1812 | Aloha Oe (Farewell to Thee) (H. M. Queen Liliuokalani). Toots Paka's Hawaiians. Hawaiian Song. |
| 1813 | I've Got the Mumps (Franklin and Green). Irene Franklin. Character Song, piano accomp. |
| 1814 | The Talkative Waitress (Franklin and Green). Irene Franklin. Character Song, piano accomp. |
| 1815 | I Want to be a Janitor's Child (Franklin and Green). Irene Franklin. Character Song, orch. accomp. |
| 1816 | I'm A-Bringing Up the Family (Franklin and Green). Irene Franklin. Character Song, piano accomp. |
| 1817 | She's My Daisy (Lauder). Harry Lauder. Scotch Comic Song. |
| 1818 | Good-Bye Till We Meet Again (Lauder). Harry Lauder. Scotch Comic Song. |
| 1819 | Just a Wee Deoch and Doris (Morrison and Cunliffe). Harry Lauder. Scotch Comic Song. |
| 1820 | It's Nice When You Love a Wee Lassie (Lauder). Harry Lauder. Scotch Comic Song. |
| 1821 | I Love a Lassie (Lauder). Harry Lauder. Scotch Comic Song. |
| 1822 | A Wee Hoose 'mang the Heather (Wells and Lauder). Harry Lauder. Scotch Comic Song. |

ENTERTAINED PIANO MEN.

T. H. Towell, head of the Eclipse Musical Co., whose store is located directly opposite the Hotel Statler on Euclid avenue, Cleveland, where the convention of the National Association of Piano Merchants was held this month, took occasion to mingle with the piano men at frequent intervals and kept his show window filled with the latest and handsomest models of Victrolas as bait.

Leading Jobbers of Talking Machines in America

SANGER BROTHERS
Dallas, Texas

VICTOR
Distributors

"We ship the same day."

Edison Phonograph Distributors
for the SOUTHWEST

All Foreign Records in Stock

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NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
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**You should
get this
sample package
of
Puritone Needles—
sent free**

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



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Product

Ready, Full Stocks, and Prompt Deliveries
from Convenient Shipping Centers all
over the United States.

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New Orleans, La., Columbia Graphophone Co., 933 Canal St.
New York City, Columbia Graphophone Co., 89 Chambers St.; Columbia Graphophone Co., 35-37 W. 23d St.; Columbia Graphophone Co., 39 W. 125th St.; (Brooklyn) Columbia Graphophone Co., 1372 Broadway.
Omaha, Nebr., Columbia Graphophone Co., 1311 Farnam St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
Pittsburgh, Pa., Columbia Graphophone Co., 101 Sixth St.
Portland, Me., Columbia Graphophone Co., 550 Congress St.
Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
Rochester, N. Y., Columbia Graphophone Co., 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Graphophone Co., 324 Sutter St.
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Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
Springfield, Mass., Columbia Graphophone Co., 208 Worthington St.
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Terre Haute, Ind., 23 N. 6th St.
Toledo, O., Columbia Graphophone Co., 229 Superior St.
Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.
Wilmington, Del., Columbia Graphophone Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., Wholesale Department, Woolworth Building, New York.

Headquarters for Canada:

Columbia Graphophone Co., McKinnon Building,
Toronto, Ont.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the July List.

Landay
BROS INC.

VICTOR JOBBERS Exclusively

What you want always in stock

400 Fifth Avenue
27 W. 34th Street
563 Fifth Avenue
153 W. 42d Street

New York

1856 **WURLITZER** 1913

VICTOR
DISTRIBUTERS

VICTORS EXCLUSIVELY

We make a specialty of getting the order
out on time—every time.

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

CHASE & WEST DES MOINES
IOWA

Machines **Victor** Everything
Records in stock all
Cabinets the time.

WHOLESALE TO IOWA TRADE

Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

**OLIVER
DITSON
COMPANY**
BOSTON
Largest VICTOR Talking Machine Distributors East of Chicago.
Creators of "The Fastest Victor Service." Let us tell you more about our service.

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

Quick Service for all points in the North-
west. Machines, Records, Supplies.

**VICTOR DEALERS
TRY US FIRST**

We carry the Largest Stock of VICTROLAS, RECORDS and CABINETS of any Distributor in the South.

THE CORLEY COMPANY, Richmond, Va.

Are you the dealer in your town, or just a dealer?

Mediocrity never leads to business success. Thomas A. Edison, a great inventive genius, discovered this early. Every product of his genius made with scrupulous care, is top-notch in mechanical, artistic and sales quality.

The list is headed today by

The Blue Amberol Record

which has achieved the most remarkable success in the phonograph business.

Make this a Blue Amberol summer in your town. Play it up with the strong backing of the whole Edison line. You can't find an easier or more profitable method of becoming The Dealer and your jobber will prove it if you'll write at once.

Thomas A. Edison, Inc.

59 Lakeside Ave.

Orange, N. J.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, July 15, 1913



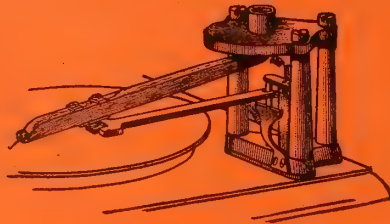
The best-known trade mark in the world

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces”—*Collier’s Weekly*.

THE TALKING MACHINE WORLD.

VITAPHONE

CABINET INSTRUMENT



The Vitaphone reproducing device, with solid wood vibrating arm, has the indefinable quality of allowing only the musical tones to pass to the diaphragm. The Vitaphone plays every make of disc record, sharp and clear, without surface noise or nasal twang.



VITAPHONE
TYPE No. 50
\$50.00

Made in Quartered Oak

OTHER TYPES
FROM \$15.00 to
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Catalog, Discounts and Terms on Request

THE **Vitaphone** *Co.*

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 7.

New York, July 15, 1913.

Price Ten Cents

SUBSTANTIAL BUSINESS GAIN FOR FIRST HALF YEAR.

Talking Machine Dealers From All Parts of the Country Make Reports of Progress As Compared With the Same Period of Last Year—Public Now Educated To the Real Value of the Talking Machine As An Educational Factor—Splendid Demand for Records.

With the close of the first half of the year it is interesting to note the reports of business conditions received from representative members of the talking machine industry. Notwithstanding the stir in business and financial circles caused by the proposed tariff revision and currency reforms, the first half of 1913 has shown a healthier and more substantial gain over the business of the corresponding period of 1912 than was expected by the most optimistic enthusiasts.

From all parts of the country the reports are alike in their tenor, namely, that the first half of this year in the talking machine industry was one of the best periods ever experienced by the trade. Jobbers and dealers both report emphatic gains over the first half of 1912, and the business outlook for the fall indicates that the entire year of 1913 will be a record breaker in talking machine circles.

Two of the most significant features of 1913 business to date is the remarkable increase in the demand for the higher-priced types of machines and the phenomenal trade in records of all types and classes. At the close of last year it was freely predicted that the call for the higher-priced models of machines would break all records this year, and judging from present indications this prophecy

is certain to be fulfilled in every particular.

The public has been educated to the real value of the talking machine, both as a factor in amusement and as an educational factor, and there is no longer any question in the public's mind that the prices asked to-day for the talking machine are commensurate with the value given. This has been the keynote of the selling argument for the higher priced machine, and the high grade of quality and workmanship that characterizes the present-day product of the leading talking machine manufacturers has convinced the public that the machine retailing for \$100 is worth every penny of the price asked and is backed by the highest type of constructive quality.

The demand for records the past six months has exceeded all predictions made last year, and with the advent of the summer season and the present call for the so-called dance records the active and progressive dealer is destined to close a splendid all the year round business in his record department. Expensive opera records have also met with larger sales than ever before, and in every department of the record catalog the demand this year has shown a substantial increase over the first half of 1912.

of his companions as a part of the narrative. Several of those who accompanied Shackleton, including Dr. Forbes Mackay, will accompany the "Karluk" on the coming Arctic trip, under command of Vilhjalmur Stefansson. The talking machines and records will be divided between the Northern party under Stefansson, and the Southern party under Dr. Anderson.

VICTROLAS FOR ARCTIC TRIP.

Expedition Under Stefansson and Dr. Anderson Equipped with Three Victrolas, One the Gift of the Government, and a Plentiful and Varied Supply of Records.

(Special to The Talking Machine World.)

VICTORIA, B. C., June 30.—From the sensitive walls of the Metropolitan or Covent Garden to the remote reaches of the Arctic Circle is a far and bitter cry, but by virtue of art, in conspiracy with artifice, the seemingly absurd has become possible, plausible, almost elemental.

Imagine Caruso caroling to the Arctic moons and Calve as Carmen singing tears into the tidal waters of the wintry back of beyond. The gap is bridged by means of a talking machine. Sir Richard McBride, than whom there is no more enthusiastic advocate of Arctic expedition, soon to be made under the direction of Stefansson and Dr. Anderson on the ship "Karluk," was himself responsible for equipping the expedition with one Victrola, together with a large quantity of records, and it is understood that two other machines will also go North with the party.

The Victrola in question represents the gift of the Provincial Government, and it may be said without fear of contradiction that no gift could have been more happily chosen. Sir Richard himself attended to the purchase of the machine, visiting the Gideon Hicks Piano Co.'s store on Government street and personally selecting the instrument after having it tried over with a number of records.

The selection of records made by the members of the expedition was varied. Vilhjalmur Stefansson evidently preferred baritone songs, while Dr. Mackay lifted his voice in favor of orchestral selections of a classical nature. Mr. Cox, another scientist of the party, had a penchant for Gilbert and Sullivan's operas in the lighter vein. In all, 200 records were taken, embracing all species of musical rendition, and including several Caruso numbers and items by Gadske, Tetrizzini and Kubelik.

One of the most interesting of the records to be taken along by the explorers is that made by Sir Ernest Shackleton, the renowned British explorer, who tells of his experiences on his trip to the South Pole and mentions distinctly the names

TALKING MACHINE AS TEACHER.

Interesting Discussion on Vocal Teaching—The Teacher with the Perfect Voice Is Found Only in the Talking Machine According to a New York Writer Who Discusses This Subject in a Very Novel but Interesting and Convincing Way.

Teachers of the voice, as well as manufacturers of talking machine records, will be interested in the following letter written by a prominent New Yorker, which is of general interest:

"Most modern writers on the subject of voice production, who have studied the psychology, as well as the physiology of the voice, agree that the student should follow example rather than precept. The surest way to produce a good tone, it is said, is first to hear a good tone sung. And the best way to insure a poor tone, it seems, is to take the singer's original poor tone and try to modify it by precept and theory of voice mechanism and the like.

"Though many successful teachers do teach the mechanics of the voice and then explain their precepts by singing the correct tone, their success is to be attributed rather to the singing of the correct tone by way of example than to the precept itself. The foundation of all singing for the beginner is, then, to be imitation. Imitation—helped out perhaps by precept, by theory, by whatever else you please—but, at bottom, imitation. Thus say modern experts, and in so saying they apparently follow closely in the footsteps of the old Italian masters.

"But where can we find a teacher with a perfect voice? I answer: In the phonograph. Let the gentlemen who are now reproducing and perpetuating all the great music of the age—let them hire us the greatest tenor in the world, the greatest soprano, the greatest alto, the greatest contralto, the greatest bass—and have them sing for us the simple exercises which we would learn. Have them sing for us the well-known vocal exercises—Sieber's, Concone's, Vaccai's—so that we can hear them sung perfectly and then sing them perfectly ourselves, or at least as nearly perfectly as our mechanism permits.

"That is, to me, a tremendous possibility. And surely the great voices who were thus singled out as the best in the world to teach the rest of the world how to sing—surely they would gladly sing in such a cause and not charge too much for their services, so that their example might be before all who wish to hear and learn."

REALIZED BOBBY BURNS' WISH.

Edison Tells of the Effect on Piccolo Player of Hearing His Own Performance Through Medium of Phonograph.

During the demonstration of his new kinetophone, Thomas Edison said:

"With this invention an actor may hear himself speak as well as see himself act. Let us hope he won't be disappointed—like the piccolo player in a music store who was urged to buy a phonograph. The dealer, as a last resort, got the man to make a phonographic record of 'The Last Rose of Summer' with his own piccolo.

"The dealer then ran the tune off, while the player—a really wretched performer—listened with a strange frowning air. At the end the dealer said:

"'There! Isn't that wonderful?'

"'H'm—well—yes,' said the piccolo player.

"'And now,' said the dealer briskly, 'are you going to buy a phonograph?'

"'No,' the player answered, 'I'm going to sell the piccolo.'"

Every advertiser gives a bond, a mortgage on his future, which can be foreclosed at any time that he fails to keep faith with his customers.—Clowry Chapman, New York.

CHANGE IN PITTSBURGH STORE.

New Company Organized to Take Over the Talking Machine Shop, the Retail Branch of the Standard Talking Machine Co.

(Special to The Talking Machine World.)

PITTSBURGH, PA., July 1.—A new company composed of Alexander Kramer, president; C. B. Pine, vice-president; John Miller, treasurer, and O. P. Thomas, secretary and manager, has been incorporated with capital stock of \$25,000, and has taken over the retail store conducted by the Standard Talking Machine Co., Victor distributor, under the name of The Talking Machine Shop, in the Jenkins Arcade. The transfer took place on June 30.

According to J. C. Roush, of the Standard Talking Machine Co., the officers and stockholders of that company are not now interested, directly or indirectly, in any retail talking machine house. "Being strictly wholesale," said Mr. Roush, "we are in a better position than ever before to take care of the requirements of our dealers promptly and completely."

PHILLIPS' MAGAZINE.

The friends of Walter P. Phillips are glad to get in touch with this old-timer in the telegraph and talking machine trade through Phillips' Magazine, the first copy of which appeared this month. It is described as "a compendium of general information; especially prepared, however, for those interested in the possibilities of telegraph, telephone, wireless, typewriter and talking machine people." The initial issue contains a number of interesting articles, many of them of a reminiscent nature, in which Mr. Phillips himself and other notable men have played a prominent part.

Co-operation means learning how to get along with your fellow-man.

BROADEN ASSOCIATION SCOPE.

Employees of Members of Eastern Talking Machine Dealers' Association Can Now Join—President Bremner's Interesting Talk—To Agree on Uniform Interest on Instalments—To Organize an Employment Bureau.

A general meeting of the Eastern Talking Machine Dealers' Association, the first since the election of the new board of officers, was held at Keene's chop house on West Thirty-sixth street, on June 19, and the members present appeared to be well pleased with the manner in which the new executives have mapped out the work for the future.

The following amendments to the by-laws were offered and carried:

First.—That any employee of an active member of the Eastern Talking Machine Dealers' Association be eligible to become an associate member of said association.

Second.—That any dealer in the Eastern States, outside of a fifty-mile radius of New York City, be eligible to become an associate member of said association.

It was also voted that the Executive Committee work up a plan for the formation of an employment bureau for the benefit of both employe and employer. It is hoped that some means may be found to have a complete register of capable talking machine sales people, with records of their honesty and efficiency.

President Bremner gave an interesting talk on the subject, "The Effect of the Recent Supreme Court Decision on the Retail Trade." The talk was essentially one to inspire confidence, the whole tenor of the discourse being optimistic, bringing great stress to bear on the idea that the retailer's future was the manufacturer's future. The fact that the manufacturer was spending hundreds of thousands on factory improvement would be the keynote for the dealer's enthusiasm.

A committee will shortly take up the work of having the dealers come to some sort of an agreement whereby a uniform interest may be charged on instalments. The dealers of New York and vicinity were sounded on this subject about one year ago, and the association has replies from about 150, all in favor of a ten per cent. increase on instalments.

Inasmuch as the Victor Talking Machine Co. cannot see their way clear to incorporate the double set of prices in their dealers' contracts, it behooves all dealers, including the large department stores, to get together on this arrangement, in order that cash sales may be increased, and on instalment accounts the dealer at least get interest on the money outstanding.

The new members of the Executive Committee

are: J. E. Hunt, of Hunt's Music House, White Plains, N. Y.; Albert J. Beers, of Fuller, Bagley & Beers; G. W. Morgan, of Gimbel Bros.

It is stated that the officers of the association would be pleased to get in touch with similar associations throughout the country for the interchange of ideas for the betterment of the industry. Communications may be addressed to Francis F. Steers, secretary, 3496 Broadway, New York.

SOMETHING OF AN INNOVATION.

Is the Establishment of a Harp Department by the Grafonola Co., Rochester, N. Y.

An innovation in talking machine circles is the establishment of a harp department by the Grafonola Co., Rochester, N. Y. The display and demonstration of the Clark Irish harp and the larger concert harp was a feature of this progressive company's recent successful opening.

The harp has certain individual ornamental qualities which make it a very artistic addition to an attractive salesroom. In addition to this it has attained such popularity of late that many musical

establishments, alert to its commercial possibilities, are successfully undertaking its exploitation.

The Grafonola Co., however, has the distinction of being the first talking machine dealer to inaugurate a harp department, and the intense interest displayed at its opening, especially in the small Irish harp, gives indication that this will be a very profitable department.

TALKER AS A VOICE TRAINER

Enables Singer to Judge Work of Great Artists and Discover Own Faults.

"My advice to a young woman who aspires to become a great singer is to buy a talking machine and listen to the songs of great singers. I find a lot of satisfaction even in hearing my own songs. It gives me an opportunity to judge myself and shows me my errors." Mme. Schumann-Heink was so quoted in the Minneapolis Tribune last October, and anyone who has the least acquaintance with Schumann-Heink and her monumental earnestness will realize how much a statement of that kind means.

AN ENTERPRISING NEW JERSEY TALKING MACHINE DEALER

One of the most enterprising talking machine dealers in New Jersey is Frederick G. Loeffler, by means of artistic warerooms, but utilizes the local papers to good purpose. He points the way

who is a great believer in up-to-date sales methods. This is demonstrated in his attractive establishment and his always well-arranged windows.

An idea of how artistically arranged is his store at 200 Bergenline avenue, Union Hill, N. J., may be gleaned from the illustration which appears herewith, and which, by the way, shows Mr. Loeffler himself in the doorway. This is the Victor room, and an exceedingly handsome room it is.

Mr. Loeffler handles the Victor and Edison line, and has built up a very large following in his territory. He not alone displays his progressiveness

to others within the metropolitan area to be up and doing if they wish to attain a larger measure of success.



F. G. Loeffler's Victor Room on Bergenline Avenue, Union Hill, N. J.

INCREASED WHOLESALE BUSINESS

During the year 1912 our wholesale business showed an increase over that of 1911 of 68%. Of this increase 28% was on what we are pleased to call "our dealers'" accounts, and the balance of 40% was from new accounts, about evenly divided between newly established dealers, and dealers who formerly purchased from another distributor.

Increased demand accounts for 48% of this increase. Efficiency and the Eastern Service is responsible for 20%.

If dealers realized fully the manifold advantages of Eastern Service the increase this year would double from this source.

A good thing is worth trying—take our word for it that Eastern Service is exceptional—and try it.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY



The Columbia Graphophone Company is open for representation by a few more houses of high standing—concerns that can display the Columbia “Grand” without incongruity. Whether or not they are already carrying “talking machines” is immaterial.

We have the product: we have the demand: we have the organization: we have a doubled and re-doubling business in which you may just as well share—and we can make deliveries.

Right **now** is a remarkably appropriate time to ask us for particulars.

The Columbia
“Grand”
Grafonola



The last word
in instruments
of music

PRICE \$500

Columbia Graphophone Company

Woolworth Building, New York

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world.

UTILIZES THE PHONOGRAPH.

W. H. Betts, of Richmond, Makes Records of His Voice, Sends Them to Riccardo Martin, Who Gives This Boy So Much Encouragement That He Is Now Studying for Opera.

The value of the phonograph as a perfect voice recorder was illustrated afresh last week when W. H. Betts, of Richmond, Va., received a letter from Riccardo Martin, the well-known tenor of the Metropolitan Opera House, complimenting him on the real beauty and brilliancy of his voice. How this tribute to Mr. Betts' voice materialized follows:

"Unable, from lack of means, to come to New York to have his voice tried, Mr. Betts, on June 29, 1912, sent four phonograph records of his singing voice, addressed to Martin at the Metropolitan. An accompanying letter begged the artist to give an opinion of his voice.

"Martin was on an extensive tour, which later took him to England, to Madeira, through the Mediterranean, to Africa and finally Italy. Betts' voice pursued him from the Metropolitan Opera House over the entire journey, and overtook him finally in Milan. Martin was impressed by the latter, but it was some time before he found an opportunity to use a phonograph.

"When he did put the records on a machine, the voice that came from the horn was a fine, robust tenor, from a rich depth to clear upper chest tones, that amazed the listeners. A sympathetic serenade was followed by Bartlett's 'Dream' and two other semi-popular ballads.

"That boy has a voice," exclaimed Martin. "With careful instruction his dream will assuredly be realized."

"That night a letter was dispatched to Richmond. Betts had long since abandoned hope of ever leaving the express office in which he worked twelve hours a day.

"By all means go ahead with your vocal study; you have a fine voice," is the message from Martin he cherishes to-day.

"Betts has sent word to a friend of Martin's here that he is coming to this city to study."

PROVES VALUE OF ADVERTISING.

Banker Declares That Advertising of Talking Machines and Other Lines So Increases Demands of Public as to Upset Credit Situation.

It is often the case that an argument that appears sound on the surface can be twisted to indicate that it is in favor of the very matter it was intended to condemn. In this connection, for instance, in a recent address on the study of credits before the Chicago Chapter of the American Institute of Banking, Edward M. Skinner, of Chicago, had the following to say of the demand created by advertising which, though it displays a tendency to upset the credit situation, indicates that the advertising of talking machines has achieved results that have served to appeal to bankers in their own field. Mr. Skinner says:

"It became the duty of advertising not so much to indicate why we should use this or that necessity, but to show us why this or that was a necessity, until to-day we are all, those of small means as well as those of large (and unfortunately those of us of small means are the more easily persuaded) just as sure we need a talking machine or an automobile as we are we should use Ivory soap, the Dutch cleanser, or one of Heinz's 57 varieties, and so it goes along the line of merchandising, even as the advertising expert will tell you, first attention, then desire, a desire for things is created. Now, if this desire were created only among those who could afford the article, well and good; but, like the rain, 'it falls upon the just and unjust,' and those who cannot afford become even more intense in their desire than their more prosperous brothers. And so we have our present-day condition of the overexpansion of abuse of retail credit until it has in reality become a menace not only to the merchant and to the individual, both man and woman, but to the community itself. What would happen if all your merchants insisted upon all their accommodation credit accounts being paid promptly in thirty days?"

You can make extra money by selling Herbert Music Rolls

as you are in close touch
with music lovers,
many of whom buy music rolls.

If you will devote only 10 per cent. of the energy that you use selling talking machine records, your music roll profits will be amazing.

Player pianos are being sold in large numbers and the music roll industry is increasing with magnitude. Interest in the player is kept alive with good music rolls and your field is limitless.

To sell Herbert Rolls requires but a small investment—very small. As with records, new music rolls appear monthly, and there is an endless chain of profits.

Write for more details; we'll give you the whole story.

The Herbert Company

Newark, New Jersey



You needn't go to the top of the Woolworth tower to get a better view of the Columbia proposition for this Fall. Our activities on the twentieth floor will show you all you care to know.



**Columbia Graphophone Company
Woolworth Building, New York**

TRADE PROSPECTS EXCELLENT IN SAN FRANCISCO.

Great Call for Small Machines and Records During Summer Months—Interest in Exposition Increasing—Talking Machines to be Represented—Department Stores and Talkers—Death of C. E. Skinner Regretted—W. S. Gray Enthusiastic About Conditions.

(Special to the Talking Machine World.)

SAN FRANCISCO, CAL., July 6.—Business, such as is expected during the vacation period, is a little slow at the present time, but the talking machine departments of the local music houses, from all reports, are busier than the other sections of the stores. Special feature is being made of the small machines of all types for country homes and out-of-town trips, and a good business is reported in these styles. Prospects for fall business are considered very bright, and with schools opening early this year, which regulates the return of families to the city, the trade anticipates only a brief lull in business. Interest in the exposition is increasing very rapidly, now that marked progress is being made in the preparations. Plans for exhibits are under way, and from all indications every branch of the music business is to be well represented. Provision is made for the display of phonographs, graphophones, talking machines and similar devices, together with other musical instruments, in the Liberal Arts exhibit palace.

Talking Adjuncts in Department Stores.

From present indications Oakland, instead of having one new talking machine department this fall, is to have two, both of which are to be located in large department stores. Taft & Pannoy, as mentioned before in these columns, are preparing to install an exclusive Edison disc department, and now it is reported that Kahn Bros. will include a music department in their new building, which will be formally opened for business about August 1. Their new building is one of the finest structures in the new retail center of Oakland, and is being provided with all the latest improvements in equipment, so it is safe to predict that the talking machine department will be fitted up in first-class shape. It has not as yet been announced what line or lines will be carried.

Attracting Much Attention.

The new Columbia machine, the "Favorite," is attracting very favorable attention among the Coast Columbia enthusiasts, and the new "Leader" is considered by several dealers the best value yet put out by the company. The metal motor board, new tone arm and other features appeal to the trade.

W. S. Gray Returns from Eastern Trip.

W. S. Gray, local manager of the Columbia Graphophone Co., spent the past month in the East on a combined business and pleasure trip. He was accompanied by his family and had a very enjoyable trip, returning home by way of New Orleans. He is never lacking in enthusiasm, but returns from his visit to the factory with a little more than usual. F. R. Anglemier, wholesale manager, reports a normal month's business, and is now planning an active campaign for the new "Leader" machine, which he considers a fine value for \$75. C. J. Moore, traveling representative, is calling on the trade in the northern Coast counties of California with very good results.

J. J. Morgan, manager of the Columbia department of the Emporium, is anxiously awaiting the arrival of a shipment of the "Leader" machines. He reports business keeping up satisfactorily for this time of the year. He has the promise for the enlargement of his department, but does not know just how soon the plans can be carried out.

Vacations the Order of the Day.

A. R. Pommer, manager of the Pacific Phonograph Co., is just ready to leave on a vacation to his summer home in the Bear Valley. He made a business trip to the Sacramento Valley not long ago, and reports very favorable crop conditions in that part of the State, with the Edison dealers preparing for a big fall business. The travelers for the Pacific company have completed their trips and J. E. McCracken is taking a vacation in the southern part of the State. F. L. Sues, who had been out for some time, covering Washington, Oregon, Utah, Idaho and Montana, is at headquarters. He opened up quite a bit of new territory on his last trip and secured some very good orders. E. V. Chandler, special representative of the phonograph department of Thomas A. Edison, Inc., is still making short trips out of Oakland.

Death of Charles E. Skinner.

Sherman, Clay & Co. suffered the loss this month of one of their most highly esteemed employees in the death of Charles E. Skinner, who for a number of years had been head salesman in the talking machine department. He had been with them since boyhood, and had a wide circle of friends. A. G. McCarthy, manager of the department, says his death is a great loss, as he had a very pleasing personality and was one of the best talking machine men in the country.

Blue Amberol Records in Great Favor.

J. S. Baley, manager of the local branch of Babson Bros., reports a very good business in Blue Amberol records, and finds that the last list was particularly good. In spite of all the talk about disc machines he has a big call for the cylinder products.

Visitors to the Trade.

Recent visitors to the local trade included William Thomasson, of Hollister, and J. R. Lester, of Sonora, also Ames H. Curry, a prominent talking machine man of El Paso, Tex. Mr. Curry is manager of the W. G. Walz Co. in that city, and a short time ago was married to Mr. Walz's daughter, Miss Ethel Marie. The wedding took place in Los Angeles in order that the bride's father, who came to California some time ago on account of his health, might give his daughter away. Mr. and Mrs. Curry are on an extended honeymoon trip.

Pleased with Business Growth.

Clark Wise, of Clark Wise & Co., took a little outing to Napa Springs early in the month, leaving the business in charge of R. A. Wise. They are well pleased with the way business is opening up

in their new quarters, especially in the talking machine department, which is feeling the summer lull less than the piano section.

Edison Disc Phonograph Interests Crowd.

Many pedestrians have stopped in front of Eilers Music House lately to hear an open air concert, in which an Edison phonograph and a player-piano were the star performers. The music house is being completely remodeled, and the concerts were given while the front of the store was removed.

Byron Mauzy Expansion.

Byron Mauzy is making extensive changes in his store this summer which will give him another floor for display purposes and give several of the departments, including the talking machine, enlarged quarters.

ALBERT SPALDING ARRIVES.

Famous American Violinist Comes to Fulfill Engagement with Edison.

Albert Spalding, the American violinist, arrived last week on the "Kronprinzessin Cecilie," accompanied by his father, J. Walter Spalding, a member of the American Olympic Committee; his mother and Mrs. Boardman. At the pier he was met by a host of friends and given a hearty welcome. His purpose in coming is to play for the Edison record library. He will return in the fall for an extended tour of the Continent.

TALKER AND MUSIC APPRECIATION.

Schumann-Heink Credits Talking Machine with Much Aid in Spreading of Musical Knowledge in a Recent Interview.

Schumann-Heink, talking to a Los Angeles reporter recently, said: "I believe there is a great growth in music all over the country, and it seems to me a good deal of it must come from the excellent service of the talking machine, which enables people continually to hear in their own homes the music that comparatively few can hear in the concert room. The people are continually demanding better things and better singers. I believe that far from hurting concert business the talking machine is creating a greater interest in the actual concerts. Many people have come to hear me sing because they have heard the records of my voice on the machine. That is one reason why I believe it is well for the artist to sing for the talking machine—he is doing even a better work for the people generally than he is doing for himself."

A FACT WORTH REMEMBERING.

Don't get the idea that just because you have been in business for ten—fifteen—twenty-five years, that experience is knowledge. Experience simply represents the things that have happened to you. Knowledge is a comprehension of why it happened and what will make it happen again.

It was Marshall Field who said: "The customer is always right." Richard Sears, the mail order genius, says the Sears, Roebuck business is a monument to the policy of trusting the customer's honesty.



There isn't a phonograph demand that the Edison doesn't meet—whether it's the highest priced cabinet model, or

Amberola VI

the latest, most remarkable machine of its type on the market.

Amberola VI is a logical development. It retails for \$60. The distinction and beauty of its physical appearance are backed by wonderful tone production. It's compact and trim, easy to move from spot to spot, economical to buy.

But the biggest advantage of Amberola VI to you is this: It's selling like hot cakes—just breezing along. Isn't that sufficient reason for you to get on the job now and write to your jobber?

THOMAS A. EDISON, Inc., 59 Lakeside Avenue, Orange, N. J.

And if ever there was a record that has played and sung and talked itself into widespread popularity, it's the

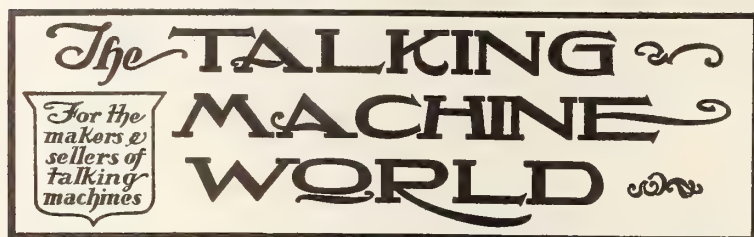
Edison Blue Amberol



It isn't merely the fact that the Blue Amberol is practically unbreakable, or that it plays four minutes of the clearest, purest and strongest tones you ever listened to, that has made it successful. It's more than that.

It is these features backed up by a great sales organization that is always at your disposal to help you put it over. If you haven't made use of this opportunity, don't wait a minute. Play the Blue Amberol and play it up with the rest of the Edison line.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.



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NEW YORK, JULY 15, 1913.

THE opinion of The World was sought recently as to the effect of the talking machine upon the piano business. In other words, whether it had been a power in increasing or diminishing the sale of pianos.

A practical answer might be made to the question by stating that for the first half of the present year there was an increase amounting to from 10 per cent. to 15 per cent. in the output of the piano factories over that of last year. Such an increase shows conclusively that the piano business is not diminishing. On the contrary, it is steadily increasing, and this country has an absorptive power of a half million pianos annually, and we have not reached that figure by less than 150,000. So the growing popularity of the talking machine has not prevented a reasonable increase in the piano industry.

The statement, too, has been frequently made that the talking machine has interfered with the player-piano business.

The answer to that might be similar to the first question by stating that 1912 was the best year in player-pianos which the music trade has ever enjoyed. The percentage of increase was large, and this year the player-piano will show still greater growth.

It is natural that the talking machine has probably interfered with individual sales, but as a whole the piano business shows a substantial growth.

The great popularity of the talking machine has made it almost a necessity in the homes throughout the land.

It is popular not alone in the domiciles of the rich and well-to-do, but in the humble abodes of the people whose income falls far below that designated in the proposed income tax.

The talking machine, of course, is a rival as an entertainer of the piano and player-piano, and the piano merchants of the country have now commenced to realize its great importance and its tremendous influence as a stimulating factor in their business.

For a long time a number of them looked upon the talking machine as a creation of ephemeral existence. They believed that its popularity would be transitory. Many of them did not give the subject the investigation it deserved, but some of the larger and progressive houses saw the tremendous business-building powers of the talking machine at the start and they were in at the beginning.

As a result, they have made the talking machine branch of their business very profitable. Hundreds of those who were loath at the beginning to take on talking machines have, in the past twelve months, shown great anxiety to get on the talking machine side of the business game.

They have realized its importance and that it has come to stay as a popular entertainer.

They have learned that the range of prices permits people of humble means to become the owners of talking machines and they have learned that in this way they can draw more people to their establishments and that the talkers are business builders as well as profit makers.

THE fact that a good many of the piano dealers have taken on talking machines should act as an onward spur to the exclusive, and oftentimes indifferent, talking machine dealer who has been nursing the belief that his position was secure in every way.

No business is secure unless there be enterprise and progressiveness behind it, and the exclusive talking machine dealer cannot sit down and reap big profits unless he does his share of the work.

Right here it must be admitted, as a class the talking machine dealers have done precious little to encourage the business themselves in any particular.

They have simply profited by the enormous publicity campaigns carried on by the great producing houses and have had trade turned their way without special effort or financial outlay on their part.

With the growing advent of the piano men as retail factors in the talking machine business, it must be plain that some of them will have to change their tactics in a substantial manner, else their business will be on a downward scale.

There are no products with which we are acquainted which have been easier for the retailer to dispose of than talking machines. Why?

First, because of their unusual entertaining powers.

Next, because a progressive policy on the part of the makers has placed their marvelous attributes before millions of buyers, and the dealers themselves have profited by this condition forced upon them through no acts of their own.

And the question is, are they doing their share of the business to-day—now?

Are they fully alive to its possibilities and do they realize that there are other elements coming into the field which will become powerful selling forces and will cut into their business unless they remodel their plans somewhat?

OF course, there are some men who are fully alive to the situation, but it can be truthfully said that there are many who sit indifferently by and wait for others to create a demand for them, failing to do their part in many particulars.

By reason of price restrictions, the small dealer has enjoyed a position which is not found in any other trade.

It has been impossible for the man of great capital and large business organization to sell talking machines at lower prices than the small man with limited capital and narrower facilities.

That one point alone should act as a stimulus to the small man who in time may become the big man.

The only way to become a larger factor is by work and application.

A good many men feel that the summer months spell business relaxation, but should they in the talking machine business?

There are so many ways in which the talking machine may be used during the vacation period that dealers should emphasize the charms of the talking machine for the yacht, for the camp, for lawn parties and outings.

Campers along the shores of the lakes are enabled to make up an interesting and varied program for evening entertainment, which is afforded by no other product of human hands.

A farmer trade may be made profitable during the summer and something is always necessary to stimulate business for the heated term.

The farmer who never takes a vacation will buy a talking machine as readily in the summer as city people in the winter, and more so, because he never has the opportunity to enjoy shows, nor is it possible for him to hear the great artists of the world in any other way than through the mediumship of the talking machine.

Some dealers make a special point of working the farmer trade during the summer. They take a wagon load of talking machines and drive from one place to another, or ship them to the nearest towns, which they include in a carefully worked out itinerary.

In the small towns may be found a great number of retired

farmers who have large tracts of land and who have moved to the smaller towns for a little enjoyment.

THERE are so many ways in which the talking machine business can be developed profitably during the summer that World readers should improve their opportunities to the utmost.

When dealers have such an interesting product as the talking machine, they have material at hand for effective summer work, and it is up to them to give the service.

The whole subject of retail talking machine business building needs a careful and commonsense analysis.

Salesmaking in all branches of industry is constantly changing and wideawake men should figure new methods of reaching the public. Surely, no business man who expects to conduct a successful trade enterprise can be long indifferent to the radical changes which are going on in every industry.

If talking machine men remain indifferent to the opportunities which are round about them, they must expect to have incursions made by others into their field, for it is certain that the established music houses will give more attention to the business as time rolls on.

For methods—plans—features, the field is a wide one, and no general rule can be applied to business building, but it is possible for every man, if he analyzes the conditions fairly and methodically, to develop certain ideas which will apply to his own particular vicinage, and in the end develop trade along larger lines.

It would seem in a trade like this, when the small man is not at a disadvantage when placed alongside of his larger brother, that he should realize the strength of his position and improve it to the utmost.

Take in the general field of merchandising—the small dealer is cut into more and more by his larger competitors, but in the talking machine field it is different, and it is possible during the summer of 1913 for the small man to develop into a strong factor in the trade and to develop better business profits for himself, but he cannot accomplish this if he sits down and figures business will come to him without effort!

The time for the business drone has gone by.

Do you hear the call?

IMMEDIATELY after the decision of the Supreme Court was announced in the famous Sanatogen case, manufacturers and merchants in various lines exhibited considerable alarm as to the result of this decision upon articles, the sale of which has been hitherto regulated by price stipulation.

Some of them thought that the door to price cutting was thrown wide open and that considerable trade demoralization might follow as a natural sequence.

However, when things have simmered down a bit and men have viewed conditions in a cooler light, it is considered that the decision will have but an infinitesimal effect upon the vending of patented price regulated articles.

Under this decision the manufacturer cannot control the sale of goods after he has parted with them, but a direct contract with a dealer as to how he will dispose of them would unquestionably stand in law.

In other words, no matter whether the article be patented or not, every manufacturer has the right to enter into contractual relations with the vendor regarding its sale, and if the contract is broken he has immediate recourse to law in a damage suit, or quick action may be taken through injunctive proceedings.

THE value of the window as a sales factor is a topic that is of continuous interest, and one which is engaging the attention of the best minds in all lines of industry to-day. While it is only one of a number of factors that contribute to a store's success, yet it is a vital one, because the window is a continuous trade promoter day and night, and where the merchant gives it intelligent attention, it is bound to be a profit-maker. As someone said recently: Don't be afraid to be seen looking straight into your competitor's window and look deliberately, too, for you may there and then discover the real reason for his success, for in these days an attractively arranged window is almost too big an asset to set a limit upon—you cannot calculate the big results.

When you see a whole front torn out of a comparatively new building, just to put in a new idea of a window, just make up your mind that that merchant is a smart one, and has discovered the value of a good looking window, and he doesn't care what he spends to build and dress it.

It will pay to make your windows look smart at any cost. Make people think they want what they never thought they wanted before, and they will want when they see attractive looking windows. Now, if you have well digested this fact, and put it into execution, you have conquered a big obstacle to success, and you have been put on your mettle, too.

You should put your personality into your show windows, displays and your store, and make them represent you by having everything therein look neat, attractive, conservative and dignified.

TALKER BRINGS JOY TO BLIND.

Talented Daughter of Charles K. Harris, the Composer Counts Victrolas Among Her Cherished Possessions—A Versatile Girl.

Mildred Harris, the daughter of the famous composer and publisher of popular ballads, has been blind from birth, but despite that apparent handicap recently graduated from one of the New York public schools the fifth highest in scholarship of a class of 125.

Miss Harris, who is sixteen years old, is an accomplished pianist, something of a poetess and includes among her fads the theater and baseball, she being able to get as much excitement from the latter as one gifted with sight. One of her cherished possessions, however, is a Victrola and a library of several hundred records of all kinds which have been carefully arranged in order and from which Miss Harris can readily pick out any selection desired. Besides a complete collection of all the records of her father's ballads that have appeared in record form, and they are many, Miss Harris also displays a strong desire for music of the operatic and classical nature, and finds that the Victrola aids her in passing pleasantly many hours that would otherwise prove empty of interest.

In all things be prompt. Get the thing done. Do it now. Delay is fatal. The only way for a busy man to get through his work is to take up one thing at a time and stick to it until he puts it through.

ARE YOU ON

Our Mailing List? If not, you should be, as you need us.
Prompt Deliveries. Complete Deliveries.
Perfect Records.

Our Victor Record Stock

Is depended upon by the entire trade.

TRY US

SILAS E. PEARSALL COMPANY

541 FIFTH AVENUE

16, WEST FORTY-SIXTH STREET, 18

NEW YORK

Victor Distributors

Victor Specialists

CONTINUED BUSINESS ACTIVITY IN CLEVELAND.

Volume of Business for June Most Gratifying—Some Dealers Report Fifty Per Cent. Increase as Compared With Last Year—Although Stock is Being Received in Larger Quantity There is Still a Shortage in Some Styles—The News of the Month.

(Special to The Talking Machine World.)

CLEVELAND, O., July 10.—The trade generally is surprised at the continued activity in the talking machine business. The volume of business in June was larger, by quite a per cent., than it was in the same month last year, some dealers reporting an increase in trade of 50 per cent. It is noted that there is an increasing call for the high-grade machines, while sales of the cheaper ones continue fairly good. The stores are all well supplied, although there is complaint that there is still a shortage in some types of machines.

On the evening of July 7 the seventh monthly concert was given by the Eclipse Musical Co., on which occasion the parlors were crowded with Victrola owners and others. Harry E. Parker, a popular tenor, rendered some of the songs found on Victrola records. A lady who visited the store next day and purchased a Victrola, expressed her opinion of the concert thus: "Any store that gives free to the public a concert of such high merit as you gave last evening, certainly deserves their patronage."

The large business transacted at the local store of the Columbia Graphophone Co evidences the continued increase in the volume of trade. G. R. Madson, manager, expressed himself well pleased with the steady advance the store is making in Cleveland. He said the retail business of June was largely in advance of that of May. The following new dealers are announced: The William Taylor & Sons Co., who are putting in a full line of Columbia goods; the Hefling Music Co., New Philadelphia, O.; G. M. Ott & Bro., Akron, and the Marks Co., Euclid avenue, who will soon open a new exclusive woman's store, are fitting up handsome Columbia departments.

When caught on the fly, T. H. Towell was making preparation for his automobile trip to the Buffalo convention, accompanied as his guests by J. C. Roush, of the Standard Talking Machine Co., Pittsburgh; Perry B. Whitsit, of the Perry B. Whitsit Co., Columbus, and D. J. Nolan, of the May Co., this city. Mr. Towell said: "The business of the Eclipse Musical Co. in both the wholesale and retail departments continues good in spite of the hot weather."

Fred E. Lane, manager, attended what he says was one of the most interesting recitals and stereopticon lectures imaginable at Willoughby, O., on the evening of June 27. Mr. Lane said: "The lecture was given by Prof. F. M. Wood, of the new Andrews Institute for Girls at that place. Prof. Wood's procedure is as follows: He has pictures of all the great artists and scenes from the operas. His lights are lowered, and he then flashes upon the screen Amato, and then gives a very interesting talk upon his life, while from the semi-darkness is heard the sweet strains of Amato's voice singing the Toreador song from 'Carmen.' Other celebrities follow when he flashes scenes from the opera where all take part, and from the darkness is again heard the beautiful sextet from 'Lucia.' It seems to me that a more instructive and interesting lecture on musical appreciation could not be given."

Business is reported to have been very good at both stores of H. D. Berner. Sales of a number of high-grade machines were made, with a good trade in records. During the month several new dealers were established.

In both the wholesale and retail departments of the W. H. Buescher & Sons Co. business is moving very satisfactorily. Mr. Buescher stated there had

been no lull in trade during the past month, the sales covering the entire line of Victor goods. With the present midsummer activity he thinks it a forerunner of a big fall business.

The W. F. Frederick Piano Co. reports a normal business in the talking machine department. Mr. Cook, manager, said that notwithstanding the unusual hot weather of the past month sales of both machines and records had increased and exceeded those of the previous month.

"Business with the B. Dreher's Sons Co. has been very good during the recent hot weather," said William G. Bowie, advertising manager. "In fact," said he, "we have been unable to supply the unusually heavy demand for the late dance records, as our supply has been exhausted within two or three days after we received shipments. Our Victrola sales have been unusually large for this season of the year."

The Caldwell Piano Co. is making the talking machine department a big feature in the business and reports good sales of Victor machines and records during the past month. Talking machines are liberally sandwiched in the piano window displays and are very attractive.

The talking machine department of the Bailey Co.'s large department store is one of the most attractive and busiest quarters in the store. The company carries a complete line of Victor, Edison and Columbia machines and records and is doing an extensive business. Mr. Friedlander, manager, said trade was surprisingly active for the season of the year.

Ethel M. Volk, who directs affairs in the talking machine department of the May Co., expressed herself delighted with the way trade is steadily increasing and the gratifying prospects in view. Sales of both machines and records, she said, were of the most satisfying kind.

The H. E. McMillin & Son Co. reports a very satisfactory summer business in both lines of Victor and Edison goods. The company reports a number of recent sales of the highest priced Victrolas and Amberolas and a large trade in records.

Business with the Collister & Sayle Co. is reported fairly good in the talking machine department, although Phil Dorn, the manager, is more intensely absorbed in the sporting goods line. The company is doing a normal Victor trade in both the distributing and retail departments.

VICTROLA IN CANADIAN SCHOOL.

The William Lunn School, one of the largest schools of the Protestant faith in Montreal, Canada, recently purchased a Victor No. V outfit and a large number of records for the use of the pupils. In a letter sent to the Berliner Gramophone Co., from whom the outfit was purchased, A. H. Herlow, the principal, voices appreciation of the instrument as follows:

"During the short time the Victrola has been in this school I have been able to confirm my opinion that it would be a useful and beneficial addition to a school equipment. Primarily purchased for use in the gymnasium, it has proved most satisfactory. With its aid marching, skipping, calisthenics, folk-dancing and club-swinging have become easy and attractive.

"As a means of leading and brightening up assembly singing it has surpassed expectations. In this connection let me express the hope that the growth of this department of your business will soon warrant the production of a greater number of records of Canadian and British patriotic and folk-songs.

"But I expect still greater things from the use of the gramophone, and I already have some grounds for the expectation. As a means of acquainting the pupils with some of the best things in music, to cultivate an appreciation of what is good in the art, to awaken a sense of discrimination that will be a lasting joy to them, what else could take its place?"

Truth is a part of efficiency in advertising; efficiency is the greater word because it includes truth and also the further vital thing—effectiveness.—F. St. Elmo Lewis, of Detroit, Mich.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.



The number of talking machine dealers who restrict their business to one line of product alone is becoming less by every mail.



Columbia Graphophone Company
Woolworth Building, New York

DETROIT DEALERS NOT TO BE CAUGHT SHORT THIS YEAR

Leading Establishments Ordering Talking Machines and Records Early—Do Not Intend to Have a Repetition of Shortage of Last Year—Torrid Weather Has Deterrent Effect on Business but the Average Summer Trade Is Being Done Throughout This Territory.

(Special to The Talking Machine World.)

DETROIT, MICH., July 9.—Most of the prominent talking machine dealers of Detroit now think they are protected against a recurrence of the holiday shortage of instruments which for several years past has lost them a lot of money because of inability to deliver the goods. They are a unit in determining that they will not be "caught short" again.

One establishment already has thousands of dollars' worth in "cold storage." It is taking a chance on new models being put on the market within the next six months and rendering its stock out of date. Another store is ordering for delivery September 15 and October 1. Another has made a contract with a certain jobber, whose identity or location the manager of the firm refuses to disclose, to "take care of him." And so on. Even the smaller houses are trying to get in on the ground floor.

The company which is storing the goods, purchased for cash from jobbers all over the country, is the Farrand Co. The enormous resources of its new ownership enable it to do this. It requires a big outlay of ready money, but the company expects to reap full profit on the investment by being able to take care of all the trade that comes in December.

The Farrand Co. in June completed its first year as Victor dealers, having previously devoted its attention entirely to the piano and player-piano end of the music trade. The year has been a profitable one, in spite of the fact that those in charge of the department were practically learning a new business. There is no doubt that the ensuing year will be more profitable, because the business has been growing steadily, except for one or two dull spells, which are liable to beset any business.

For the past two weeks business of every kind has been affected by the torrid weather. People who can get away from the home or the place of business are going steamboat riding instead of shopping. The business lost through the weather is not irredeemable, however. It is only deferred a few weeks. When a party makes up his mind to have a talking machine he generally gets one. The dulness seems to be inequitably distributed. While some dealers are complaining, others are fairly busy, and one or two are enjoying a brisk business. One of the latter is Max Strasburg, of the Max Strasburg Co., who generally puts in large spaces of time in the summer days playing golf. He hasn't had the time to do it this year, and also has been obliged to call off his proposed visit to the convention of the Talking Machine Jobbers' Association, where he had hoped to renew old acquaintances.

Harry Rupp, manager of the talking machine department of Grinnell Bros., Victor representatives, will be the only Detroiters to attend the con-

vention. He joined a party of fifteen Western members of the association who came to Detroit Saturday, spent that day in the city and took the Saturday night boat to Buffalo. They came from Chicago, St. Louis, Kansas City, St. Paul, Minneapolis and other Western points. The idea of them making the pilgrimage en masse was originated by L. C. Wiswell, of Chicago, who was general-in-chief of the traveling legion.

The talking machine dealers of Detroit are working in absolute harmony, in which they afford a magnificent object lesson to the exponents of various other kinds of business. It is that situation which is so largely responsible for the prosperous condition of the business here. It is also responsible for the general feeling that no one will start price-cutting here no matter what effect the much talked of Supreme Court decision has in other cities. The business in Detroit is on an absolutely solid foundation and everyone now is planning for the future with the greatest optimism.

Cash sales seem to be growing in favor with buyers as well as with the dealers. One good thing

regarding cash sales is that generally they are the high-priced machines. The man who can afford to pay cash wants the best machine. He is not looking for a toy, but for something that will make a beautiful piece of furniture as well as dispense music. While he could get the machine on time at the same price, he does not care to waste time bothering with a contract and making the payments.

The biggest sales, viewing the field generally, still are in the \$50 machines of all styles. If there should be a shortage anywhere next winter it will be in the medium-priced goods. The dealers are arranging for especially large quantities of these. They have the satisfaction of knowing that even if they do run a bit short of these, and have large lines of the other styles, they can in the holiday season, manage to switch off a customer to a machine which costs a few dollars more, or perhaps less. It is a shortage of all styles which has hampered them in the past, and which they are anxious to avoid the coming fall.

Business in records is very large for the summer season, and is nearly all cash. A big surprise was the demand for the Hawaiian records put out by the Victor Co. this month. Dealers ordered sparingly, in doubt as to how the innovation would be received by the public. Now they are ordering additional cartloads of them forwarded by express.

EDISON LETTER ON PATENT LICENSE AGREEMENT.

Important Communication Sent Jobbers and Dealers by Thos. A. Edison Inc., in Which It Is Shown That Recent Decision of Supreme Court in Sanatogen Case Does Not Affect Agreements Now in Force—Legal Rights to Be Protected and Enforced.

The following announcement, bearing date of June 28, has been sent out by Thos. A. Edison, Inc., Orange, N. J., to all its jobbers and dealers:

"We have been advised by our counsel, who have fully and carefully considered the decision handed down by the Supreme Court of the United States on May 26, 1913, in the suit of Bauer Chemical Co. vs. O'Donnell, known as the 'Sanatogen Case,' that that decision does not affect the essential features of the system of patent license agreements in force between this company and its licensed jobbers and dealers for the past ten years or more.

"The decision in the Sanatogen case is, in brief, to the effect that a dealer who had never entered into a license agreement, and who bought the patented Sanatogen from a jobber who also had never entered into a license agreement, did not infringe the patent when he sold contrary to the terms of a notice on the goods prescribing its selling price.

"Ours is a totally different system. Our jobbers and dealers have all entered into patent license agreements with this company, and there are numerous other points of difference from the Sanatogen case, as, for example, the fact that there are conditions governing the use of our patented goods such as were sustained by the Supreme Court in the case of Henry vs. Dick, decided on March 11, 1912. Our license agreements more nearly resemble the arrangement reviewed by the Supreme Court over ten years ago in the case of Bement vs. National

Harrow Co., 186 U. S. 70, in which the Supreme Court sustained a license agreement fixing the price at which patented harrows should be sold, saying that such restraint did not come within the Sherman Act and was only recognizing the rights created by United States letters patent.

"Our license system has been favorably passed upon repeatedly by very many of the lower Federal courts and by a number of the Circuit Courts of Appeal. Except in the Bement-Harrow case referred to above, no similar patent license agreement has been before the Supreme Court. Our counsel advise us that in their opinion the Supreme Court, if called upon to pass on our system, would sustain the views which have been expressed by the lower Federal courts and the Circuit Court of Appeals. We beg to announce that the Edison Phonograph license agreements now in effect between this company and its jobbers and dealers will be continued in force, except that from this date all stipulations thereof as to selling prices shall apply only to patented Edison phonographs, reproducers, recorders and records which have not been sold at retail at full list price; and, further, all stipulations thereof as to the handling of or dealing in goods not of our make are hereby withdrawn. It is our purpose, as heretofore, to invoke the aid of the courts, whenever it becomes necessary, to protect and enforce our legal rights with respect to the sale and use of goods covered by our patents."

SALTER CABINETS



No. 105
FINISHED IN MAHOGANY
OR ANY FINISH OF OAK.

SIZE—34 in. high
TOP—20¼x24¼ in.

MAKE FRIENDS AND PROFITS

SALTER CABINETS ARE DISTINCTIVE

They show the hand of the master workman in design, material, construction and finish.

The Salter way of doing business also permits of a profit to the dealer that means a real increase in his income.

Write for a catalogue, showing (besides the regular line) cabinets that match the new Columbia Favorite and Victor No. 9 Machines.

The Salter Manufacturing Company

337-43 Oakley Ave.
CHICAGO

Originators and only manufacturers of *Felt-Lined Shelf Cabinets* of quality and perfect satisfaction. Do not invest your money in cheap inferior imitations, but insist on the Salter Brand, which incorporates all the merits that can be gained only by many years of experience in the manufacturing of Cabinets.

QUAKER CITY DEALERS WELL PLEASED

With General Condition of Business for June and the Opening Weeks of July—Philadelphians at the Convention—Gimbel Bros. to make Extensive Improvements—The Pennsylvania Talking Machine Co. Report Remarkable Business—Weymann & Sons' Activity.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., July 8.—The talking machine business in Philadelphia during June was most satisfactory. The dealers went considerably ahead of last year, and in fact the month was more productive by a good deal than the dealers had expected. The orders to the factory are unusually heavy of late in anticipation of a large business this fall, and already a number of jobbers have been booking orders with the retail trade for delivery during the three fall months.

Philadelphia was not very well represented at Niagara Falls at the convention. Louis Buehn, Harry W. Weymann and Mr. Barnhill, of the Penn Co., were the only ones I have heard that attended. For some reason Philadelphians are loath to attend conventions, but they all express much interest in the subject of sustaining the prices which is so freely discussed, and they all await the reports of these discussions in the Talking Machine World with much interest.

Louis Buehn, who went to Niagara on Saturday, before starting told me that his June business was very fair and ahead of last year, although not up to the same percentage that some of the previous months have shown, but this was not to be expected. The Edison dictating machine business has been unusually good, and Manager Smith has found his new automobile, which he uses to solicit business, of much advantage to him. Among some of the large firms who have closed for a number of the dictating machines in June were the Adams Express Co., the Carpenter Steel Co. and the large department store of Dives, Pomeroy & Co., in Reading.

Lit Bros. have placed all new fixtures in their department and their record shelves have been entirely rearranged, the new pens holding twice the

number of records, and they are rearranging everything about the department in anticipation of a very heavy fall trade.

Gimbel Bros. expect to make extensive improvements in their talking machine department during the next six weeks to be ready for their fall trade. They will add some more booths and in various other ways improve the department. Considering the amount of business they do, Gimbel Bros. occupy a very small space and they are badly in need of more room. Their department, however, is always kept in excellent shape and is one of the most attractive in the city.

Business with the Keen-o-Phone has been very good in June. They have been signing up quite a number of dealers. Their library of records is gradually increasing, and their new catalog, which is now in press, will contain seventy-five new numbers.

Among the recent visitors in Philadelphia who looked over the talking machine situation here were Rudolph Wurlitzer, of Cincinnati; Vincent Healy, of Chicago, and C. H. Lichty, of Reading, with his talking machine manager, Victor Hunsicker, as well as Mr. Steger, manager of the Newark branch of the Steger Co., and his assistant, Mr. Johnson.

The Pennsylvania Talking Machine Co. has been surprised at the machine business done in June. It has been considerably above normal. It is having a remarkable demand for the new \$75 Columbia machine, the "Leader." On all of these instruments repeat orders are being received. This machine has helped their business a whole lot, and the demand was so great that they have been unable to keep themselves supplied.

The Dictaphone business of the Pennsylvania Co. has been most gratifying. They have taken a

number of large orders in June from the Fidelity Mutual and Penn Mutual Life Insurance companies; the Lehigh Valley Railroad, for use in its offices at Allentown; the Chambers Press, as well as a number of smaller concerns. Manager W. L. Eckhardt has taken his family to Atlantic City for the summer, and he is going back and forth each day and is spending the week-ends there.

H. A. Weymann & Sons report that they have been receiving a very large number of advance orders—far in excess of last year. These are not for immediate shipment. They are stocking up heavily with Victrolas, to be in a position to fill orders placed with them for September, October, November and December.

The Pennsylvania Talking Machine Co. had a most attractive Fourth of July window display.

The Victor dealers placed "The Bird of Paradise" music on sale last Friday a week, and it was only a few days until the entire stock in town was exhausted. It is interesting to note how a certain class of music may go in spite of the dealers' belief in it. With the exception of one or two houses, very little of this music was ordered, but they did not know how much the weird music was going to be appreciated. The play had a long run here and every one was desirous of securing the music, and there will no doubt be a heavy sale on it during the summer.

JOINS ADVERTISING DEPARTMENT.

M. D. Easton, a son of President Edward D. Easton, of the Columbia Graphophone Co., has joined the staff of the advertising department of the company. Mr. Easton was formerly connected with the Dictaphone department of the Columbia Co., where he scored a pronounced success. He is possessed of an intimate knowledge of the details of the business and is very popular with the officials and employees of the company.

Railways used to follow rivers and mountains; now the surveyor runs a straight line. Drive straight to the point.



For every argument that might occur to you as to the wisdom of not carrying Columbia Grafonolas and Records along with competitive product, we will show you a letter from a dealer who has gotten by the argument stage and has the proof right in his bank book.



**Columbia Graphophone Company
Woolworth Building, New York**

COLUMBIAS IN THE SCHOOLS.

Trio of Photographs Which Show the Widespread Popularity of the Columbia Graphophone and Its Varied and Important Uses by Schools in Indoor and Outdoor Exercises.

The accompanying photographs, which were recently taken in New York by the educational department of the Columbia Graphophone Co., present interesting scenes of the various uses of the talk-

ing machine in school work. The machines shown in these photographs are all "Columbias," and the popularity of the machines may be gleaned from the happy expressions of the school children in the

pictures, who evidently regard the talking machine as a welcome addition to their daily curriculum. A noteworthy feature of these photographs is the fact that the great value of the machine in the public schools is well evidenced by the indoor and outdoor scenes. In one of these pictures the children are on an end-of-the-school-term picnic, and although the talking machine had been used throughout the year for their music and physical training exercises, the children still deemed it an instrument of pleasure and not of labor, and in-

At the head of the Columbia Co.'s educational department, which incidentally was created but a year ago, is Prof. Frederic E. Goodwin, a prominent educator and well-versed in every detail of school room work. Prof. Goodwin is a very busy man at all times of the year, but his explanation of the remarkable growth in popularity of the talking machine in school work is interesting and well worth attention.

"I attribute the remarkable success of this department to a number of things," stated Prof. Goodwin in a recent brief talk with *The World*. "In the first place, the recent great improvements in recording have been of wonderful assistance in our educational work and of great importance in developing our field. A standard repertoire of the best musical literature is another factor of prime importance in presenting our products to the schools throughout the country. And then again we must consider the convincing acceptance by trained musicians, which has had a pronounced effect upon educators in all parts of the country, that a well made talking machine record by a great and talented artist constitutes the best model for imitation or appreciation in the school. The foregoing are only a few of the important reasons for the phenomenal success of the Columbia product in school work, but they will give some idea of the whys and wherefores of the value and practicability of the talking machine in the school room.

"As a medium for standardizing methods in school systems the talking machine in school work plays a very important and prominent part. It is a matter of common knowledge that there has been a noticeable weakness in some branches of education, and this is particularly true of the study of music. The talking machine, by standardizing the methods to be used in pursuing the study of the subject, is raising the study of music to a high and valued position that it has not heretofore occupied.

"The immediate influence of the talking machine in school work has probably been felt most strongly in the physical education department of the school program. Daily drills in the gymnasium and field days in the parks or playgrounds are now inspired by good music that makes the children view these important exercises as a pleasure and not as a burden.

"This subject of physical education occupies a most important position in daily school work, and by assisting the teacher in countless ways in the proper handling of this subject, the talking machine is of vast benefit to both the teacher and the pupil.

"I am more than pleased with the outlook for our second year's work, and with the co-operation of the Columbia dealers, who are fast realizing the educational value of the talking machine in school work, I see no reason why we should not make great strides in the cultivation and development of our field. The opportunities are there, and our first year's work has conclusively proven the great value of the Columbia product in school work."

Equality of treatment is the next forward step in business—to put character into every transaction.—Louis D. Brandeis.



Outing of a Class in a Cleveland School.



Gymnasium Scene, Commercial High School, Brooklyn, N. Y.



Field Day. Public School 171, New York.

ing machine in school work. The machines shown in these photographs are all "Columbias," and the popularity of the machines may be gleaned from the happy expressions of the school children in the

sisted that it accompany them on their picnic. This desire of the pupils is a fair indication of the high regard with which the talking machine is regarded in the average school room.

Largest Talking Machine Needle Manufacturer in the World

W. H. BAGSHAW LOWELL, MASS.

¶ Established in 1870 this house was the first to make Talking Machine Needles. From the beginning the business has constantly increased, thus always maintaining our reputation as the largest manufacturer. Naturally Bagshaw-made Needles are the best, and are fully guaranteed.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

Boston, Mass., July 12.—Summer half-holiday closing is in operation on Saturdays in all the talking machine places of the city, and the employees are thereby given a fine opportunity of getting away for the afternoon and evening, and this is especially appreciated as these past two Saturdays have been excessively warm. Vacations have begun in the warerooms, and a number of the vanguard have gone for their fortnight's respite from work. The employees of practically all of the houses in Boston got the Saturday after the Fourth, as there was a general closing from Thursday till Monday.

The Eastern Talking Machine Associates.

The outing of the Eastern Talking Machine Associates, which was held at Crescent Park, near Providence, R. I., on June 17, proved to be the most enjoyable day that the boys have had in a long time. The party consisted of thirty members and guests, the latter including Fred Hatch, of the Boston firm of Simons, Hatch & Whitten Co.; V. G. Wilkinson, the popular teamster, who is pleasantly known to all of the talking machine boys; J. D. Widener and Frank O'Neil, of the Shepard Norwell Co.; F. M. Kern, of the Kern Music Co., of Providence, and William Beal, of Fall River. The great feature of the outing was the baseball game between the Shiny Dippers and the Rusty Mugs, the former being captained by Friend Reed and the other by Herr Price. Manager Taft was the umpire, and many of his decisions were gravely questioned. The score was nineteen to eighteen. The party arrived at the park about ten o'clock and thereon until the return at night there was something doing every minute. Dinner was served in a newly enlarged dining room seating 1,800 persons, but of course the Eastern boys did not quite occupy all of the space. What if they were a tired lot when they reached home? They all had a great time.

President Beck a Visitor.

William H. Beck, president of the Eastern Talking Machine Co., enjoyed the hospitality of Boston for ten days, a week or so ago. He came here from Washington with his close friend, Senator Houston, and while here Manager Taft did the honors on several occasions.

Gratified with Six Months' Showing.

Manager Arthur Erisman feels exceedingly gratified over the results of the first six months of the year, as the business of his Boston house showed up one-third better than the same period of a year ago. It was all a pretty high-class business, too. Just now Mr. Erisman is especially enthusiastic over the new machine called the "Leader," which is selling for \$75 and which promises to be a big seller as soon as a sufficiently large stock of the machines can be had from the factory.

Already many orders are on the books, but when the goods can be shipped is a question.

Change at G. L. Parker's.

Charles Trundy no longer is the manager of the Victor department of George Lincoln Parker's establishment in the Colonial building. Those now in charge are W. E. Crerey and John Alsen, both of whom are experienced men and have been with Mr. Parker before the change. Mr. Parker reports a very good business, many orders coming from the summer homes of his patrons.

An Acceptable Class Gift.

The graduating class of the Girls' High School in Boston, in looking about for an acceptable class gift to the school, hit upon a \$150 Columbia "Nonpareil," and this, with a large number of choice records, was given to the school. The Somerville schools lately gave an exhibition of folk dancing to the music of a Columbia machine, and the purity of the music was generally remarked both by dancers and audience. Edward A. Kingsley, the manager of the Columbia's school proposition, reports much success in creating an interest among instructors, both of public and private schools.

Atwood's Attractive Warerooms.

Charles F. Atwood finds his new Victor warerooms in the Walker building a great success. He has convenient and well-appointed quarters on the third floor of the building and it did not take his many customers long to find out where he was located.

Henry A. Winkelman's Outing.

Henry A. Winkelman, manager of the Victor department of the Oliver Ditson Co., looked forward with interest to his trip to the jobbers' convention. He left town Saturday night, and at the conclusion of the convention he will go to Camden and pay a visit to the Victor factory. In all, he will be away about a week. He will take his vacation in August. Several of Mr. Winkelman's staff of clerks are away on their vacations.

Pardee-Ellenberger Co. Activity.

Manager Silliman reports business fine with the Pardee-Ellenberger Co., and this despite the warm season. Guy R. Coner, one of Manager Silliman's traveling men, is leaving to-morrow for his annual vacation. He is going first to the Elks' convention at Rochester, N. Y., and from there he will take in Niagara Falls and other places.

W. O. Pardee in Europe.

W. O. Pardee, of the Pardee-Ellenberger Co., who makes frequent visits to the Boston offices of the company, has gone abroad and will return on August 1. He is accompanied by his wife and daughter, and, following a visit to England, they will take in Holland, France and other countries.

Fitzgerald's Good School Work.

Hustler Fitzgerald, of the Eastern Talking Machine Co., says that the "school proposition" ended

in a blaze of glory, and since the schools have been closed all sorts of inquiries are daily being made relative to equipments for delivery as soon as the terms begin in September. Many principals and teachers have come in for demonstrations of the Victor equipment, and by mail come requests for special appointments with Mr. Fitzgerald to discuss next fall's prospects.

Has Landed Some Good Prospects.

Manager F. S. Boyd, of the talking machine department of the Iver-Johnson Sporting Goods Co., planned to take in the jobbers' convention at Buffalo. Manager Boyd has been doing some great hustling lately, and as a result he has been able to land some splendid prospects.

A Famous Game of Ball.

On July 12 there will be a baseball match between the teams of the Columbia Graphophone Co. and the Eastern Talking Machine Co. The game will be played either on the Franklin Park or on the Brookline playground. All the good players are priming up for the game.

Taking a Leisurely Vacation.

Manager Arthur Erisman, of the Columbia Graphophone Co., is not taking any prolonged vacation this summer. Instead, he is taking afternoons off here and there and indulging in his favorite game of golf. He is not disposed to get far away from home—just waiting, simply waiting.

Ventilating System Appreciated.

The Victor department of the M. Steinert & Sons Co. in Arch street has lately installed a ventilating system that bids fair to revolutionize the conditions surrounding the demonstration booths, which in very hot weather are not altogether comfortable when it comes to shutting them up. By an arrangement suggested by Manager Herbert L. Royer, a long pipe was run around the top of the corridors, and from this an opening was made into each booth. Then a large blower or fan was installed at the one end of the pipe connected with the outer air, and with this in motion all the foul air is constantly drawn out, leaving the booths cool and fresh. The arrangement works like a charm, and in Manager Royer's warerooms, at least, there is no discomfort these hot days. Mr. Royer says that there is considerable business, even if it is mid-summer.

Compliments for Management.

Mr. Morey, assistant auditor of the Columbia Graphophone Co., was in Boston for three weeks, examining the accounts of Manager Erisman's quarters, and when he went back to New York it was with the assurance that this was one of the most methodical and best managed offices anywhere around.

Vacations Under Way.

Vacations have begun at the Eastern Talking Machine Co. (Continued on page 18.)

P-E MONEY-MAKING SERVICE

The Wonderful Beauty, Smoothness and Clarity of Tone of the New

Edison Blue Amberol Record

MAKES NEW CUSTOMERS. WINS BACK OLD FRIENDS. PUTS DOLLARS IN YOUR POCKET.

They Won't Break; Don't Scratch, and Never Show Wear

Will you permit our Special Representative to call and explain the New Selling Plans which allow you to sample the Blue Amberol Record to your customers **FREE?**

Send us your name on a Postal and secure Exclusive Money-making P-E Service without cost.

BOSTON
66 Batterymarch St.

— THE —
PARDEE-ELLENBERGER
— CO., Inc. —

NEW HAVEN
96-104 State Street

P-E MONEY-MAKING SERVICE

P-E MONEY-MAKING SERVICE

P-E MONEY-MAKING SERVICE



Forty per cent.! That's the average Columbia dealer-increase over last year, and last year was the largest in the history of the Columbia Company.



Columbia Graphophone Company
Woolworth Building, New York

THE TRADE IN NEW ENGLAND. (Continued from page 17.)

Machine Co.'s place. Henry Crandall, of the Victor department, and May A. Sheehan already are away, the latter having gone to Boothbay for a fortnight.

Soloists Selected in Unique Way.

The Boston offices of the Columbia Graphophone Co. have been greatly interested in a unique use which the machines of this company lately were put to. A very successful performance of "The Messiah" was given in Pittsfield, Mass., by a group of high-class soloists, and these soloists were selected from among the artists that sing for the Columbia. The men and women had been heard in various of the Columbia records, and first this one and then that proved so eminently satisfactory that they were put on the list of singers that were deemed necessary for the success of the oratorio. Subsequently they were engaged, and the management found it had made no mistake.

Takes On Edison Disc Line.

A. L. Bailey, of Laconia, N. H., who also has large establishments at Burlington and St. Johnsbury, Vt., has added the disc line of Edison goods to his Laconia store, and thus far has met with marked success in introducing the discs machines.

Make Several Good Sales.

Manager White, of the Victor department of the Henry F. Miller Co., has made several good sales lately. Recently Mr. White gave up his Brookline residence and moved to Atlantic, not far from the shores of the bay. He finds life so comfortable there these hot days that he will not go away for any vacation, but just stay at home.

Now On the Move.

The first to take vacations at the Columbia Graphophone Co.'s store are David Bedrick and James Holohan, who are away at this writing.

Reports an Excellent Business.

The Fitchburg Hardware Co., which is pushing out for a good business in Edison goods, has been able lately to land several splendid sales, and Manager I. C. Farwell, of this department, has lots of good prospects in view.

Doing an Excellent Business.

The J. A. Foster Co., of Providence, has been remarkably successful in disposing of Edison disc machines. Since this line has been on the market the Foster Co. has installed thirty-five machines in homes of prominent people in this city.

Handsome Window Exhibit.

In one of the large show windows of the R. H. White Co.'s department store in Washington there is a large exhibit of talking machines, both the Victor and the Columbia goods being featured. A specialty is made of the cheaper lines, such as are popular with summer cottages and for canoes.

Victor Demand at Chickering's.

Ubert Urquhart, in charge of the Victor department of Chickering & Sons' retail warerooms, has found quite a call for Victor goods the past month and quite a number of persons have dropped in on their way to their summer homes to make purchases. W. A. Batchelder, Mr. Urquhart's right hand bower, leaves for his vacation on July 19. He will take his family to The Weirs, N. H.

H.R. SKELTON'S THREE MONTHS' TRIP.

Ambassador for Thos. A. Edison, Inc., Returns to Boston After a Most Interesting Trip to the Pacific Coast and Canada—Made Important Connections for the Edison Disc Machines at All Points Where He Visited.

(Special to The Talking Machine World.)

BOSTON, MASS., July 11.—H. R. Skelton, the able traveling man for Thomas A. Edison, Inc., has returned to Boston after his three months' Western trip, which was an unusual one in many respects. Mr. Skelton returns full of enthusiasm for the Northwest and its people, and he made a number of good friends while away. He had good weather practically all of the way, and his trip was both interesting and successful. Going West he was just able to escape the inconveniences of the floods in the Middle West.

Mr. Skelton's first stop after leaving Boston was Chicago, and from there he went up to the Alberta Province in Canada, where he began to get a close view of what hustle and energy and enterprise mean. Calgary he found to be a beautiful city, solidly built and in the promotion of which the Dominion has been most generous. Mr. Skelton went through the Rockies and then to Vancouver Island, where, at Vancouver, he had many interesting experiences, chief of which was some wonderful automobile trips into the surrounding country. The roads all about Vancouver he describes as simply immense, making riding a great delight. Seattle was his next stop, and here he found what to him is the greatest city north of 'Frisco. When he looked into the tremendous business done by the Eilers Music House he began to realize what a hold the talking machine business has in the Northwest. This city is the great port of entry for Alaskans, and Mr. Skelton had the privilege of disposing of several Edison disc machines to dealers in that Northern clime.

A visit to Portland, Ore., proved interesting, and so did the trip to Spokane. At Helena, Mont., he had the pleasant experience of going over the prairies in a machine with some of the dealers. In all he covered 800 miles, and incidentally some of the mining camps of Montana were visited. Ogden, Utah, proved an interesting city. The beet sugar and grazing industries are important departments of business life here, and although there is some uneasiness over the tariff situation Mr. Skelton said that he believed it would adjust itself all right. There is considerable wealth in Ogden, of which there are evidences everywhere. Salt Lake City he found one of the prettiest cities of his trip, and at Colorado Springs he had an opportunity of making a number of side journeys to Pike's Peak, the Garden of the Gods and the Cave of the Winds. Denver was next taken in, then Omaha and then back to Chicago, from which city he came immediately East.

During all of his trip Mr. Skelton had with him an Edison A 250 disc machine, and at nearly every point he gave demonstrations. At Victoria he had an audience of fully 1,000 people, and everywhere not only were there correspondingly large assemblages but the people were interested and enthusiastic.

Mr. Skelton will take a rest on the South Shore, and later in the season will begin a Southern trip for the Edison Co.

PITTSBURGH TRADE ACTIVE.

Rumors That One Talking Machine Department May Be Discontinued—Big Increase in Business of Standard Talking Machine Co.—Those Who Attended Jobbers' Convention—New Stores Get Excellent Results.

(Special to The Talking Machine World.)

PITTSBURGH, PA., July 7.—It is rumored here that the local store of McCreery & Co., is undecided regarding the continuance of its talking machine department. It is understood that an inventory is being taken for the purpose of learning whether the talking machine department is a good feature for this store. The demonstrating parlors, only recently installed at great expense, are among the finest in the city.

J. C. Roush, president of the Standard Talking Machine Co., reports the wholesale business in the Victor line to be better than ever, the first six months of the year having shown an increase of 35 per cent. over the same period in 1912.

Mr. Roush left Pittsburgh for the convention of the National Association of Talking Machine Jobbers on July 4, going around by way of Cleveland, where he joined Perry B. Whitsit and Thomas Powell, and traveling to the Falls with them. Returning, the party went to Toronto, through Canada to Windsor and across the lake to Cleveland. Other members of the Pittsburgh trade attending the jobbers' convention were J. Fischer, of the C. C. Mellor Co., and G. S. Hards and Nestor French, of the W. F. Frederick Piano Co.

George S. Hards, manager of the Victrola department of the W. F. Frederick Co., Pittsburgh, reports business very good at Meadville, Grove City and Greensburg branch stores, where talking machine departments were recently installed. The Pittsburgh store is doing a large business now in small machines, selling most of them to camping parties and canoeing and motor boating parties. The branch stores are now in elegant shape and preparing for a large business between now and Christmas time.

During the hot weather of July and August the most of the dealers in the Pittsburgh district will close at noon on Saturday, among them being Standard Talking Machine Co., C. C. Mellor Co., S. Hamilton Co., W. F. Frederick Co., H. Kleber & Bro., McCreery & Co. and Boggs & Buhl.

Kaufmann's, the big department store of this city, will open a talking machine department about October of this year. Extensive alterations are being made to their Fifth avenue corner now, and upon completion a large space on the fourth floor will be devoted to a complete line of machines and records. O. C. Stone, for many years with the W. F. Frederick Piano Co., and recently in the piano sales promotion business, will have charge. It is understood the Victor line will be handled.

Retail mail order houses are wise enough not to try to combat the merchant's strong points—they simply take advantage of his weak ones.

DIFFICULTY OF MAKING RECORDS.

Many Noted Grand Opera Stars Would Much Rather Sing Before the Most Critical Audience Than Before a Talking Machine, for the Talking Machine Record Never Overlooks Mistake—See the Point?

It is well known that the grand opera stars make a great deal of money singing into the talking machines of various concerns in order that these companies may manufacture the records for sale, but the fact that almost without exception a grand opera star would much rather sing before the most critical audience than before a talking machine is by no means generally known.

In the first place it is rather uncanny, standing in a big empty room before a mammoth horn protruding from between curtains, with the conductor away up high where he will not interrupt the sound waves, and the "orchestra" composed of weird looking instruments made especially for this work.

The singer stands on a little wooden platform at the mouth of the receiving trumpet.

A red light is flashed, and the queer little orchestra gets to work. Then at the crucial moment the artist has to sing to this strange little assembly with the same zest he would under the inspiration of brilliant lights, beautiful clothes, splendid settings and an applauding audience. It is an ordeal, because he has to sing with far greater care in front of the talking machine than is required when an audience is to be pleased. The slightest variation means a start over, a slight clearing of the throat, a deep breath or slight shuffle of the feet—and the revolving discs record every one of these faults—and the record is spoiled. But these faults are all criticised by an experienced record director, and it is his business to see that nothing short of the perfect records is produced—because from these first molds are made all of the thousands of records that go into so many homes.

When the artist has finished, the record is played over and the imperfections criticised. The weak spots are rehearsed, and the whole trying business commenced over again.

And so it is acknowledged by many of the theatrical and music hall stars that to produce a record of pure and distinct tone is far harder than to make their way successfully through a whole operatic score. It is a tremendous task to get a set of the perfect records from the opera favorites. It has been said that Caruso has been forced to spend over four hours of untiring work before he was able to perfect his "Ridi Pagliacci" in the opera of "I Pagliacci," and in that time he was forced to make over thirty fresh starts before a disc of pure and distinct tone was obtained.

EDISON DISC RECORD PUBLICITY.

Thomas A. Edison, Inc., Orange, N. J., has just issued an interesting catalog containing a preliminary list of Edison disc records, together with a partial list of artists who have made and will make Edison disc records. This publication is possessed of added interest because of its being the first catalog of Edison disc records to be presented to the grade.

The list of artists and organizations who have made or will make Edison disc records presents an imposing array of talent that will undoubtedly prove of interest to the Edison disc dealer as indicative of the high class of the Edison records that will be presented to the trade for the new Edison disc product. Under the heading, "Operatic Artists Who Have Made or Will Make Edison Disc Records" are listed over fifty artists who are famous the world over as symbolic of the very highest types of present-day operatic performers. The records listed merely constitute a preliminary list which will be considerably strengthened and enlarged when the next catalog is issued in the very near future.

L. B. Divelbiss is building up an excellent trade in Victor Victrolas in Columbus, Miss., where he has been located for the last twelve years, and whose display rooms are most attractively arranged. In addition to talking machines Mr. Divelbiss is a book seller and office outfitter.

A SECRET TOO GOOD TO KEEP

THE "SECRET" IS A "HABIT" GOOD TO KEEP.

There is little, if any, excuse for a modern merchant, at least in the talking machine business, not being always busy. It's an old story with us that "Blackman is always busy—either with business, or getting business."

SOW IN THE SUMMER AND REAP IN THE WINTER.

This applies to our business, for the aftermath of a strenuous busy season with a shortage of goods, causing a loss of profits, should disclose ways for improvement and preparation to avoid a repetition.

WHERE IS THE MAN WHO CAN'T IMPROVE?

He was never born or probably has passed away. The dull summer months are often as dull as you make them. It is the time to improve your system, get in touch with your customers, find your weak points, secure a new field of operation, and generally improve your efficiency and service.

HAS YOUR JOBBER STOOD THE TEST OF HOLIDAY DEMANDS?

If not, now is the time for you to investigate the records of service among different jobbers.

HERE IS THE "BLACKMAN RECORD"—THINK IT OVER.

We gave service for the third holiday season on the "Reciprocity plan," that is, those who always gave us "first call" or might be termed "Regular Dealers" received first attention, and we spared no effort to protect them on sales.

UNDERSTAND US RIGHT—READ CAREFULLY!

We did not have all the goods needed or wanted, but the Dealer who was a Blackman Dealer during the summer months and gave us first call when goods were not scarce, was not permitted to lose a single actual sale.

WE DID NOT "ROB PETER TO PAY PAUL."

"Peter" was the regular Blackman Dealer. "Paul" was the one who said he would be some day, if we would "Rob Peter," but as we had to draw the line, and could not serve both, Peter was favored, and some of the Pauls were sore.

"ON THE LEVEL, ISN'T THAT THE RIGHT POLICY?"

If every Jobber treated his regular Dealers in that manner and adopted a system which we have of seeing that every machine during a strenuous time of shortage, was sent only where needed, and to protect actual sales first, the same number of machines would go further, and it would help Dealers, Jobbers, and the factory.

HERE IS THE "MILK IN THE COCOANUT."

If you are not now a regular Blackman Dealer, put us to the test by patronizing us during the summer months, and you will have earned a membership card in the "Peter class," and agree that "Paul" should be on the outside looking in, when there aren't enough goods to go around.

WE ARE GETTING IN SHAPE FOR INCREASED BUSINESS.

We positively will not take on new business at the expense of the old trade, but with increased space, stock, and better facilities for service in general, we can now handle additional business under the Blackman Policy.

IT'S THE STYLE NOW, AND THE PROPER THING, APPARENTLY, FOR CORPORATIONS TO BE INVESTIGATED.

Investigate us, Mr. Dealer—our policy, our methods, and if you find a "Trust," it will be one of the good kind—the kind that will make you stick—stick to us, us to you. You see, there is a difference in "trusts."

WE BELIEVE IN "OPEN CO-OPERATION."

Take out a good policy and then "sit tight" until you can find a better one. We believe in the "Blackman policy." It "protects" you during the holidays, and the "premiums" are no higher than those charged for "policies" that do not carry out their mission. We're here to serve you on Victor or Edison, and now is as good a time as any.

Yours for service,

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



TRADE IN ST. LOUIS SHOWS GREAT STRENGTH.

Talking Machine Dealers Pleased at Way Business Has Kept Up During Summer Months
—Silverstone Music Co. Planning Big Edison Campaign for Fall—Why Manager Levy
of Aeolian Hall Is Optimistic—Columbia Co. Will Need Larger Store—Month's News.

(Special to The Talking Machine World.)

St. Louis, Mo., July 10.—St. Louis talking machine dealers say they really are surprised at the strength trade has shown during the very hot weather that late June and early July brought. The feature of the trade, if feature is needed, doubtless is the demand for small machines for summer resort trips and outing camps. Most of the local dealers are going in strongly for this trade and beginning the talk for an exchange for a better machine in the fall.

There also has been a brisk trade in popular music records, especially does this run to vocal numbers, and the rivers and streams around St. Louis where canoeing and launch trips are popular are said to resound with ragtime airs.

But while summer has brought a small machine trade, there has been a steady placing of higher priced machines of all makes even during the hot weather, and one dealer reported at least three families that had given up vacation trips to buy good outfits.

President Silverstone, of the Silverstone Music Co., is planning for the fall, when he expects to push the Edison disc machines even more sharply than he did last spring. "The initial demand and the advertising that we placed when the talking pictures came out served very well to carry us over last spring when our stock was light and public interest great. Also it gave me time to experiment with plans for a fall campaign," says Mr. Silverstone. "We have no complaints to offer as to business now, despite the fact that many of our prospects are away for the summer. We will have plenty to do to get ready for fall while caring for our regular trade. The cylinder record business has improved sharply following the public grasp of the blue amberol records and the diamond reproducer."

Before the hot weather brought all indoor pleasure to an abrupt stop, the Silverstone Co. conducted a successful series of Edison disc machine recitals. All were invitation affairs. This card being sent to the women invited:

"Thomas A. Edison requests the presence of yourself and friends at a private concert to be given on his new disc phonograph in the concert room of the Silverstone Music Co., 1124 Olive street. It is Mr. Edison's desire to have you hear his latest accomplishment in the art of recording and reproducing sounds. Come and hear this real musical instrument. Concert at 8 o'clock."

In addition to an excellent program in the concert room in the second floor each woman was presented with a souvenir, often articles useful in every-day affairs of the house. The recitals became very popular, and it is Mr. Silverstone's intention to continue on much the same plan.

Mr. Silverstone, after deciding not to attend the convention, planned to leave St. Louis the night of July 7 to join a party of jobbers in Chicago and with them visit the Edison factory. But for business reasons this trip was delayed for one month, and Mr. Silverstone expects now to spend most of August in the East.

Harry Levy, of Aeolian Hall talking machine department, was greatly disappointed that business affairs kept him from attending the convention, as he had planned. "I believe in the convention," he said, "and was sorry to miss it. But interests here were such that I could not get away. We have been doing business much more comfortably the last few weeks than for some time past. The Victor Co. is taking care of us nicely in machine shipments, and we are taking care of our customers better than we have been able to do. Recent correspondence assures me that the dealers generally are getting a better understanding of the Victor situation and this will help us much. Letters inform me that a good many of our dealers will be here very soon to talk over fall and winter orders, and to plan that we may be better able to get supplies for their needs. I think the sooner we all realize

that the conditions of last winter are likely to be repeated again, the better we shall be prepared for the holiday trade. I fully expect distribution troubles again and I want the dealers to know that they are to be expected.

"The record business has been excellent, as has the machine sales. Averages are running far ahead of previous years. Supplies of records are ample and the trade generally is pleased. The new XI model is meeting with good sale, and the new X is meeting with an excellent demand even before actual deliveries are made. We have enjoyed a fine business on all of the new models, and the fact that the dealers are co-operating with the factory in developing the summer camp trade has stimulated trade on the box machines."

A new store is the big question with Manager Irby W. Reid, of the Columbia store. "We are going to be practically forced to move very soon," he said, "and I am looking around to see what is the best we can do for ourselves. I thought I had solved the warehouse proposition a month ago, but it has come back because the warehouse we took is going to be rebuilt and I have had to hunt another. The latest one has an Olive street front, which is rather classy for a warehouse."

"But as to the store proposition, that is different. It comes before me on my return from the New York meeting of branch managers, where I was fired with additional enthusiasm as to the prospects for the coming season. On my Eastern trip I met the men who are making the Columbia machines go, and it was good to be among them. I came back ready to tackle anything. Business has been jumping ahead with us, too."

Sales Manager Duffy, of the Columbia, spoke of excellent record sales and said that he was getting a full share of summer camp sales, which feature of the business the Columbia Co. was the first to see in the local market. Mr. Duffy is getting settled to his stride in his new work.

J. K. Savage, of the Silverstone Music Co. dictating-machine department, has gone to Michigan for a month on his farm as his form of vacation.

Edwin C. Rauth, secretary of the Koerber-Brenner Music Co., was the only St. Louis dealer to attend the convention this year.

David Sommers, who handles Columbia machines in connection with his furniture business,

was seriously injured in an automobile wreck July 2. Mrs. Sommers and their two children were killed and Mrs. Sommers' mother was crushed to death. Two other members of the family were hurt. The accident is ascribed to flooding a narrow roadway with oil.

Bollman Bros. Piano Co., Victor dealers, has been giving novelty to its advertising by offering a combination of machines, records and record cabinet at a special price. Sometimes this offer starts other dealers to figuring if price cutting is being concealed, but so far there has been no ground for objection. This ad is said to be a good business puller.

H. Pemberton, advertising manager for the Field-Lippman Piano Stores and who conducted the stirring advertising campaign when that firm took the sale of Victors less than a year ago, has resigned to enter the Nolley Advertising Co. in New York City.

TALKING MACHINE EXPORTS.

The Figures for May Presented—Reports Show Increase for the Month.

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 10.—In the summary of exports and imports of the commerce of the United States for the month of May (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for May, 1913, amounted to \$194,800, as compared with \$163,156 for the same month of the previous year. The eleven months' exportation of talking machines, records and supplies amounted to \$2,589,500.

A FILING SUGGESTION.

If carbon copies of correspondence are made here is a suggestion. Whenever the length of a letter requires a second sheet, have your stenographer use both sides of the filing copy. When you have occasion to refer to it, you will find it on both sides of one sheet, avoiding the use of pins or paper fasteners, which often get detached and the papers become separated and sometimes misplaced. We know of firms who have copies of their replies made on the back of the original letter answered. By these methods some filing space and stationery can be saved. It's the little economies that help swell the profits.

VICTOR DEALERS, ATTENTION

Here is a real novelty for free distribution—

The Victor Fan
—an exact reproduction of an 8-inch Red Seal Record, dog and all.

Your advertisement in large type on the red center.

Both sides alike.



Patent design applied for.

Every theater patron will appreciate the fan, will surely read the ad, and will remember it, too.

This fan is approved by the Victor manufacturers, and is sold only to Victor dealers at \$15.00 per thousand, F.O.B. Hartford.

Send your order with copy for advertisement and get the fan working as soon as possible.

THE INTERNATIONAL ADVERTISING AND SALES CO.
39 Ann Street, Hartford, Conn.



Bonci, Ysaye, Godowsky, Orville Harrold, Chauncey Olcott, Morgan Kingston—these are some of the great artists who so far in 1913 have signed Columbia contracts.



Columbia Graphophone Company
Woolworth Building, New York

SCHOOL CHILDREN ENJOY THE TALKING MACHINE

Prove an Inspiration and Distinct Help to the Children of Hazeldale School, One of Cleveland's Educational Institutions—Miss Anna C. Sloan, the Principal, Enthusiastic Over the Value of the Talking Machine for School Purposes—Stimulates and Educates.

(Special to The Talking Machine World.)

CLEVELAND, O., July 10.—The photograph herewith shows the children of the Hazeldale School, one of the public schools of this city, enjoying life and at the same time deriving the full benefits furnished by the Victor talking machine. The photograph was taken in the school yard and shows

The Hazeldale School has found, with entire satisfaction and pleasure, the fact that the Victor provides the music necessary to carry a musical education to its highest degree. Miss Anna C. Sloan, the principal, expressed herself enthusiastically regarding the subject, saying: "I find the Victor sold us by the Eclipse Musical Co. one of the most



Children of Hazeldale School, Cleveland, O., Dancing to the Talking Machine.

Frances Root, six years old, executing a very pretty dance to the music of the Victor. The children are being taught the folk dances, and utilize the records for singing and games. At every session the children, in soldier manner, march in and out of the building to "talker" music.

intensely interesting, entertaining and useful instruments ever invented. It brings us all the best music of every description and literature embracing all the great masterpieces, while the best of all is it brings it right into our school rooms for our children to use as models."

MEETING WITH GREAT SUCCESS.

The Union Specialty & Plating Co. Is Having a Great Demand for Its Union Attachments, Whereby Disc Records Can be Played on Any Disc Machine.

(Special to The Talking Machine World.)

CLEVELAND, O., July 9.—The Union Specialty & Plating Co. is meeting with the most signal success in the sale of its Union attachments for all the disc talking machines. The company is receiving orders from every section of the country, and numbers are duplicating their orders. It is simple, practical and has proved itself one of the most desirable adjuncts offered the talking machine trade. With the Union any disc record can be played on any disc machine.

WHOLE-HEARTED EFFORT PAYS.

Nothing is worth doing by halves. If it is worth attempting, put some earnestness into it, so as to make it splendidly successful. And if not worth a whole-hearted effort, leave it strictly alone. To do a thing by halves is an insult to the enterprise that is worth while, and to attempt anything into which you cannot put your heart is an insult to yourself.

AN ORDER THAT PLEASES.

Parcel post stamps are valid on all classes of mail since July 1, and ordinary stamps, including commemorative issues, will be good for postage on parcel post packages, under an order issued by Postmaster General Burleson.

If you cannot appreciate greatness in another man it is because you have an exaggerated idea of your own importance.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Four Weeks.

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 8.—Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

June 11.

Amsterdam, 10 pkgs., \$572; Belfast, 4 pkgs., \$101; Bristol, 2 pkgs., \$131; Calcutta, 9 pkgs., \$236; Callao, 19 pkgs., \$960; Colon, 11 pkgs., \$189; Guayaquil, 3 pkgs., \$416; Havre, 10 pkgs., \$513; Kobe, 14 pkgs., \$986; Liverpool, 6 pkgs., \$128; London, 54 pkgs., \$5,870; Manila, 10 pkgs., \$720; Pernambuco, 9 pkgs., \$558; Santo Domingo, 3 pkgs., \$86; Singapore, 47 pkgs., \$2,131; Valparaiso, 31 pkgs., \$1,167; Vera Cruz, 216 pkgs., \$8,754; 21 pkgs., \$1,384.

June 18.

Acajutla, 15 pkgs., \$854; Algoa Bay, 73 pkgs., \$1,229; Colon, 9 pkgs., \$12; Demerara, 2 pkgs., \$110; Guayaquil, 33 pkgs., \$1,031; Hamburg, 4 pkgs., \$177; Iquique, 3 pkgs., \$140; Kingston, 17 pkgs., \$2,027; London, 3 pkgs., \$107; 73 pkgs., \$3,906; Manaos, 3 pkgs., \$125; Rio de Janeiro, 4 pkgs., \$315; 53 pkgs., \$8,293; 30 pkgs., \$165; Trinidad, 7 pkgs., \$322; Valparaiso, 3 pkgs., \$130; Vera Cruz, 22 pkgs., \$1,110.

June 25.

Barcelona, 2 pkgs., \$850; Batavia, 24 pkgs., \$739; Berlin, 2 pkgs., \$134; Cartagena, 4 pkgs., \$207; Colon, 11 pkgs., \$614; Havana, 18 pkgs., \$1,554; Limon, 7 pkgs., \$230; London, 33 pkgs., \$1,626; Manila, 77 pkgs., \$2,380; Para, 25 pkgs., \$1,176; St. Johns, 5 pkgs., \$150.

July 2.

Algoa Bay, 750 pkgs., \$20,774; 14 pkgs., \$788; Bolero, 2 pkgs., \$103; Cardiff, 2 pkgs., \$106; Havre, 2 pkgs., \$150; Kobe, 16 pkgs., \$1,062; London, 11 pkgs., \$360; 11 pkgs., \$838; Piraeus, 1 pkg., \$270; Port Madryn, 3 pkgs., \$213; Southampton, 1 pkg., \$110; Tsington, 28 pkgs., \$1,765; Valparaiso, 18 pkgs., \$1,760; Vera Cruz, 50 pkgs., \$120.

Be your own competitor.

"DUSTOFF" RECORD CLEANERS

ARE A POSITIVE NECESSITY
to all owners of talking machine records.



"DUSTOFF" De Luxe

Made on beautiful oxydized metal holder. Each in a box, and 12 in a display box. Retail, 50c. each. (In Canada, 75c. ea.) Liberal trade discount.

"DUSTOFFS" get into the minute sound grooves of the record as nothing else can, because of the special processed high nap fabric employed.

"DUSTOFFS" cannot scratch and to use it is only necessary to simply brush across face of record a few times.

"DUSTOFFS" CLEAN ALL MAKES OF RECORDS. The use of "DUSTOFFS" before playing ensures a wonderfully clear and distinct tonal reproduction free from blurs, scrapings, or harsh sounds, and moreover through the removal of dust and dirt from the reproducing point track, lengthens the life of the record.



"DUSTOFF" (Regular Model)

Made on finely finished wood holder. Each in two color box. Retail, 15c. each. (In Canada 25c. ea.) Liberal trade discount.

JOBBER AND COLUMBIA DISTRIBUTORS EVERYWHERE in the United States can supply you.

Canadian trade can be supplied through BERLINER GRAM-O-PHONE CO., Montreal.

MINUTE SHINE COMPANY, Sole Mfrs., 282 N. E. CANAL STREET
PROVIDENCE, R. I., U. S. A.

THE TALKING MACHINE AT THE VILLAGE FESTIVAL.

Some Remarks of Interest at This Summer Season Whereby Keeping in Touch with the Numerous Festivals Which Now Prevail Throughout the Country Talking Machine Merchants Can Add Materially to Their Trade and Book Prospective Business.

Have you ever attended a village festival, Mr. Dealer, in the good old summer time? To use one of Cal. Stewart's favorite phrases, "If you haven't, there's a treat in store for you."

The hall is extravagantly decorated with flags and blossoms, the long tables groaning under the weight of every edible dainty imaginable.

Golden cakes rising from the gleaming napery like artful flowers from a snowdrift, wicker baskets filled to overflowing with freshly roasted peanuts, great bunches of bananas at the most luscious stage of ripeness, be-ribboned boxes of home-made candy and pails of iced lemonade, form an alliance with no other end in view but to tickle your palate and pull at your purse strings.

Buxom country lassies in fluffy white gowns flit hither and yon, pad and pencil in hand, busily engaged with the proper fulfilment of ice cream contracts.

While you stand—there are never enough seats to go round at a village festival, you know—and gaze enraptured upon this alluring picture, a sweet, seductive melody rises gently above the patter of



The "Talker" at the Festival.

feminine feet and the hum of conversation. Victor Herbert (please absorb this) V-I-C-T-O-R H-E-R-B-E-R-T—the letters cannot be too large—the man you pay several hard dollars to hear at the Academy of Music in the winter time; the superb orchestra leader whose very name pronounced with the reverence it deserves, starts the thrills to tangoing up and down the spine of every true music lover, and his glorious organization of instrumental artists are playing the entrancing "Idol's Eye" selection.

Here you are, Mr. Dealer, far away from the metropolis and the white lights of its nocturnal existence. Yet you cannot escape the city atmosphere.

There are people, perhaps, present at this celebration who never have afforded themselves the pleasure of hearing the Herbert Orchestra in reality (this is not a paradox, though it sounds like one; you'll tumble in a moment), who are raving to-night about him and his rendition of "The Idol's Eye." They are listening to a talking machine, you see, and it sounds good to them.

The talker at a village festival is just as important as the cakes, and the fellow who does not take advantage of this fact is neglecting an opportunity as golden as the cakes.

When you go out for an evening's fun in the city with your wife, sweetheart or sister upon your arm, you would not consider your money well spent or the outing a success without music. Be candid and tell me. Now would you?

At your little table upon the vine-clad balcony in the Cafe l'Empire, with French Louie hovering near to do your bidding, would the lettuce prove as crisp and the lobster as succulent if the Hungarians behind the palms were not playing that concerto of De Beriot's so divinely?

No, say what you will, music is the mainspring of enjoyment, and without it that enjoyment be-

comes a pitiful thing. Show me a man who does not like music and you reveal a pathetic example of mental degeneracy. But we are at the festival and time passes.

We have heard that "Idol's Eye" selection, you and I, and we desire more, so we journey forth together in the direction of sweet sounds in order that we may drink more deeply from the fountain of melody. We find upon arriving at our destination that before we can quaff our fill of music we must first drink lemonade, and the cost is 10c. per glass, the price of a *real* drink, think of it.

As the fair keeper of the fountain explains the situation to us, however, our disappointment is short lived.

"Why such forbidding countenances, gentlemen?" she asks, mockingly. "Is it not worth while to 'drink my fresh lemonade, made in the shade, stirred with a spade by an old maid'—two dimples and a blush manifest themselves at the close of this time-worn quotation—"when by so doing, you can listen to the world's greatest music? Gaze at my program and decide."

We gaze and we decide—in the affirmative.

Who could resist such musical organizations as the American Standard Orchestra, Edison Concert Band, Victor Herbert Orchestra, Jorda-Rocabrana Instrumental Quintet, National Promenade Band, United States Marine Band and Venetian Instru-

TRADE CONDITIONS IN BALTIMORE.

Business Opened Up in Lively Shape Following the Respite Over the Fourth of July Holidays—Summer Trade Is of Average Volume—What Leading Members of the Trade Say.

(Special to The Talking Machine World.)

BALTIMORE, MD., July 7.—The majority of the talking machine dealers in this section have returned to work again after recuperating in various ways during the Fourth of July holidays. This little respite followed months of steady work, which brought forth most excellent results in the way of sales and made the dealers feel that the rest they obtained was a well deserved one. The results all along with regard to sales of machines and records have been most satisfactory, and the dealers feel that there will be no let-up, but that the good results will remain with them during the summer and that all kinds of records will be broken when the cool weather sets in. Naturally, as a consequence of the week-end holiday, very little thus far has been done during the present month, but the dealers look for July to more than hold its own.

Joseph Fink, proprietor of the Fink Talking Machine Co., announces that everything is going nicely with him since he entered business on his own hook two months ago. Six Victor Victrolas are among the sales made during June, while the demand for records has also been heavy. Mr. Fink also announces that he had a good month with the various lines of Columbia machines and records.

Manager Albert Bowden, of the talking machine department of the Sanders & Stayman Co., Inc., reports a good month with both the Columbia and Victor lines.

Very encouraging reports are made regarding the Victor trade by Manager W. C. Roberts, of E. F. Droop & Sons Co., while Manager F. A. Denison, of the local branch of the Columbia Graphophone Co., reports the first month's results since the firm occupied its new home on North Howard street to be far better than was anticipated. The other dealers also make very optimistic reports concerning their results during June.

Advertising knowledge comes slowly and by bits. No advertising man ever sprang up fully equipped for the work, no matter what may have been his previous condition or instruction.

mental Trio, to say nothing of the coterie of invincible vocalists that await our commands within the depths of the magic cylinders rising in a gleaming blue pyramid before our eyes.

The beverage is pure and so is the music. We drink and listen copiously, and are greatly refreshed in consequence.

We depart from the fountain laden with an abundance of lemonade, melody and phonographic literature, and our souls are at peace with the world. We pronounce the festival a success, and do not hesitate to make the S a big one.

Your business orb is in the West now, Mr. Dealer, and in order that your autumnal trade sunrise may be a glorious one, you must prepare for the momentous event at once. Nothing will help you along this line more than keeping in close touch with the public during your light season, and the village festivals will assist you in this regard. These functions are always cosmopolitan gatherings, and if you have a representative present to give a concert and distribute literature, as described above, donating the financial proceeds to whatever good cause the festival is in sympathy with, you will reap large benefits from an advertising standpoint, and advertising to the business man is life.

How about starting one of your sales force upon a festival circuit covering the villages of your county or State? The gentler sex should always be chosen for this work, and she should be charming enough to make a favorable impression while assuming the role as the keeper of the fountain.

Every festival needs a talker, Mr. Dealer; it's up to you to satisfy the demand.

HOWARD TAYLOR MIDDLETON.

CLOSES AN EXCELLENT BUSINESS.

D. W. Moor Books Many Orders for the Simplex Start-and-Stop Device During His Recent Trip Which Carried Him to the Coast.

D. W. Moor, traveling ambassador for the Standard Gramophone Appliance Co., 173 Lafayette street, New York, returned to New York the early part of this month, after an extended trip to the Coast. "This trip was a successful one in every sense of the word," stated Mr. Moor in a chat with The World. "I found the jobbers and dealers in all parts of the country really enthusiastic over the merits of our Simplex Start-and-Stop device, and in a number of instances they are exhibiting our device in their show windows with appropriate explanatory signs regarding its use.

"Business in general in the talking machine industry is very good at the present time, and I heard very few complaints from members of the trade on the status of their individual affairs. The Coast in particular is experiencing a period of prosperity that seems to give every indication of continuing for some time to come. Everyone out there is optimistic, and the steady growth of business is not by any means artificial or forced, but rather the results of consistent and energetic hard work on the part of the people on the Coast, coupled with the promising prospects for a banner period prior to the 1915 Exposition.

"Regarding our own business throughout the country, I was more than gratified to observe the cordial reception tendered our device by the leading members of the industry in all sections of the country. The feeling certainly exists that a start-and-stop device that does everything that its manufacturers claim for it is well worth handling, and the orders that I received on this trip indicate that the Simplex is due to enter on a most successful fall and winter trade. I brought back with me many letters of commendation on the practicability and value of our device."

A MAN'S PERSONALITY.

A man's personality serves him about the same way in business that his sling-shot did when he was a boy. His will power is the elastic, made fast to ends and steadied by the crotched stick, ambition. But instead of a stout, springy rubber, some men have rigged up their sling-shot with limp calico rag, and they wonder why they can't land.

Victor Exclusive Talent

The best friends you can have—who cheer you with their music and song, who unfold to you all the beauties of the compositions of the great masters, who through their superb art touch your very heart strings and become to you a wellspring of inspiration.

Painting adapted from the
Chicago Tribune cartoon of John T. McCutcheon.

Copyright 1913 by
Victor Talking Machine Co., Camden, N. J.

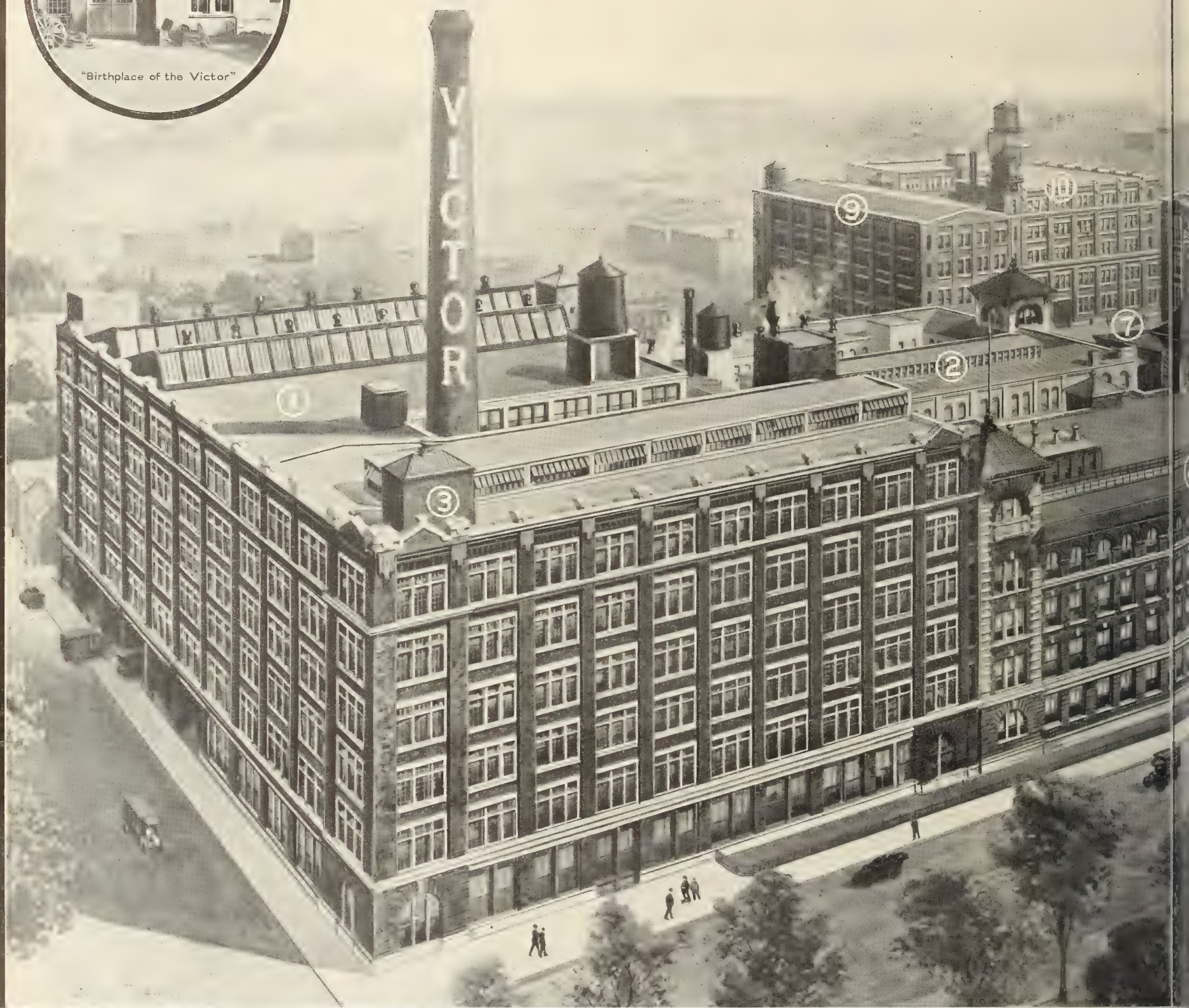


Victor-Victrola

For advertising value, this wonderful Victor advertisement has never been surpassed.

One glance at this impressive picture tells the whole story, and its use on the back covers of the Saturday Evening Post, Collier's, Christian Herald, Metropolitan, Theatre, and other magazines, carries its message into millions of homes and will make thousands of new Victor owners.

1898



The greatest musical industry in the

You know it—the instruments, the records, the exclusive Victor talent, your salesrooms, your profits, all testify to that.

And the people know it too—because we are constantly telling them through advertising, and because they come to your store to buy.

But large as the Victor factories are they are not large enough to supply

Every new photograph you see of the immense Victor plant shows some for we keep right on growing.

And the growth of the Victor factories means the growth of Victor dea



The latest Victor factory addition

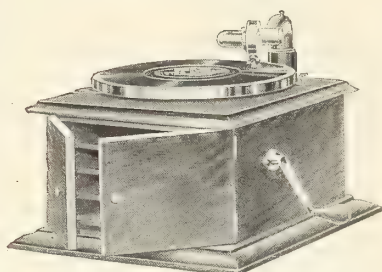
The block of buildings, shown in these two views, has just been torn down to make room for new additions to the mammoth Victor plant.

Every building within the heavy black line has been demolished and will be replaced by six-story concrete structures to be finished in August.

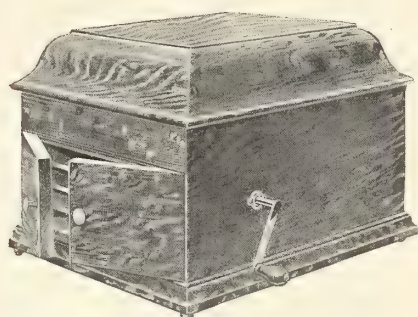
the world
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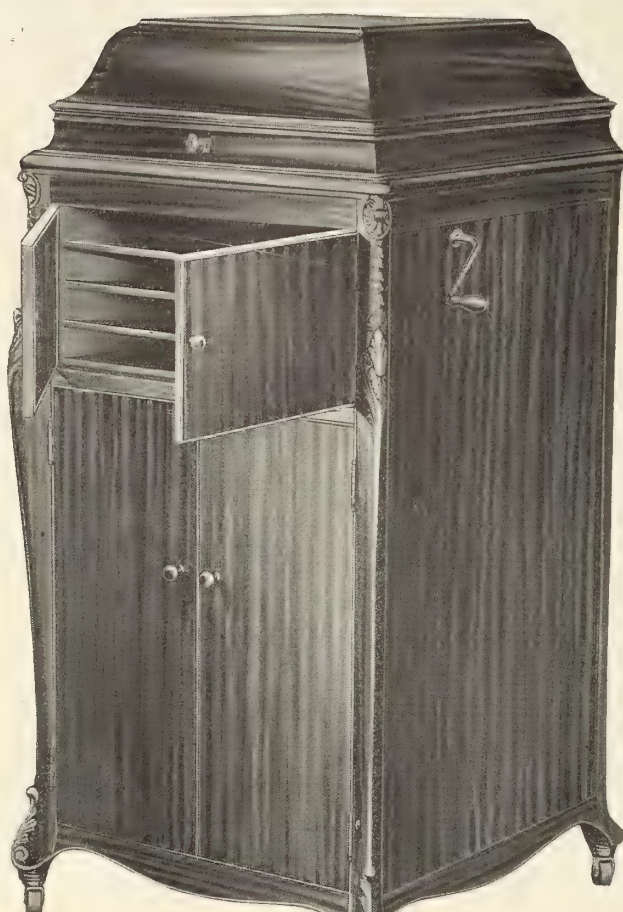
"His Master's Voice" is the best-known trademark in the world. It is a guarantee of Victor quality and stands for all that is best in music.



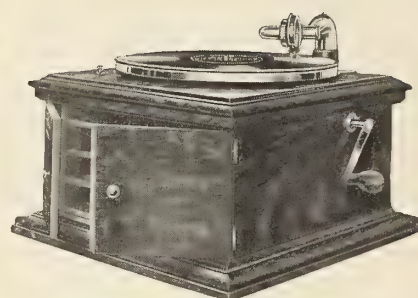
Victor-Victrola IV, \$15
Oak



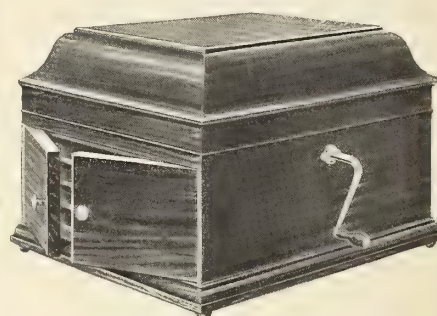
Victor-Victrola VIII, \$40
Oak



Victor-Victrola XVI, \$200
Mahogany or quartered oak



Victor-Victrola VI, \$25
Oak



Victor-Victrola IX, \$50
Mahogany or oak

The complete line of Victor-Victrolas—the instruments that have brought prosperity to Victor dealers; that become more valuable every day as a source of profit and prestige.



Victor-Victrola X
Mahogany or oak
With Victor record albums, \$85
Without albums, \$75



Victor-Victrola XI, \$100
Mahogany or oak



Victor-Victrola XIV, \$150
Mahogany or oak

FAILURES FOR HALF YEAR

Decrease in Number, but Increase in Aggregate of Liabilities—Figures in Detail.

Commercial failures in the first half of 1913 showed a substantial decrease in number over the same period of 1912, but the aggregate liabilities, according to R. G. Dun & Co., rose to the largest figure for the corresponding stretch of time since 1893. This was due to several insolvencies of exceptional size.

The number of failures was 8,163, against 8,317 from January to July last year. Defaulted indebtedness amounted to \$132,909,061, as compared with \$108,012,223 in the six months of 1912. In 1913 total liabilities were \$168,879,539, caused by the collapse of 6,401 firms.

Separation of the statistics according to the usual general classification shows that there were 2,049 suspensions in manufacturing lines for \$55,493,269; trading losses numbered 5,783, and involved \$60,582,724, while reverses among agents, brokers and concerns of a similar nature were 331, with debts of \$16,833,068. These figures compare with 1,928 manufacturing defaults for \$45,114,121 last year, 6,070 defaults in trading occupations for \$49,535,601, and 319 in other commercial branches, involving \$13,362,501. Thus it appears that the falling off in the number of insolvencies was confined wholly to the trading division, whereas the indebtedness was larger in all three classes—the difference in both manufacturing and trading being in excess of \$10,000,000.

On the other hand, the entire increase in the manufacturing liabilities is accounted for by two suspensions of abnormal size, while the trading comparison loses much of its significance when it is considered that one failure alone involved about \$4,000,000.

Banking failures during the first six months of 1913 were fifty-five in number—the same as last year—but the liabilities were much smaller—only \$6,417,372, against \$17,833,235.

SENDING PARCELS C. O. D.

Government Lays Down Rule for New Service Which Began on July 1 and Which Is of Interest and Value to Talking Machine Men.

A circular has been sent out from Washington to all post offices of the country containing instructions for the handling of C. O. D. parcel post matter under the new "Collect-on-Delivery Service," which went into effect on July 1, under Section 66 of the parcel post regulations, pertaining to fourth-class mail.

The sender of a mailable parcel on which the postage is fully prepaid may have the price of the article and the charges thereon collected from the addressee on payment of a fee of 10 cents in stamps affixed, provided the amount collected does not exceed \$100. Such a parcel will be insured against loss without additional charge, in an amount equivalent to its value, but not to exceed \$50. The sender of a collect-on-delivery parcel will receive a receipt showing the office and date of the mailing, the number of the parcel, and the amount due him.

C. O. D. parcels will be accepted for mailing only to a money order post office. If a C. O. D. parcel is received at a non-money order post office, the postmaster will notify the office of mailing of the amount of postage required for its return. The postmaster at the office of mailing will ascertain from the sender whether he desires the parcel returned or delivered without collection of the charges. If the sender notifies him in writing that the parcel may be delivered without collecting the charges, he will attach the order to the office coupon and notify the postmaster at the office of address to that effect.

A C. O. D. parcel will be treated as ordinary mail until it reaches the office of address, where, on payment of all charges, it will be delivered to the addressee or, unless otherwise directed by the addressee, to the person, firm, or corporation in whose care it is addressed, or to any responsible person to whom the addressee's mail is ordinarily delivered.

The addressee will not be permitted to examine the contents of a C. O. D. parcel until it has been receipted for and all charges paid. A parcel may be refused when it is tendered for delivery, but after delivery has been effected it cannot be returned on account of dissatisfaction with the contents or the amount collected. The post office department will not be responsible for errors made by senders in stating the collection charges or for any misunderstanding between the senders and addressees regarding the character of the contents of parcels.

COLUMBIA MANAGERS IN NEW YORK.

Eight Managers of the More Important Columbia Stores Most Unexpectedly in New York, Visit the Factory, and with Officials of the Company Are Entertained by President Easton at Dinner at the Waldorf-Astoria.

An informal gathering of a number of the managers of the various branch stores of the Columbia Graphophone Co. was unexpectedly staged at the headquarters of the company in the Woolworth building June 20, when, by a surprising coincidence, eight of the Columbia branch store managers arrived in New York within a few hours of each other. None of the eight was aware of the fact that his confreres were on their way to headquarters, and there was a general exclamation of surprise and hand-shaking all around when the eight encountered one another on Friday at the executive offices.

The eight Columbia branch store managers who visited headquarters that week are as follows: Managers Fuhri, Chicago; Gray, San Francisco; Erisman, Boston; Reed, St. Louis; Eckhardt, Philadelphia; Nichols, Pittsburgh; Farquharson, Toronto, and Wheeler, of Minneapolis. Manager Dennison, of Baltimore, was also in New York for a few days, but he returned home before the advance guard of the eight had arrived in town.

Informal chats with the officials and heads of the departments were indulged in by the managers during Friday and Saturday, while on Monday they visited the factories of the company at Bridgeport, Conn., in company with General Manager Lyle and several other officials of the company. While in Bridgeport the party were the guests of Clinton E. Wood, superintendent of the factory, who entertained them at luncheon.

On Monday night the visitors, together with all the officials of the Columbia Graphophone Co. and the heads of department, were the guests of President Easton at an informal dinner given in the East room of the Waldorf-Astoria Hotel at 6:30 p. m. At this dinner Mr. Woods represented the factory as one of the guests. A dinner that was thoroughly enjoyed by all present put everyone in the best of spirits, and during the course of the evening strictly informal, but interesting and forceful talks, were delivered by several of the officers, heads of departments and guests.

HANDSOME AMBEROLA STYLE.

Is Style VI Which Has Recently Been Put on the Market by Thos. A. Edison, Inc.

"Amberola VI" is the latest member of the popular Amberola family to be presented to the trade by Thomas A. Edison, Inc. This handsome machine, which is catalogued to retail at \$60, embodies the many distinctive features of the entire Amberola family, together with its handy size, which makes its particularly adaptable for use in the library, studio or veranda. Those members of the trade who have seen the new machine are enthusiastic in their praises of its numerous qualities and predict that it will be one of the most popular Edison machines ever introduced.

THE MAN WHO WINS.

The man who wins to-day is the man that has the sunshine of success in his soul—the man that has the true ring of a result-getter—the tireless, always-willing-to-work chap that knows darkness is the messenger of the coming day—he who lets your little failings fade into the shadow of charity—the man that syndicates sunlight and sends the whole blamed organization on to success.

THE EDISON DISC LINE IN NEW YORK.

Tower Novelty and Manufacturing Co. Meets with Much Success in Retailing Edison Disc Machines and Records in Metropolitan District—Cultivating a High Class Trade Under Constructive Policy That Spells Success.

One of the first Edison disc retail stores to be opened in local territory was that of the Tower Novelty & Manufacturing Co., 326 Broadway, New York, which opened a few months since with a complete line of the new Edison product. This department, which is under the management of H. N. Purdy, has been making energetic strides in the short while it has been open, and results to date warrant the belief that the new Edison disc product will find a ready market with the Tower Co.'s clients this coming fall.

"The results we have been open are very encouraging," stated Mr. Purdy in a chat with The World. "The new Edison disc machines are gradually getting a strong foothold with our customers, and I expect this fall to be a very prosperous one for this department. Notwithstanding the fact that we have been open but a very short while, we have already closed quite a number of sales of the new machines, and all these purchasers are delighted with the sweetness of tone of the new Edison product and speak in the highest terms of the constructive quality of the machines.

"We are concentrating our efforts on the cultivation of a high-class clientele that will appreciate the true quality and value of the Edison disc machine, and judging from present indications this high-class trade will steadily grow each season. One of our sales last week was that of a \$450 machine to a prominent music lover up-State, and this sale is but one of many of more than average figures that we have closed since we opened this department. I see no reason why the Edison disc machine should not be firmly entrenched with our clientele by this fall, and we are making preparations to take care of a prosperous fall and winter trade."

COLUMBIA MANAGER WEDS.

(Special to The Talking Machine World.)

DALLAS, TEX., July 9.—J. G. Kirby, retail sales manager of the Dallas, Tex., branch of the Columbia Graphophone Co., surprised his many friends by getting married on Sunday, the 6th inst., and departing hurriedly for the Texas coast country. He is spending his honeymoon at the new Hotel Galvez at Galveston. Mr. Kirby followed the example of the Columbia Texas manager, R. R. Souders, in getting married on July 6, only the latter took the step fourteen years previous when he was in the service of the St. Louis store.

R. R. Souders, Texas manager Columbia Graphophone Co., sailed from Galveston on the 9th inst. on the steamer "Lampasas" for New York. He will spend a few weeks in the North visiting the headquarters of the company at New York and the factory at Bridgeport, Conn. On his way home by rail he will visit several of the large cities of the eastern and central States and expects to have an enjoyable and restful trip. Mr. Souders is quite optimistic over the business outlook.

MUSIC HELPS THE MOVING.

An old story in a new dress presented to the New York Sun is as follows: "A phonograph and a dozen ragtime records have been made part of the equipment of a downtown office building. The machine is used only when a tenant moves out or another moves into the building. It is placed in the car used by the movers and it is the duty of the elevator operator to keep the music going all the time.

"The manager of the building, an efficiency engineer, has learned that men will work better and faster to music. He says that instead of four hours being spent to move a firm into the building it takes an hour and a half to do the trick since the music was introduced."

EDISON FIELD DAY

Held at Olympic Park, Orange, N. J., on June 12, a Most Enjoyable Event—Large Attendance and Good Program Enjoyed by the Participants—Thomas A. Edison Present.

Edison Field Day was held at Olympic Park, Orange, N. J., June 12th, and judging from all accounts received from the participants of the outing, the day was certainly a pronounced success. The day was divided into sections, the morning being devoted to the preliminaries in the field and track events, the finals of which were run off in the afternoon.

By 2 o'clock the spectators numbered approximately three thousand, and when Mr. Edison appeared on the field about that time he received a tremendous ovation that was heard far outside the park. From his seat of honor in the grand stand he awarded the various prizes to the winners in the track and field events, the handsomest of which was a beautiful bronze statue, Mr. Edison's personal gift to the winner of the highest number of points.

One of the features of the day was the fat man's race, which Sales Manager Dolbeer captured after a terrific sprint on the home stretch. This race was hard fought from start to finish and the winner was heartily applauded after his strenuous efforts to achieve victory.

Advertising knowledge comes slowly and by bits. No advertising man ever sprang up fully equipped for the work, no matter what may have been his previous condition or instruction.—E. C. Tibbetts, B. F. Goodrich Co., Akron, O.

POULSEN PATENTS QUASHED.

English Courts Give Decision Against Telephone Company.

A cable to the New York Times dated July 10, says: "The English courts have refused a further grant of the British patents owned by the Telegraphophone Corporation of New Jersey in Valdemar Poulsen's invention for 'storing up speech or signals by magnetic influence' on the ground that it has not been worked in England."

"The patents were granted in 1899 and have now expired. The corporation's counsel told the court that the invention had never been used in England because the corporation was awaiting a perfected machine, which was now being used successfully in America. The English Crown Counsel was not opposed to the grant, but desired that the matter be fully investigated."

"Mr. Justice Warrington finally decided that the American company had not supplied sufficient reason for not attempting to work the patents in England."

EDISON PHONOGRAPH ON THE SEA.

An Edison phonograph with a suitable supply of records is now a part of the equipment of Light Ship No. 94 on Frying Pan Shoals. The members of the light-ship crew are enthusiastic over this new purchase of the government's, as sea-life on these ships is anything but lively. It may be a good suggestion for dealers near these light-ships or life-saving stations to impress upon the men the beauties of the ownership of a talking machine as this enthusiasm may result in the receipt of substantial orders.

ST. LOUIS BUSINESS MEN'S LEAGUE.

Embraces Many Talking Machine and Piano Men—Some Moves Helpful to Talking Machine Interests Recently Materialized.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., July 10.—Following the recent membership revival by the Business Men's League, the principal business and civic organization of the city, special committees have been organized. One of these is the Music and Musical Instrument Committee. It is the intention that this committee shall serve in a measure like a congressional committee on any particular work. The committee will meet weekly and all matters that concern the special line of business will be referred to, and also members of the trade having complaints as to freights or other business conditions can appear before this committee and gain instant hearing. Any suggestion approved by this committee is given instant standing before the league. The talking machine members of this committee are Edwin C. Rauth, secretary of the Koerber-Brenner Music Co., and Lynn T. Piper, advertising manager of the Bollman Bros. Piano Co. One of the recent accomplishments of the league which is welcome to talking machine interests here was a package car on the Rock Island line to break bulk at the Southern Pacific depot at El Paso. This assures far Southwestern shipments will be securely packed in St. Louis and left along to El Paso, and also insures more prompt delivery to Arizona and New Mexico goods.

Knowledge is not what you happen to remember, but ability to apply it when needed.

Jobbers Wanted—



This is a "life-size" view of Union No. 1, for use on Edison Disc Machines for playing Victor, Columbia, and other lateral groove records. Attaches easily and quickly without alteration to machines. Retail Price: Nickel Plated.....\$5.00 Nickel or bronze.....4.00

Pat. Pend.



This is the Union Sound Box. An important advance in the construction of tone reproducers is marked by this instrument. Retail Price:—Gold Plated.....\$5.00 Nickel or bronze.....4.00

Seven Easy Sellers—
The Easiest thing to sell is the article the public most needs. Investigate.

UNION PHONOGRAPH SPECIALTIES

and you will soon find the two big reasons why this line is a remarkable selling proposition for jobbers and dealers. *First*, because there is a long felt need for such devices; *Second*, because there are attractive profits for both jobber and dealer in the "Union Line." Owners of Disc Machines are quick to "see the point" in these attachments. The value of each attach-

ment is too evident to be missed—sales are quick and plentiful.

Each device is scientifically right and very attractive in appearance. To attach them to disc machines requires absolutely no alteration of any description. Send for the illustrated booklet entitled

"Two Phonographs for One"

Next to a demonstration, this booklet attractively illustrated and altogether free from technical phrasing, is the best "Pull" for these devices that a

jobber or dealer could desire to distribute free to his customers. Sample copy to you by return mail.

Retail Price:—Gold Plated \$7.50 Nickel or bronze \$6.50.

The Union Specialty & Plating Company
409 Prospect Avenue
Cleveland, Ohio

Union No. 2 is here shown in position to play an Edison record on a Victor machine. The adjustment is instantaneous and without alteration to the Victor.

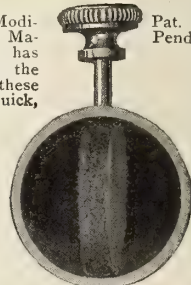
Retail Price:—Gold Plated \$7.50 Nickel or bronze \$6.50.



Union No. 1 is here shown in position to play a lateral groove record on an Edison Disc Machine. The sound box shown is a Union. Retail prices of Union No. 1 are given in opposite corner.

This shows the Tone Modifier for Edison Disc Machines. Hitherto there has been no way to vary the volume of sound on these machines. This simple, quick, attachable device does it.

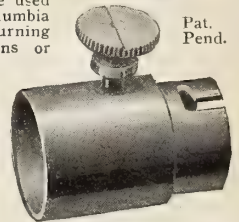
Retail Price:—Gold Plated.....\$1.50 Nickel or bronze 1.00



Pat. Pend.

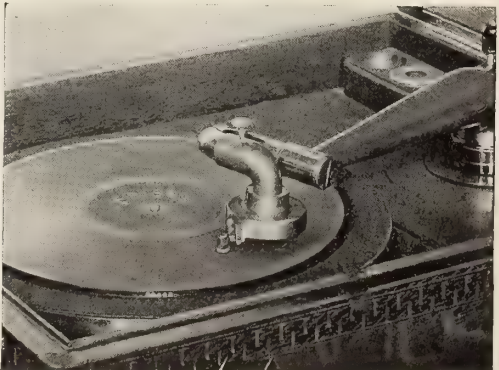
This is a cut of the tone modifier to be used on Victor or Columbia Machines. The turning of the screw opens or closes a valve inside giving a soft or full tone. Different size needles are no longer needed. Attaches instantly.

Retail Price:—Gold Plated.....\$1.50 Nickel or bronze \$1.00



Pat. Pend.

(Pat. pending.)



Seventh Annual Convention *of the* National Association of Talking Machine Jobbers Niagara Falls, N. Y., July 7 and 8, 1913

(Special to The Talking Machine World.)

NIAGARA FALLS, N. Y., July 7.—The opening session of the seventh annual convention of the National Association of Talking Machine Jobbers was held at the International Hotel to-day with a most satisfying attendance of association members and their friends, a large majority of whom were accompanied by their families, and combined convention business with a most pleasant holiday at this prominent resort.

Though the first general session of the convention was scheduled for to-day, the jobbers began to arrive in the convention city as early as Friday of last week. A large delegation from New York, Philadelphia and other Eastern cities traveled in a special car over the Lackawanna road and arrived on Saturday night, while a Chicago delegation, headed by L. C. Wiswell, reached the convention city on Sunday morning, having traveled from Chicago to Detroit by rail and taken the boat to Buffalo. As a result of these early starts, the roll call of the association found a large percentage of the members present and ready for business.

The main topic of interest, and one that proved an attraction for many of the jobbers, was the proposed contest for the election of officers for the association for the coming year. One ticket was headed by J. Newcomb Blackman and designed to re-elect the present officers of the association, while the other was headed by J. C. Roush, who proved a strong factor in the election contest last year, and who had secured the support of a number of jobbers, especially those located in the West. The liveliness of the electioneering in the lobby before the meetings rivaled in earnestness a national campaign, for both personal and business interests were factors in the contest. Both sides were active in securing the endorsement of their friends, either in person or by proxy, and up to the time of the election itself the final result was much in doubt.

Beside the election, the chief subject of interest was the price maintenance question and the probable effect of the recent Supreme Court decision. The jobbers were practically a unit in expressing their confidence in the future of price maintenance, as it afforded protection to the talking machine interests, the fact that the decision was rendered simply on a patent medicine proposition being considered significant. The court decision and the question of price maintenance, however, were not taken up officially in the meetings, it being considered by those at the head of the organization that the matter was not one that they should handle at this particular time.

There were several dealers in attendance at the convention, among them being a delegation from the Eastern Talking Machine Dealers' Association, headed by President J. G. Bremner, New York, who while not taking part in the meetings of the jobbers' association, nevertheless conferred with the retiring officers and with J. C. Roush and other officers-elect regarding plans for co-operation between the jobbers and dealers' association in handling matters of general trade importance.

At the first session to-day the members of the association were welcomed to Niagara Falls in a hearty manner by Col. O. C. Cutler, secretary of the Bureau of Conventions of the city, and who was present as a representative of the Mayor, the latter being unable to attend.

Following the address of welcome, President J.

N. Blackman read his report for the year, in which he handled prominent association and trade questions in the following comprehensive manner:

Report of President Blackman.

"Fellow Members: In accepting and thanking you for the expression of confidence in electing me your president last year, I pledged myself to accept the responsibility, having regard for the interests and welfare of every member, without disregarding the necessity to deliberate in a manner that would be proper for the association as a whole. Last year's convention was strenuous in ways that your memory will recall clearly, and while the parting words seemed to be 'harmonious co-operation,' there confronted your president matters to be handled in the performance of his duty which, of course, involved differences of opinion.

"My predecessor made certain recommendations

unless he appoints as his proxy someone who would serve his interests, exercising the right so conferred as though the member was there personally, and not to control deliberations. Let me leave this question, however, with the statement that I would have failed to perform my duty had this question not been threshed out to what, at the present time, seems to be a permanent conclusion.

"Owing to legislation and court decisions, extreme caution has been, and is still advisable; so if we err, let it be through failure to act rather than to act unwisely, remembering that our actions may affect the entire trade. We represent an industry built on a firm and apparently safe foundation. We sell merchandise of merit, stamp it with a true means of identification so everyone knows and buys with a knowledge of its quality and worth. Reviewing recent conditions, we should



Newly Elected Officers—Left to Right: J. C. Roush, President; W. H. Reynolds, Treasurer; George E. Mickel, Vice-President; Perry B. Whitsit, Secretary.

regarding the apparent necessity for amendments, and definite disposition, if possible, of the further use of proxies. Finding this sentiment sufficiently supported, a meeting of the executive committee was called, together with the special meeting of the association which was held in New York City in January. I am confident that these meetings were not without good results. Every member was notified of the results, and it should now be clearly settled that it is impossible to prevent the use of proxies, or to even regulate their use in a manner that would avoid the abuse of same, other than through extreme care on the part of the members in giving them.

"Personally, I feel that every member should cast a vote on all important questions, but if he cannot attend meeting, should withhold his vote,

feel fortunate that we have the confidence of each other to the extent that there is apparently no desire to bring about common injury. The association has been a force for good in the past, and should be in the future.

"I appreciate the support given me during the year, and it is very gratifying to note by the secretary's report that we have held our membership intact, more than offsetting any loss in membership by the enrollment of new members, and that with, I think, one exception, the loss has represented cases where members have either discontinued as jobbers or gone out of business entirely. I do not hesitate to state that in continuing our policy to hold together all members regardless of the lines they handle, we have pursued a wise

(Continued on page 30.)



We have enough big news for Columbia dealers this Fall to make them think that their best months heretofore were only promises.



Columbia Graphophone Company
Woolworth Building, New York

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 29).

course and made it possible for us to treat things in a broad and temperate manner, and I hope this policy will continue.

"It is fortunate that your president and secretary have been located so that they could keep in close touch, not only with each other but with the factories. This has enabled them to analyze the situation from the manufacturer to the consumer, feeling the pulse from a legal and a layman's standpoint. It is generally conceded that much of our present legislation is in response to an apparent public demand, and the feeling seems to grow that

mistake simply shows that we are gaining wisdom.

"Your present officers and executive committee have had long experience, and their business inter-



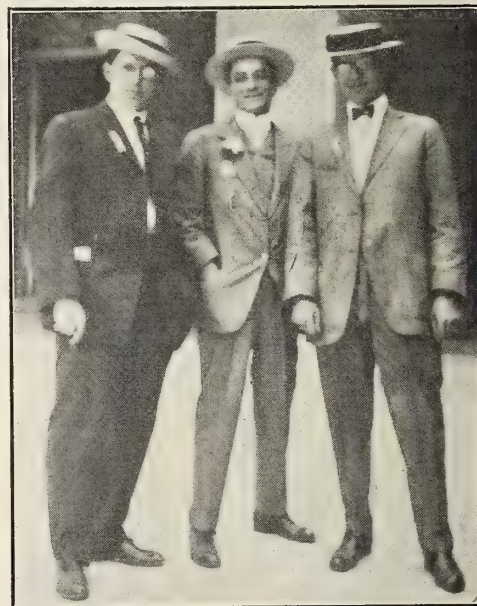
H. C. Brown and H. W. Weymann on Observatory.

ests are sufficiently scattered and varied to insure consideration from every angle on subjects having their attention. This condition has seemed desirable in the past, and I hope it will be found equally so in the future.

"Before our by-laws were amended, changing the time of our convention from September to July, the newly elected officers and executive committee did not assume their duties until September. For some reason we have still followed that plan, but I think it might be well to consider the advisability

meet in executive session and take up and terminate matters referred to the executive committee at each convention. In the past there has been little or nothing to do after the convention, and about two months have elapsed which would tend toward inaction under the plan we have followed.

"Then again, it might be well to determine whether the old officers and executive committee could not do very effective work immediately following the convention, while it is fresh in their minds what was the consensus of opinion of the members on subjects referred to them. This is especially true where the newly elected officials represent a considerable change. In that event, the plan of deferring the time of new management could be used in that manner.



Three Live Wires—L. C. Wiswell, A. A. Trostler and L. Burchfield.

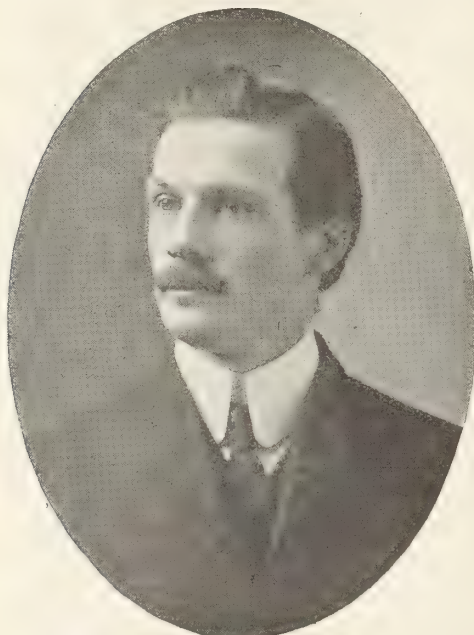
"In conclusion, allow me to impress upon every member the advantages of the kind of co-operation that will enable us to lay aside our personal ambitions and desires when it is evident that it is not for the welfare of the majority, but recognize, as far as possible, the consensus of opinion in membership personally represented. If there have been differences of opinion, remember only that portion of the past which makes for healthy progress, and assemble as far as possible with some of the glorious spirit of fraternalism that has recently been in evidence on the old battlefield of Gettysburg. Could we have a better example?"

Next in the regular order of business came the report of the secretary, Louis Buehn, who said:

Secretary's Report.

"In filing this, my report as secretary for the past year, it is my intention to present as briefly as possible a resume of the various happenings during this year.

"We have had a net increase in the membership of three members, there being added to the roll



J. Newcomb Blackman, Retiring President.

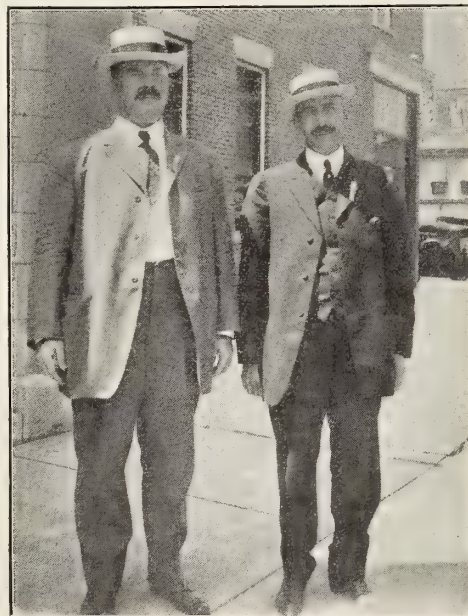
we business men must be more frank with the public and educate them to the justice of our claims.

"This may not seem necessary in the talking machine business, for our methods of merchandising are on the "open and above board" plan, profits are reasonable and competition is keen.

"I do not think the public wants unrestricted competition, but rather 'competition with open co-operation.' It was my intention to prepare a paper having for its subject 'Open Co-operation Versus Open Competition,' but other papers will consume time and are perhaps more important.

"This convention can be successful from every standpoint if we will simply try and harmonize. How much better it is to know your competitors, to feel that you can stamp a report 'false' because you have met the person and that you know his character.

"Many unwise things are said and done simply because we place too much reliance on statements unfounded without carefully considering the motive. 'To err is human,' but it is with a different feeling and spirit that we reprimand or call attention to mistakes when we know that there is nothing wrong in the motive. To acknowledge a



From Maine to Texas—J. N. Swanson, Houston, Tex., at Left; W. G. Jordan, Bangor, Me., at Right.

of having the administration of the association turned over to the newly elected officials immediately at the close of each year's convention, unless it is thought advantageous to have the old officials

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 30).

the following eight firms: W. D. Andrews, Buffalo, N. Y.; Musical Instrument Sales Co., New York City; Buehn Phonograph Co., Inc., Pittsburgh, Pa.; W. H. Buescher & Sons, Cleveland, O.; Hayes Music Co., Toledo, O.; H. D. Berner, Cleveland, O.; Silverstone Music Co., St. Louis, Mo.; Mickel Bros. Co., Des Moines, Ia.

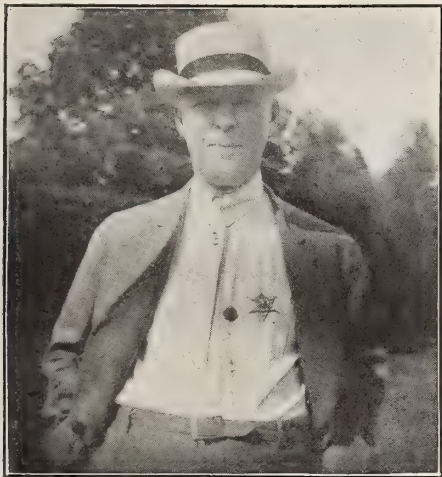
"Five members have been lost, three discontinuing business, one discontinuing the jobbing of talking machines, and one resigned.

"During the past year the secretary has collected and turned over to the treasurer \$1,410 for current dues, leaving a balance still owing to the amount of \$82.50.

"A special meeting of the association and executive committee was called by our president, this meeting being held jointly at the Knickerbocker Hotel, New York, on January 14, 1913, at which forty-one members were in attendance and six of the executive committee, namely, Messrs. Bowers, Miller, Houck, Andrews, Blackman and Buehn.

"Various important matters were discussed at this meeting, particularly the need for a differential price on cash and instalment sales, specific action on which was deferred owing to the request of the manufacturing companies, due to the pending legislation in Congress at that time, this legislation being popularly known as the Oldfield bill.

"On this particular matter the secretary was in-



Sheriff McGreal of Milwaukee and His Diamond Studded Star.

structed to send a night lettergram to each of the majority and minority leaders in the House of Representatives and Senate; also to Mr. Oldfield, to the Speaker of the House and to the Vice-President of the United States, protesting against this bill, which was done.

"Since our last convention the Edison Co. has bettered its exchange plan by increasing its allowance from 10 to 15 per cent. on record purchases, and has granted an additional return privilege of 7½ per cent. on machine purchases.

"A special committee consisting of Mr. Blackman, Mr. Blish and Mr. Buehn was appointed for the purpose of interviewing the Edison Co. relative to the revising of its exchange plan, in order to improve the general conditions existing throughout the country on cylinder product, and negotiations have reached a point where your committee feel confident they will achieve success."

Treasurer Miller's Report.

Treasurer John B. Miller, in presenting his report, stated that receipts had been \$3,177.55; disbursements, \$2,156.47, and balance on hand, \$1,021.08.

The only formal committee report presented during the first day's session was that of the traffic committee, of which L. C. Wiswell is chairman, and which was as follows:

Report of Traffic Committee—1913.

"Since our last convention, 1912, so far as your committee can learn nothing has happened, nor have any changes in the rates of transportation on talking machines and records been suggested or docketed at the meetings of the various classification committees to alarm the talking machine trade in general and your committee in particular; hence we have just cause for jubilation.

"It has come to the notice of your committee that in Wisconsin the State Railroad Commission ordered the express companies operating in that State to reduce their rates on Wisconsin business



A Group of Early Arrivals.

about 20 per cent. This ruling means a big saving to the Wisconsin dealers. The ruling was the result of a case brought by the Merchants' Manufacturing Association of Milwaukee.

"Your committee, being apprehensive lest some of the association members were experiencing delays and shortages in their shipments from the factory, owing to the terrible catastrophe (the flood) that visited a number of our central States, and being anxious to be helpful wherever possible, sent out under date of April 1 a letter wherein they placed themselves at the service of those that were affected. The letter as sent out reads as follows:

"To Members National Association of Talking Machine Jobbers: The terrible catastrophe that has visited the States of Indiana and Ohio has demoralized transportation, which means that shipments are delayed and in many cases lost; therefore, if you are being inconvenienced by delay or unfortunate in having lost en route from factory a shipment of Victrolas, Edison phonographs or records, the traffic and transportation committee places itself at your command.

"The committee has excellent railway connections at Chicago, and with this advantage would no doubt be of much help in locating shipments.

"If you wish to use the committee's services in regard to lost or delayed shipments, please give in writing detailed information, namely, date of shipment, routing, what shipment consisted of, number of pieces, etc. If possible, send duplicate copy of bill of lading covering shipment in question.

"The services of the committee are yours to command.

"Very truly yours,

"NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS, TRAFFIC AND TRANSPORTATION COMMITTEE.

"Per L. C. WISWELL, Chairman."

"It transpired that the hand of fate was especially kind to the talking machine interests, for there were only two replies received, one citing delay in shipment and the other claiming shortage of a number of cases. Your committee, through the efforts of F. Randall, traffic manager Lyon & Healy, Chicago, Ill., located immediately the delayed shipment; in fact, it was on the same day that the letter was received that shipment was located and started on its way to destination.

"Concluding, your committee feels grateful that there have been no disturbances during the past year; however, we think it not out of order to state that we are facing in the immediate future what will probably be a most vigorous effort on the part of the railways to increase their freight charges.

"Recognizing this fact, that any increase in freight charges would be a decided hardship upon distributors and dealers, we commend that the matter have your most careful consideration."

Important Matters Discussed.

During the course of the meeting a number of subjects of importance to the trade were discussed



E. F. ("Doc.") O'Neill and Chas. K. Bennett.

at length, and in the majority of cases placed in the hands of the executive committee of the association for further action. There was for instance, much discussion pro and con regarding the two prices, cash and instalments, for talking machines, and the matter was laid on the table for further action at a later date. In the matter of the Oldfield bill, it was the sense of the association that all had been done that could be done at the present time, and that matter was also laid on the table. Another subject of much interest was the advisability of the factory increasing the initial order required from a dealer in order to qualify, but under present trade conditions it was not considered advisable to go into this matter to any extent, the number of new dealers being comparatively small, and those few being carefully selected. The question was left in the hands of the executive committee for any further action.

During the course of the meeting the following paper on "Advertising" was read by Louis Buehn, of Philadelphia, Pa.

ADVERTISING AS A BUSINESS FORCE.

By LOUIS BUEHN, Philadelphia, Pa.

Advertising—the most powerful force in business to-day is as old as the world. Noah was an advertiser when he foretold the flood and gave out the sailing date of the Ark.

The old Roman that put up a bush outside of his house, to let folks know he was selling new wine, was an advertiser, and more progressive than some modern merchants who believe in letting prospective customers guess what they have for sale.

All the great men of the world were and are good consistent advertisers. Luther advertised

when he burnt the Pope's bull at Wittemburg. Caesar, Napoleon; all the mighty ones including "Teddy" have been great for publicity and profited thereby.

Advertising, as we understand it to-day, first became general in the beginning of the eighteenth century, and was mostly confined to notices of books, since when it has developed into an art, applied to the development of business of every description, and is of many varieties, each having merit of its own and adapted to many uses.

(Continued on page 32.)

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 31).

Thousands of the brightest minds are engaged in studying and unfolding its possibilities, it is being taught as a profession in our colleges. It is no longer an experiment, but an essential in business and the big successes of to-day are those which advertise ably, honestly and persistently. Last year the expenditure for advertising reached the tremendous sum of \$100,000,000.

You patronize the merchants that advertise, you buy advertised goods and you are therefore quite

textile, cloth, our own line and every other manufacturing line you can name. "What was the last advertisement you read and wondered *just what store in town* would be progressive enough to have the goods in stock so you could see them—and purchase."

Fling out your banner—let every man, woman and child know where you are, what you sell and why. Put your advertising appropriation in the hands of an advertising agent; he will focus on

stuff it with a hundred dollars' worth of matter; be convincing, but brief. Don't be flippant or gay—"funny" ads are seldom funny and mostly useless. Don't expect to have to call the police the day you begin advertising, to handle the crowd, and don't be disappointed if Jones, down the street, does not go out of business. Keep at it—and when business is "good," redouble your efforts, swim with the tide. The time to sell goods is when people want them, so advertise liberally at



Officers, Members and Friends of the National Association of Talking Machine Jobbers.

as much concerned with advertising as the man who makes it his business and whose aim is to render advertising more efficient.

What Is Advertising?

What is advertising, an old encyclopedia says it is "the public notification of a fact," but with us, advertising is nothing more than salesmanship; it is just showing a man how he will add to his profit or his comfort or happiness by the use of that which is offered for sale. But advertising does what no salesman can do in that it enters into the most intimate relation with people, in their homes, and sees and talks familiarly with tens of thousands in a day, from the cottage to the palace.

There is no escaping advertising—you either have to put out the light and go to bed—or become unconscious to get away from it.

If you tread on a tack, when you get up to heat a bottle for the baby—you are reminded of the hardware store that sold you the d—n thing, or fall over a rocking chair and you are swearing at some furniture dealer.

But someone has said, and truthfully—"the vital thing in advertising is to have an article with real merit"—we have it. But what are we doing to let people know about it? It is true that our manufacturers advertise largely and successfully, and we derive much benefit from it, but do we let our customers know that we can deliver to them the goods which great advertising paid for by our manufacturers have interested them in? If not, we are not reaping the full measure of good from it that we should.

Making Yourself Known.

How shall we do this you say—advertise yourself, conduct your own local campaign, key in with your manufacturer and join heart and soul with his efforts—it is not necessary to spend a great sum—the main thing is to *begin*. You know local conditions better than the manufacturer, the best newspapers, the people they reach, and remember, "more goods are sold under the evening lamp at home than you dream of." Foolish, you say, yet look around you—how few retailers take advantage of the great advertising campaigns run by food,

your problems all his concrete information and experience, he will study your business, map out a plan, give you reasons why such and such newspapers should be used in preference to others, arrange the rates, and administer all the affairs of this most important department of your business wisely and with the least possible amount of trouble to you.

Consumers Put More Faith in Advertising.

Consumers are putting more faith in advertising every day, therefore be represented every day if you can, in one or more of your daily newspapers. Your manufacturer stands ready to help you; help yourself, ask him for electrotypes suitable to run in your own advertising—he will be glad to give them to you.

Consumer demand for advertised goods is now divided broadcast among all the stores in your town. Use your advertising in your local papers to focus this demand upon your store and see how you will benefit. We have a most notable example in our own business where large space used by the manufacturer has resulted in benefit to one concern in a town almost entirely, because the others did not advertise themselves, individually.

Is it possible that any gentleman here believes that the other stores in these towns would not have had a fair share of the business resulting from such advertising had they done their part toward getting it—individually? Advertising is of proved value—and the man who fails to use it loses much to his competitors.

Some Suggestions as to Copy.

Now a word as to your advertising—take your prospective customers into your confidence—let your advertisements be truthful—make them attractive but truthful—large and handsome as you please, but *truthful*; talk to them as you would if you had them on your sales floor, let them see the goods with their mind's eye, and don't hand out a lot of stilted stuff that you would never think of using in your store. Advertise as frequently as possible—every time you are out of the papers it's like taking down your sign.

Don't buy twenty dollars worth of space and

such a time and thus accumulate enough business to average-up on, when dull season comes—if it should come to you.

There is always plenty of "live news" about your goods that people want to hear, and you should never be at a loss for something interesting to tell.

Treat your advertising appropriation as part of your fixed charges—just as necessary a part of every live business as light, heat and wages—let it be the last item you cut when reducing expenses. Don't be mean with it, that is, don't expect a boy to do a man's work; advertise in proportion to the work you have to do to get the results you want.

Suggests an Exchange of Ads.

Now, I have talked quite a lot about a subject that perhaps some of you are more familiar with than I am. I did not come here to instruct you, but just to get a few things off my chest in the hope that they would awaken interest and helpful considerations and suggestions that will benefit us all. I will welcome anything that you can give me that will enable me to see the light clearer. I would like to see some plan adopted by which we might benefit by one another's advertising experiences—an exchange of advertising, both copy and ideas, such interchange could not fail to be most helpful. I should be most happy to send our ads to my brother in another city, and to receive his for my inspection and study, together with any remarks he might be good enough to send; such a procedure would have one good result at any rate, viz: it would make us better acquainted with each other, bring us closer together and enable us to deal more satisfactorily with the problems that hourly confront us in this great business of ours.

Paper Aroused Interest.

The reading of Mr. Buehn's paper was listened to with considerable interest, for advertising is a topic of vital importance to talking machine men, whether jobbers or dealers, and the work of the manufacturers is of little avail unless supplemented by advertising.

The next paper scheduled for consideration was that by Louis J. Gerson, head of the Wanamaker talking machine department, which read as follows:

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 32).

DEAL SERVICE IN THE TALKING MACHINE SALESROOM.

By LOUIS JAY GERSON, Manager of Talking Machine Department, the Wanamaker Stores.

Well do I recall the early phonograph days of 1896-97, when the talking machine business throughout the country was conducted in a very different manner. In that early stage of the busi-

ness and bicycle retailers, opticians, druggists and racket stores.

In most cases these dealers were the most progressive business men of their town, and were al-

rooms those days, for such was the public's curiosity to hear them, and so remarkably did their reproduction demonstrate the wonderful phenomenon, that all possible publicity was given to the playing of the records for advertising purposes, if for nothing else.

It was not very long, however, before difficulty presented itself. While the machine was new and the records limited in quantity, many listeners and customers would assemble together to hear the se-



Machine Jobbers, International Hotel, Niagara Falls, N. Y., July 7 and 8, 1913.

ness exclusive talking machine establishments were so much of an exception that they were mentioned with a shake of the head as examples of an unique character, and it was hard to convince the average commercially trained, hard-headed business man that they could be profitably conducted. Many were no more or less than slot machine phonograph parlors, existing principally on the business secured in the evenings with people who desired amusement at a low cost. These phonograph slot parlors have now almost disappeared, their big



Some of the Young Conventioners.

Left to right: Adeline Buehn, Marguerite Barnhill, Louis Buehn, Jr., Albert Blackman, Mildred Price and Elsie Buehn.

run being in the late nineties, or about the time the Kinetoscope first appeared on the market. This was the first moving picture machine in this country. The present moving picture machine business is simply a development of the phonograph slot machine parlor business and the Kinetoscope.

The marketing of wax cylinder records, phonographs and graphophones constituted the original talking machine industry in America. Dealers were created here and there throughout the United States by the manufacturers to handle their product. In most cases these dealers were piano and music houses, stationery and book stores, sporting goods

ways established on a more or less exclusive basis, there existing between the traveling man for the factory and the merchant himself a tacit understanding to that effect. Contrary to the general impression, it was not difficult to book orders in the earlier days referred to. Of course, many salesmen of that period had a reputation for being more or less clever, but where that was so the cleverness did not enter into the selling so much as it did in securing the money in advance. For as a fact, in this first period of the talking machine business, the instructions to all salesmen were to get "money with the order," and these terms were printed at the top of the order blanks that the dealers signed, and they "came across."

The automobile business of the present day has nothing on the talking machine business of the late nineties. The former certainly did "put it over." The earlier talking machines averaged at retail \$50, \$75 and \$100 each. The records sold for \$1 each or \$10 a dozen, and they were mostly "dubs" that had been duplicated on soft wax from the master records; and altogether speaking, they were indeed a "sorry lot," from our present day standards.

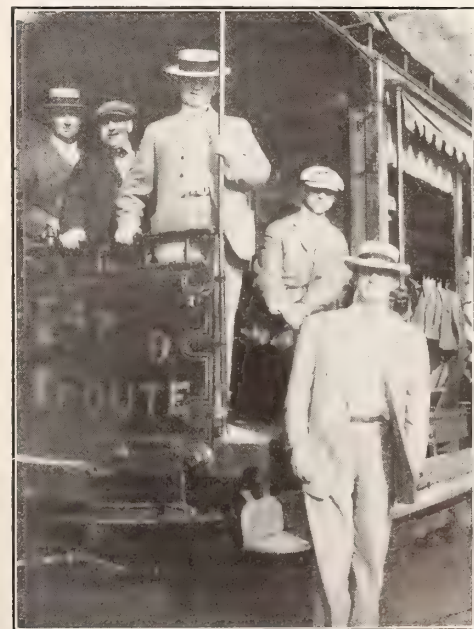
Some few of the larger dealers, those of the more progressive type, resold talking machines and records to smaller merchants, and this was the beginning of the regular jobbing business in talking machines. The factories themselves were the original jobbers.

Beginning of Retail Business.

The retail business had its beginning in the phonograph slot machine parlor, and it developed along the lines of least resistance, purveying to the entertainment of the public, and thence working itself into the homes, it following the well-known principle, "If the mountains won't come to Mohammed, Mohammed must go to the mountains." As all the homes could not come to the amusement parlor, the phonograph had to go to the homes. This necessitated the equipping of machines with spring motors as an adjunct to electric motors with storage batteries.

In the stores these machines were marketed like other merchandise. Then machines were played right in the open store, and surrounded with other merchandise. There being no necessity for sound

lections played and to choose those they wished to purchase. Interest would even be shown in hearing the same selections repeated, because of the great difference in the reproduction of the duplicates, there being a wide range in their efficiency. In some cases customers would demand to hear three or four records, all of the same selection, in order to choose the one that reproduced the best. It was universal among the larger talking machine establishments to have as many as three, four and sometimes half a dozen machines, all playing different records for customers, who could be seen listening with their ears close to the horns. Line-ups along long counters were a frequent sight,



Ready for the Gorge Trip.

especially in the large cities and where small machines were being distributed by local newspapers as circulation premiums.

In a number of cities these little machines were

(Continued on page 34.)



Judging from the thousands of sales of Bonci's records that have already been made, the announcement of two new recordings by this artist in the Columbia list for August will be particularly gratifying to *Columbia* dealers.



**Columbia Graphophone Company
Woolworth Building, New York**

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 33).

distributed to hundreds as free premiums with an only condition of the purchase of a dozen records and the prepayment of a small charge of twenty-five or fifty cents to cover expressage on the machine. I distinctly remember of a line of a hundred people waiting their turn to sit at counters to buy the records, there being already as many as twenty-five machines playing continuously as many different pieces, the selections ranging from "Rocked in the Cradle of the Deep" to "A Hot Time in the Old Town To-night." And, at that, the people seemed to be very happy at the prospect of getting a "machine for nothing" with the privilege of making the small payment and buying the records.

In order to provide more privacy for record customers who desired to be removed from annoyance and discordant tones and sounds of the many machines playing for the "free traders," the experiment of building two or three booths or little private hearing rooms was tried. These hearing rooms created a lot of attention, and in some cases dealers came miles to see them, and they still do it at that. I distinctly remember having gone from Philadelphia to Chicago on the same errand, and not a few years at that. Thus we have the development of the private hearing rooms or, as they are generally called, "soundproof booths."

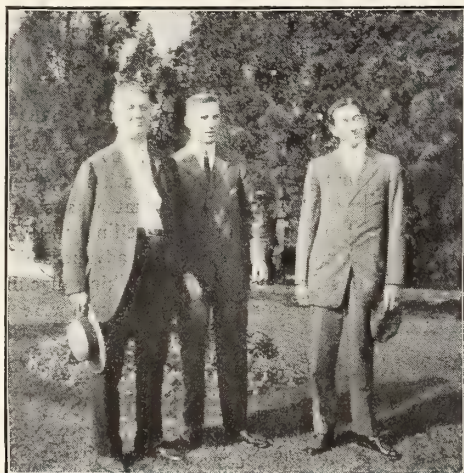
Start of Wanamaker Department.

The talking machine section of the Wanamaker New York store, as I am told, had its inception by the placing of an Edison phonograph on the top of a steam radiator in the toy department. I understand that this one machine on the radiator, with a dozen or two of wax records, constituted the nucleus of the present Victrola section. The phonograph was bought as a curiosity by the toy buyer, but it so jarred the sensitiveness of the ears of one of the officials that whenever he would be seen coming the aforesaid phonograph was immediately hushed up and hid out of sight. What a change there has been since then. The talking machine business of that store to-day is second to none anywhere. It is one of the most expensive locations in the store. The quarters occupied are the most luxurious and, in fact, the finest in the store. The department adjoins a large auditorium having a seating capacity of 1,600 persons, on the first floor, on which is handled none but musical merchandise. The first floor is one floor up above the main street floor, and the surroundings are musically ideal. Pianos, player roll department, musical merchandise, talking machine section and auditorium.

The talking machine or Victrola section is divided up into three divisions. First, large exhibition room for the Victrola display; second, many private hearing rooms or music rooms, where uninterruptedly both the Victrola and records can be heard; third, record stock rooms, where all but employees are denied admission. These stock rooms serve as a storage place for records only, systematically arranged for quick, efficient service. These three divisions cover the essentials of the talking machine business at the Wanamaker New York store.

We will now go into the details of the three divisions named, and so divided to secure for the customers the highest class of service obtainable. In the main exhibition rooms the machines are set off to the greatest advantage.

Every type of Victrola is shown. There are samples of each size and in every finish of wood. The smaller sizes of Victrolas rest on suitable cabinets of exclusive make and design, best harmonizing and best serving the purpose. In this large room, and appearing in a glass case, are also shown the necessary accessories for talking machines. Comfortable chairs and other furniture are so distributed to take away shop effect that might otherwise be produced, and the whole arrangement is made homelike and inviting, so that visitors and customers may feel free to walk around or seat themselves to listen to the playing of the machines, and without being importuned by overzealous salesmen. In this room records are



Delegates from Eastern T. M. Dealers' Assn.—
Geo. W. Morgan, J. G. Bremner, Pres.;
and R. Montalvo, Jr., Vice-Pres.

played on one machine only at a time, and that merely for the purpose of interesting the casual caller or prospective customer, at least before they have actually indicated some interest. Playing records will also attract attention from persons passing to and fro from the adjacent auditorium.

The special soundproof or private music rooms surrounding this exhibition room were built to fully deserve their name as "soundproof." A noisy booth or music room is a great mistake. Private music rooms are designed to serve one purpose, and that being to prevent interruption, and it is the best place to take prospective buyers of both records or machines. This room should be well planned and ventilated, also attractively furnished and "comfortable," giving customers a chance of becoming so interested that they will not notice the lapse of time.

Certain records when played will have quieting influences on the brains of the listeners, and this psychological fact cannot be duplicated in any other line of merchandise. The prospective customer is given a record catalog to make his selections. He should get what he asks for, and this

produces the very result that the salesman desires. It produces immediate interest, and stimulates the customer's desire to possess the record as well as the machine (if one is not already owned). Being absolutely free from interruption of either people or adjoining playing machines, there is no reason why the salesman cannot quickly stimulate the necessary decision to buy on the part of the customer. Thus we have the psychology of the soundproof booth. It might be termed "salesproof," and mean the same.

The Record Stock Room.

One of the most important functions of the talking machine business is careful stock keeping of the record stock, and this embodies the systematizing of the records, with the view of giving the customer ideal service at all times.

When you go into the restaurant, for example, you pick up a bill of fare and order from it. Now, to be told by the waiter that he is out of everything except roast beef and hash, you can appreciate how a customer feels when he looks over a large catalog of records which you hand to him for the purpose of making a selection of what he desires to hear, and then after he has made a list of what he desires to hear, you tell him you are very sorry, but "that and that" is out of stock, but you *do* have "so and so" and "so and so." Old talking machine men may smile when they hear this, but isn't it so? You may reply that it is very difficult to maintain a complete record stock. Well, I will admit that it is hard, but I will deny that it is impossible. "The early bird cannot always get the worms." But why "worms?" If one cannot keep his stock up to the catalog, change the catalog to conform with the stock. This is a very simple matter, and can be accomplished by any typewriter. Better a record catalog like Elbert Hubbard's "Essay on Silence" than Webster's unabridged Victor catalog, with all the sellers out of stock. This all comes under the head of the "stock keeper," and just as soon as you yourself become a bad stock keeper give that job to someone else, and it will pay you tenfold. Just think what you lose when ten customers ask for Victor record No. 96200 and you don't have it, and your competitor does!

This can be avoided by carrying a full sample demonstrating set of records, exclusively for the purpose of demonstrations. A strict injunction should be put upon the salespeople that these records are not to be sold. This at least gives you the chance of selling to the prospective customer who can hear any record, and you always have the opportunity of filling his order, providing the customer is willing to wait. The very fact that you *did* have the record and could play it for the customer, establishes and maintains the confidence that is necessary to hold the customer's future business.

The word "service" is a broad term. But "good service" is very wide. No rules are necessary. It is simply a matter of common sense.

Importance of the Sales Force.

The saying that "salesmen are born and not

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 34).

made" is particularly true in the talking machine business. The trouble with the average salesman is the likelihood to go to extremes. It is a very difficult matter to graduate an efficient talking machine salesman by giving him a stockroom experience. Talking machines are not sold on their own merits. No, sir. It is the pleasing impressions which the records played upon them produce. The salesman, therefore, must have a good fundamental knowledge of the record end before he becomes a real success. The tastes of prospective Victrola buyers are so much at variance that an insight to human nature, coupled with the knowledge of the right records to play, is very necessary to produce a high average of salesmanship.

With the very best salesmen there is a tendency to overlook record business and to be rather short-spoken to some people who are more or less fastidious in their choice of records, and who apparently take a little more time than is necessary to select records. The salesman thinks "too much time for a very little business." The salesman who handles a very large business in machines feels more or less resentful with this class of patronage. It is quite natural, in fact, but as all kinds of people and every size of sale go to make up a successful business, so it is necessary for the salesman to overcome this tendency on his part, be he paid a salary or commission.

I have checked this tendency of salesmen by segregating the business. By this, I have one set of salesmen on the machines and another set on the records. This works out very well for record business alone. On machine sales it is not very practical. The particular reason for this is that the customer sometimes wishes to take advantage of the salesman's experience and knowledge on records, particularly after having purchased a machine. As far as the general record business is concerned, a separate set of salespeople can have three or four rooms apiece, personally looking after that many customers at one and the same time. With a machine customer, a salesman can-

not leave the prospect for one minute until after the sale is consummated. If the salesperson waits on record customers at the same time, the sale of the machine is jeopardized, for should the customer decide to "come again" there may be quite a difference in the day's cash receipts.

Summary of Good Service Requirements.

Shipment and delivery of the goods also constitutes a very important part of the "service" of an ideal talking machine plant. In many cases record purchases are made for an evening's entertainment and, as a customer has given considerable time to the purchase, failure to deliver on time will seriously injure future business relations with him.

To briefly summarize the points above outlined and which constitute good service in a modern talking machine salesroom, I might itemize them as follows:

1. Store located in best retail section of the city.
2. Retail talking machine salesrooms easy of access to street—preferably on street or ground floor.
3. An attractive, complete exhibition of the full line of machines.
4. Plenty of soundproof rooms to handle the maximum number of record customers at one time.
5. A stock of records to fully offset the catalog presented, and one from which the customer is to choose.
6. A "promise and perform" delivery department.

Others Who Made Addresses.

A. A. Trostler, of the Schmelzer Arms Co., and G. A. Mairs, of W. J. Dyer & Bros., also read carefully prepared papers on questions of great importance to the members of the association and not for general publication.

The adjournment of the meeting at 12:30 o'clock marked the ending of the session for the day, the members and their families enjoying a trip over the Great Gorge Route in the afternoon.

With the adjournment of the meeting the convention of 1913 came to a close.

List of Those in Attendance

J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; B. E. Neal, Neal, Clark & Neal, Buffalo, N. Y.; D. W. Moor, Standard Gramophone Appliance Co., New York; Perry B. Whitsit and W. F. Davisson, Perry B. Whitsit Co., Columbus, O.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; C. N. Andrews, W. D. Andrews,



"Doc." O'Neill in Good Company—Miss Gertrude Gannon (Left) and Friend.

Buffalo, N. Y.; H. W. Weymann, Weymann & Sons, Philadelphia; E. Buckley, Neal, Clark & Neal, Buffalo; Malcolm G. Price and family, Price Talking Machine Co., Newark, N. J.; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; W. H. Reynolds, Mobile, Ala.; French Nestor, W. F. Frederick, Piano Co., Altoona, Pa.; Julius A. J. Friedrich, Friedrich Music House, Grand Rapids, Mich.; J. Newcomb Blackman and family and R. B. Caldwell and wife, Blackman Talking Machine Co., New York; E. Paul Hamilton and wife, Frederick Loeser & Co., Brooklyn, N. Y.; F. F. Van Keuren and wife, Price Talking Machine Co., Newark, N. J.; N. Goldfinger, wife and daughter, Greenhut-Siegel Cooper Co., New York; R. Montalvo, Jr., New Brunswick, N. J.; G. W. Greener, Richmond, Va.; Fred R. Kessinch, Richmond, Va.; Fred A. Sieman, Rudolph Wurlitzer, Chicago; George A. Mairs, W. J. Dyer & Bro., St. Paul, Minn.; L. C. Wiswell and James F. Bowers, Lyon & Healy, Chicago; H. P. McNulty and T. F. Walsh, Union Specialty & Plating Co., Cleveland, O.; Samuel O. Wade, Wade & Wade, Chicago; I. Davega and wife, New York; S. B. Davega, New York; H. G. Stanton, R. S. Williams & Sons Co., Toronto; Irving H. Buescher and W. H. Buescher, W. H. Buescher & Sons Co., Cleveland, O.; Charles Bobzin, Silas E. Pearsall Co., New York; J. G. Bremner and wife, New York; Louis J. Gerson, John Wanamaker, New York; George W. Morgan, Gimbel Bros., New York; J. N. Swanson, Houston Phonograph Co., Houston, Tex.; T. H. Towell, Eclipse Musical Co., Cleveland, O.; Benjamin Switky, New York; George E. Mickel, Nebraska Cycle Co., Omaha, Neb.; Fred Kesney, Corley Piano Co., Richmond, Va.; E. C. Rauth, Koerber-Brenner Music Co., St. Louis, Mo.; Miss Gertrude Gannon, Wisconsin Talking Machine Co., Milwaukee, Wis.; J. P. Werlein, Philip Werlein, Ltd.; Ruby Spaulding, Aeolian Co., New York; Lester Burchfield, Sanger Bros., Dallas, Tex.; W. O. Crew, Elmira Arms Co., Elmira, N. Y.; H. D. Rupp, Grinnell Bros., Detroit, Mich.; W. C. Roberts, E. F. Droop & Sons Co., Washington, D. C.; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; W. H. Putnam, Putnam, Page Co.; G. W. Barnhill and family, Penn Phonograph Co.,

(Continued on page 36.)

OFFICERS ELECTED FOR THE COMING YEAR.

(Special to The Talking Machine World.)

NIAGARA FALLS, N. Y., July 8.—The second and final session of the convention was held this morning and was of particular interest, as the first matter of business scheduled was the election of officers, and which, through the spirit of rivalry prevailing, occupied the greater part of nearly a three-hour session. The question of the proxies consumed much time in their examination by contending parties, although on this occasion there was no question regarding the propriety of their use. The final count showed that the victory had perched on the banners of the Roush ticket. The officers elected were as follows:

President, J. C. Roush, Pittsburgh, Pa.
Vice-president, George E. Mickel, Omaha, Neb.
Secretary, Perry B. Whitsit, Columbus, Ohio.
Treasurer, W. H. Reynolds, Mobile, Ala.

EXECUTIVE COMMITTEE.

O. K. Houck, Memphis, Tenn.
James F. Bowers, Chicago.
E. C. Rauth, St. Louis, Mo.
R. H. Morris, Brooklyn, N. Y.
T. H. Towell, Cleveland, Ohio.

The total vote was 94, of which Roush secured 53 votes and Blackman, the now former president of the association, 41. As was the case last year, the proxies of those members of the association unable to attend figured largely in the election, the Roush forces polling 22 proxies and the Blackman adherents 14. The making of the nominations and the examination of the proxies consumed considerable time before the election was declared at an end, and at times it seemed as though a storm was

about to break. By vote of those present, the election of Mr. Roush was made unanimous.

The final triumph of the Roush ticket brings into control the Victor element in the association, which has for some time past constituted the majority of the membership of the jobbers' organization. Though an invitation to attend the convention was sent to the officials of Thomas A. Edison, Inc., none was present at the session, and Thomas A. Edison and Carl H. Wilson sent letters of regret in reply to invitations to attend the banquet. Just what the Edison element in the present association will do in the future is a matter for speculation, although tentative plans for a new association of Edison jobbers exclusively are said to be actively under way.

During the course of the meeting Article 12 of the by-laws of the association was amended in order to have them conform with the corporation laws of the State of Illinois, under which the association holds its charter.

A resolution was also passed providing that the terms of the newly elected officers expire with the ending of the annual convention next year, and that that rule be followed in the future. Up to this time the retiring officers have held over until September 15, the date upon which the first convention of the association was held.

Following the passage of another resolution, the members of the association paid a standing and silent tribute to the memory of Edwin Buehn, head of the Buehn Phonograph Co., Pittsburgh, Pa., who died very suddenly not long ago.

A number of cities in both the West and East presented invitations to the jobbers to meet in their precincts for the next convention, but, as usual, the matter was left in the hands of the executive committee, who will secure the decision of the members by letter.



The most popular instrument in the industry—The Columbia Grafonola "Favorite" has been still further improved. Send for the circular describing it.



Columbia Graphophone Company
Woolworth Building, New York

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 35).

Philadelphia, Pa.; Louis Buehn and family, Philadelphia, Pa.; H. L. Royer, M. Steinert & Sons Co., Boston, Mass.; J. Fischer, C. C. Mellor Co., Pittsburgh, Pa.; A. R. Boone, the Talking Machine Co., Birmingham, Ala.; C. H. Eisenbrandt, H. R. Eisenbrandt & Sons, Baltimore, Md.; W. H. Dorn, Collister & Sayles, Cleveland, O.; M. Upshaw,

Eiyea-Austell Co., Atlanta, Ga.; W. S. Barringer, W. M. English and George E. Stewart, Stewart Talking Machine Co., Indianapolis, Ind.; W. G. Jordan, Andrews Music House Co., Bangor, Me.; H. A. Winkelman, Oliver Ditson Co., Boston, Mass.; A. A. Buehn, Buehn Phonograph Co., Inc., Pittsburgh, Pa.; F. S. Allen, Musical Record Co.,

Los Angeles, Cal.; G. T. Williams, New York Talking Machine Co., New York; Louis F. Geissler, Chas. K. Haddon, Henry C. Brown, E. F. O'Neill, Chas. K. Bennett and R. H. Staats, Victor Talking Machine Co., Camden, N. J.; Charles Jacob, Jacob Bros., New York, and Dan. W. Moor, Gramophone Appliance Co., New York.

SPEAKERS AT ANNUAL ASSOCIATION BANQUET.

(Special to The Talking Machine World.)

NIAGARA FALLS, N. Y., July 9.—The big social event of the jobbers' convention—the annual banquet—was held at the International Hotel on Tuesday evening and provided a fitting close for the year's meeting. Practically all the jobbers present, as well as the ladies, attended the banquet and, as is usually the case, the affair was an attractive and lively one.

Even before the first course had been served the younger element of the association had begun to enliven matters with a series of songs of a topical nature in the construction of which very few of the prominent lights of the trade present were overlooked. Despite the absence of Burton Pierce, the work of the "Angel Chorus" was fully up to standard and in excellent voice. The leaders of the chorus occupied a large table in the center of the hall and worked the old "He Ain't Got No Style" song to the limit. Other topical songs, including a "Mary Ann McCarty" number, were also rendered with abandon, and the dominating proxy manner. At the end of the banquet proper Presidueson was handled in a thoroughly satisfactory manner. Blackman called the diners to order and introduced that old reliable presiding officer for association banquets, Jas. F. Bowers.

James F. Bowers as Toastmaster.

Mr. Bowers, who has established a national reputation as a toastmaster, never appeared to better advantage than at the banquet table at Niagara Falls. Mr. Bowers shifted from grave to gay with lightning change, and his witty and poetical remarks elicited frequent applause.

Before introducing the speakers of the evening the toastmaster read letters of regret from Eldredge P. Johnson, president of the Victor Co.; Thos. A. Edison, president, and C. H. Wilson, general manager, of Thos. A. Edison, Inc., and O. K. Houck, the genial jobber of Memphis, Tenn., who was compelled to miss the convention for the first time in several years.

Louis F. Geissler's Speech.

The first speaker introduced was Louis F. Geissler, general manager of the Victor Talking Machine Co., who spoke on "Our Commercial Prospects," saying:

Mr. Toastmaster, President, Ladies and Gentlemen—Looking through the gateway to a new half year, we are compelled as ever at this season, to

forecast. Optimism, in our line, there certainly is; but outside there is a curious mixture of hope and fear.

While probably few of you have been affected, and some sections of the United States are absolutely free, there is no doubt that, taken in its entirety, i. e., including the field of investment securities, there is a declining tendency noticeable in total business results. However, the continuous and increasing demand of ninety-five million of population in this country, to say nothing of our wonderfully increasing export trade, is always sufficient to make certain a vast volume of business to the merchant and manufacturer.

Philadelphia, America's most important manufacturing city and one of its greatest and most conservative financial centers, expresses through its bankers and merchants much the following sentiment:

That despite the continued spirit of caution in the money market it is now the prevalent belief among larger business interests of Philadelphia that the last half of the year will be a period of conservative forward movement for the country as a whole. No abnormal activity is expected, but a normal and steady progress is now being reckoned upon—always assuming that there is no material deterioration in crops. If the expectations in the latter connection are fulfilled, Philadelphia believes that nothing can stop industrial progress.

Specifications and inquiries prove to business men's minds that buying will be on a reasonably large scale after the dullness usual to mid-summer has passed. It is held that the known and visible requirements of consumers will more than offset any possible derangement growing out of tariff revision, while as for the money situation the "rest cure" which the business world has been taking has brought about more of a liquid condition among manufacturers than at any time in a decade.

Railroads having their terminals at Philadelphia did a record freight business in June, and after taking soundings the officials expressed satisfaction over the future from a strictly business point of view.

As most of the railroads of the United States ended their fiscal year on June 30, it would be a month or more before the actual gross or net for the twelve months was available; nevertheless, with the figures now at hand for the eleven months, it is possible to estimate the results for 1913. Ac-

cording to those figures, it now looks like the railroads will earn something like \$3,175,000,000 gross, or \$300,000,000 more than was earned for 1912. This illustrates beyond argument the excellent business of the country up to June 30.

In my past addresses to your society I rarely failed to touch upon the general economic conditions of our country. We cannot get away from the admittedly great influences of general conditions upon all or any industries, but, as I have as frequently pointed out, we have been practically immune from the great depressing influences of panics by reason of the infancy of our industry and the great unworked fields which spread themselves out before the vision of any enterprising exploiter.

People in our country will be amused and are inherently extravagant. The very small percentage of them which as yet own talking machines is the solution of the excellent business which we are all enjoying.

I think I am safe in saying that every house here represented is pleased, if not perfectly satisfied, with the share of this world's goods that they have acquired through the medium of profits made in the talking machine business. The question now before us is how to retain our present prosperity and expand it into the future.

Some years ago I felt it necessary to emphasize, to protest, before you regarding the mutuality of the interests between the Victor Co. and its distributors and dealers. Mr. Johnson said in the last paragraph of his letter of regret to your secretary that "he is pleased to observe the continued success of your organization and the pleasant relations existing between your organization and our company, and that the same are a source of much gratification to him personally."

I believe it is a fact that for the past several years no threatening questions or any questions of serious moment have been discussed between us. In the earlier part of the life of the organization all matters of doubt were handled to the satisfaction of all concerned. Concessions to your suggestions were made by the factory with pleasure, whenever it was possible, and our explanations to your committees almost invariably proved satisfactory either at the moment or in their ultimate working out.

I wish to take advantage of this opportunity to make a suggestion to you all as dealers (which you all are as well as distributors)—a suggestion

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The Annual Banquet of the Association at the International Hotel, Niagara Falls, N. Y.

of practical application and one that will be productive of infinite good to the industry.

At the risk even of inviting unfavorable criticism, I will make a statement that the Victor Co. has done much for all its dealers by hewing straight to the line. We have laid out what we thought to be good policies; spent our money lavishly in the improvement of our wares, in the improvement of our literature and in the extension of our national advertising, and executed those policies to the best of our ability and judgment.

You have placed heavy loads on our shoulders and we have felt at times slightly discouraged by the questions that were propounded to the Victor Co. for solution, which might have been better met and solved by the dealers themselves had there been hearty and co-operative understanding between them. In this way you distributors and dealers have had, compared with other lines of merchandising, a very easy time—a comparative sinecure.

The Victor Co. has sacrificed millions of dollars of possible profit because we doubted the wisdom of such temporary gain and because we believed that by the acceptance of such business our already established distributors and dealers, to whom we feel very keenly our obligations, might suffer. Victor policies always look towards permanency of trade and profits rather than increased temporary gain, and you may anticipate a continuance of this policy in the future. You can possibly now render us and yourself a service of inestimable value.

Dealers Should Get Together.

My suggestion is that all Victor dealers, in every city in America where there are two or more, get together and form a local Victor dealers' association. I do not mean that it is to be called a "Victor dealers' association," nor that it is to include only those dealing in Victors, the object being simply to get acquainted and fraternize with your competitor; to eliminate hoggishness; to educate one another; to do away with unbusinesslike methods, unbusinesslike and unprofitable offerings; to eliminate all those little tricks that serve to drive out competition; to let the little man live and build him up if you can, because in so doing every dealer is elevated and built up.

The entire community will notice the change in atmosphere, the courtesy of one dealer towards another. If a dealer loses a sale to-day by his courtesy to his competitor, he will regain it to-morrow by a similar act on the part of that competitor. The atmosphere of complaint, of doubt and of insinuation, which now permeates to the factory, will be well nigh removed. Suspiciousness and doubt of the other dealers' methods will be entirely removed by a candid interchange of opinions at these meetings.

I have been struck by the friendliness and utmost of candor that has been displayed between the members of these retail associations and before me in my office when I have had visits from such associations.



Louis F. Geissler.

I wish you all to understand that I mean by these suggestions that you distributors, in your respective cities, should be the moving spirit in this dealers' association; that you will seek to inculcate among the many dealers who now are not affiliated closely enough with the talking machine business to really absorb its spirit of enterprise, candor and fair play, the desire to do business along dignified, enterprising and clean lines.

How It Would Benefit.

You will educate your backward customers into your and our way of doing things; you will eliminate nine-tenths of the friction and misunderstanding that now trouble you.

Don't have your meetings too frequent—say, every three months after you have started; don't have any dues, only enough to pay for a modest banquet; don't attempt to take up factory questions or attempt to appoint a committee to interview the factory, but educate the members to believe that the factory methods are correct and always considerate of their interests, simply educate them to follow the best business methods as adopted by the most successful distributors or largest dealers.

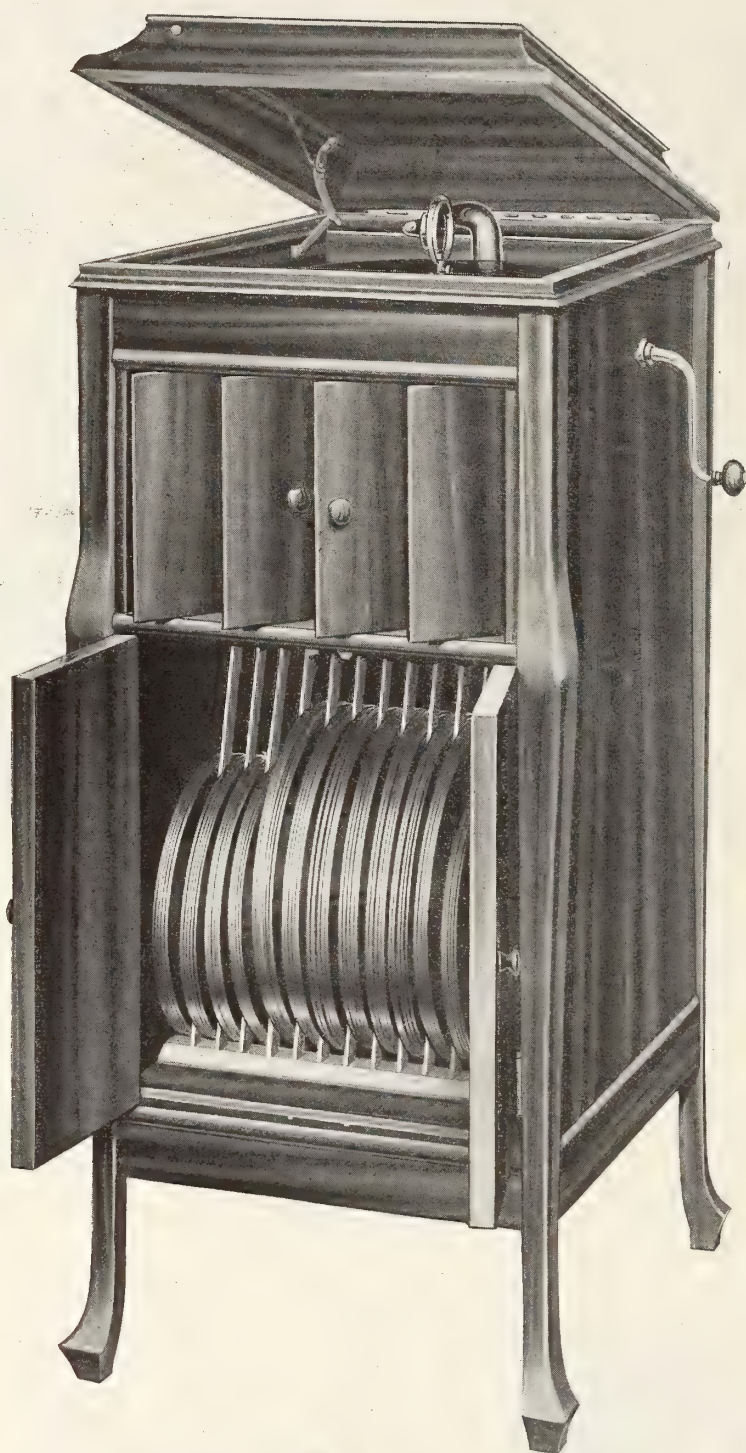
The factory would not be able to entertain or to elucidate to the visiting committees from all sections of the country their methods and intentions, nor would it be wise to seriously entertain the visionary and impossible suggestions that frequently flit through the mind of a member who wished to make himself unduly prominent. The object of these associations would be to do things for themselves by personal contact and persuasion—to relieve the factory and not to encumber it.

All you gentlemen are capable of considering the above suggestions. It may be that it is not a good one—I frequently make mistakes and am always open to conviction—but were it worked out as I intend that it should be, I am sure that it would have a strong tendency to elevate the talking machine industry of this country.

There is no doubt that the personnel and the entire atmosphere of the talking machine industry has been elevated very appreciably of recent years

(Continued on page 40.)

Introducing the first Grafonolas



The "Leader"

a complete and completely
enclosed upright Grafonola

\$75

Seventy-five dollars looks small enough
alongside of the specifications of the "Leader":

Ample, open tone.

Metal motor-board combination, carrying
power plant, start-and-stop, needle cups and
speed indicator.

The new Columbia No. 6 reproducer, and
the new Columbia bayonet-lock tone-arm.

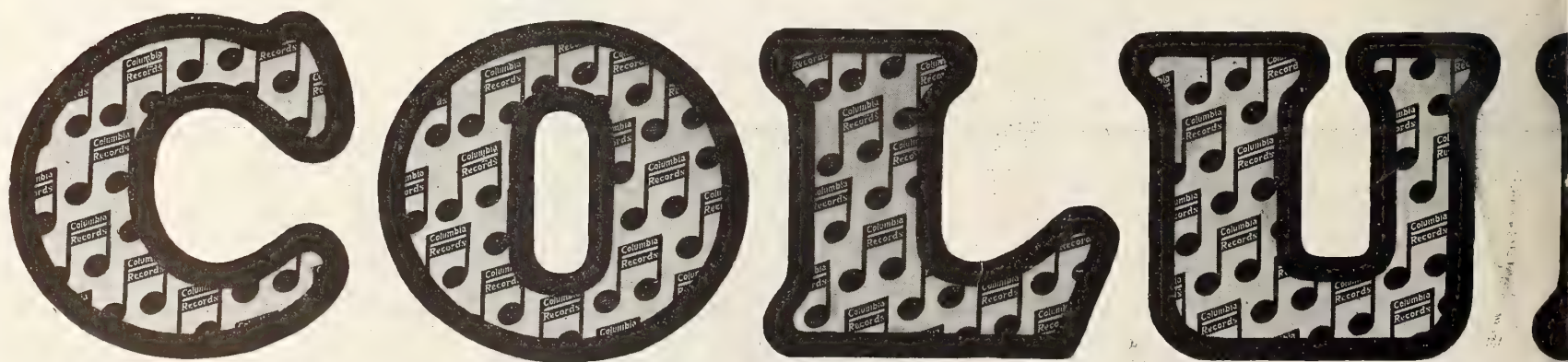
The tone-control shutters—an exclusive
Columbia feature that is making many a sale
all by itself.

A release button on the lid, so that it may
be opened and closed with one hand.

An enclosed record rack compartment
with a capacity for 72 double-disc records.

There you are—the *product*, the *price*,
and the *market*.

All you need is your order pad.



Graphophone Company, Wo

Creators of the talking machine industry. Pioneers and leaders in the talking machine art.

DEALERS WANTED WHERE WE ARE

of the new Columbia for the fall

The "Favorite"

greatly improved but
no advance in price

\$50



Sold for three straight years to more people than any other instrument—regardless of name, price, or make. "Favorite" in name and favorite in fact—and now here illustrated for the first time in its new form, better worthy of its "Favorite" name and of its reputation than ever before.

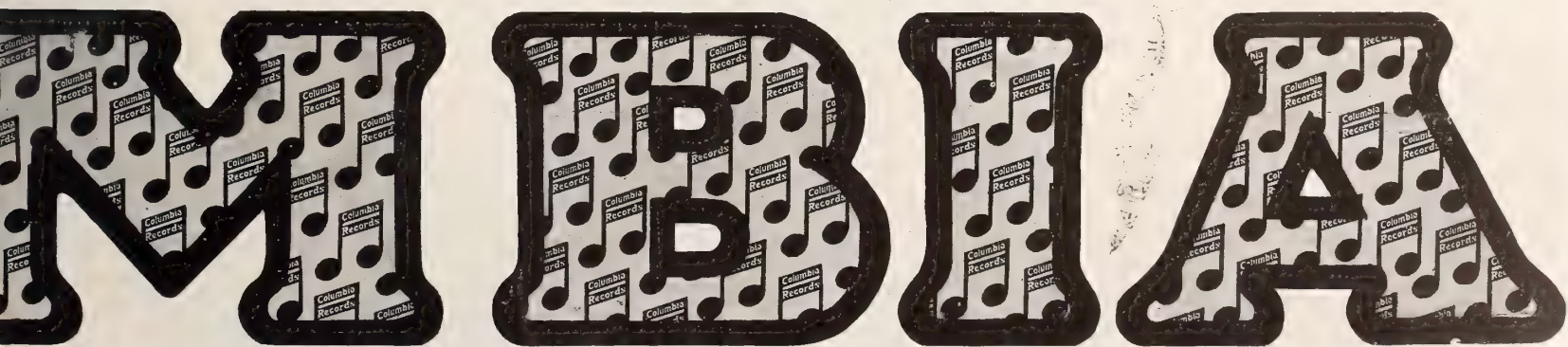
Here are the principal part of improvement:

A bigger, much deeper cabinet.

The new Columbia No. 6 reproducer—attached to the new Columbia bayonet-lock tone-arm. The new unit power plant—all mounted on a metal motor-board, and embodying the new Columbia speedometer and the needle cups.

The new push-button release on the hinge-lock on the lid—making the closing of the lid a thumb and finger operation.

It has been fairly proved to us that there is positively no instrument in our catalog, or any other catalog, that can sell to the man who has made up his mind to the "Favorite."



lworth Building, New York

owners of the fundamental patents. Largest manufacturers of talking machines in the world.
NOT NOW ACTIVELY REPRESENTED.



"Marvelous as have seemed the results produced by predecessors, the Columbia 'Grand' is so infinitely superior in every way that comparisons are impossible, and this magnificent achievement of the Columbia Graphophone Company cannot fail to meet with the recognition it merits." (Name on request)



Columbia Graphophone Company
Woolworth Building, New York

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and anything that can be done to continue that uplift is certainly worth the effort, and if you distributors, who are looked up to, will compliment your smallest dealer by inviting him to join the dealers' association with you he will certainly, in most cases, appreciate the advantages to accrue to him.

The situation between distributors themselves and between the distributor and the Victor Co. is so eminently pleasant and cordial that I can no longer find any unpleasant subject to avoid, and this is the condition of affairs that I would love to see extended to the smallest dealer, and I commend the above suggestion to the serious consideration of our distributors.

In closing I will say, ladies and gentlemen, that while the Victor Co. feels that it has been robbed of the pleasure of entertaining you at the factory this year, I learn from all sides that your meeting has been both pleasant and successful, and sincerely hope that the year 1914 will find you again our guests in Philadelphia.

Edward Lyman Bill's Remarks.

The toastmaster next introduced Edward Lyman Bill, editor of *The Talking Machine World* and *The Music Trade Review*, who said in part:

While sitting here to-night I have been indulging in some reminiscent thoughts concerning the developments in the talking machine trade since this organization was first formed in Buffalo seven years ago.

Since that time the trade has undergone some changes, but it must be admitted that those changes have made for the betterment of those associated with the talking machine industry. This is perhaps best illustrated in the fact that nearly all of the men who have been jobbing and retailing talking machines during the past seven years have accomplished substantial financial growth, so the results obtained show the wisdom of the men who have shaped the destinies of the industry.

Some of them have been criticised and, after all, no one occupying a position of prominence is free from criticism. It is quite easy to criticise, but it is quite another thing to win victory.

Some men can sit by and criticise the great leaders of human thought for not having accomplished more. In the great military campaigns of the past it is easily figured how the military chieftains should have won greater victories. It is easy for non-combatants to win on paper greater victories than have ever been won in reality.

During the first part of the month thousands of veterans from the North and the South gathered on the battlefield of Gettysburg, where fifty years ago the contending hosts of the dismembered Union met in the greatest battle ever fought on the American continent, when the forces of Meade and Lee met in the hot July sun, and rivulets of red trickled through the ungarnished grain, trampled by war's iron heel, while regiments and divisions were moving like pawns in the red game of war.

The story of the battle of Gettysburg has been told many times, but who will ever tell the story

of the real, the vital battle that took place in General Meade's mind that night of July 3 after Pickett had made his gallant and ever to be remembered charge across the open fields and Lee had gathered up his forces for the return to Virginia?

Meade has been criticised for not following up his great victory, but who knows what he was saying to himself as he stood on the hill and saw the evening shadows engulf the retiring forms of Lee's men on the opposite ridge? He knew one thing above all others—that he had won, and he knew that Lee was a mighty general who had led his army successfully against the Army of the Potomac, which he himself had commanded but five days. He did not know what condition Lee was in. He did know that he had guns and men in plenty, and he did not know but that he might move around his forces and march towards Baltimore in spite of the severe check which he had received at Gettysburg. He did not know but that he would endeavor to attack him again where he stood. He figured that it was better to be safe and ready than to risk everything in pursuit with his wearied men, so he waited and he was criticised!



Edward Lyman Bill.

In fact, a cry went up all over the land against Meade for not following up his great victory, but it is to be observed that he was not criticised by the men who were on the field—men who were acquainted with the actual conditions, but by those outside—in Washington and elsewhere.

And so it is usually in the business battle—the men who sit on the outside and watch the plays of the great leaders in trade are too free with their criticism, and yet they know nothing about the condition of affairs or what supplies, financial and moral, are at hand.

The men on the firing line have to plan by foresight, while the critics invariably are working on the hindsight principle. That is always easy, but the men who are on the red firing line know of the condition of their forces and they do not know always the condition of their competitors, so if a man fights the battle as best he can from his viewpoint, although he does not follow up a great victory with another and more sweeping accomplishment, he, like Meade, has won in a great battle.

Frequently you will hear, when men gather together, expressions to the effect that Mr. So-and-So, a big trade general, should have followed up the victory which he had won; that he then could have placed himself in an impregnable position by inflicting a crushing defeat upon the enemy.

Ah, yes! That is the criticism of hindsight, and it is the mouthings of the men who have not been on the firing line.

In other words, the men who stood up under fire and who won victories, even though they have not startled the world, should be accorded full credit for what they have done.

Industrial Leaders Win Despite Criticism.

The great industrial leaders who have led the talking machine hosts to victory have been frequently criticised, but that they have won must be admitted by all whose interests are interwoven with this trade.

They saw wonderful possibilities and have worked along lines which they deemed most advantageous and, as a result, all have been profit sharers in the far-sighted wisdom of our great trade leaders.

I believe that there are still greater victories to be won in the future than have been accomplished in the past, and I think the men who face the future resolutely and with a full degree of optimism will be the ones who will win in the coming trade battles, and so, if the talking machine trade stands together for the preservation of those principles which make for business stability, it would be much better for all.

If local associations are formed in order to watch for adverse legislation—in other words, to do police duty—these trade associations can accomplish much good, for it must be admitted that there is a kind of legislation constantly menacing business interests which appears from time to time in various State legislatures and in the national legislature at Washington as well.

If the organizations composed of business men use their influence to defeat unjust legislation—legislation which is calculated to injure the stability of business interests, they certainly will be directing their forces along right lines.

Take the question of price maintenance—every man in the talking machine trade is interested in seeing prices fully and fairly maintained.

That has been the sheet-anchor of the trade, and it is to be hoped in days to come that nothing will occur to create chaotic or unstable conditions by reason of price annihilating conditions.

These are matters which should appeal unerringly to jobbers, most of whom are dealers, and to the smaller dealers to whom they sell goods.

The relations of every department of this trade are so close that what affects one in time will be bound to affect the other!

Other Speakers of the Evening.

The next speaker was J. Newcomb Blackman, president of the association, who made a brief address of optimistic character regarding the accomplishments of the association and the trade in general; J. C. Roush, president-elect of the association, who spoke briefly of the spirit in which he planned to conduct his coming administration, was next in order, and he was followed by Col. O. C. Cutler, secretary of the Bureau of Conventions of Niagara Falls and a former Mayor of the city, who was largely responsible for the excellent and perfectly conducted plans for the entertainment of the convention delegates. Henry C. Brown, advertising manager of the Victor Talking Machine Co.,

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 40).

also made a short address in lighter vein, with just a touch of seriousness when he referred to the extensive campaign of Victor advertising now being carried on and that planned for the future. The last speaker was C. N. Andrews, of Buffalo, chairman of the committee of arrangements, who was indefatigable in his efforts to have his elaborate plans carried out smoothly, and who, with Col. Cutler, was voted the thanks of the association for their complete success in that matter.

HOW JOBBERS WERE ENTERTAINED.

Special Arrangements Made by Committee of Association with Co-operation of Col. Cutler Carried Out Without a Hitch—Special Trips for the Ladies—Big Crowd Takes Gorge Trip.

(Special to The Talking Machine World.)

NIAGARA FALLS, N. Y., July 8.—In many respects the meeting of the National Association of Talk-

ing Machine Jobbers just closed appeared to be about as much of an excursion as it was a convention. A large number of the members brought their wives and families to the city, and the social side of the meeting was one well worthy of consideration.

Special arrangements were made for the entertainment of both the members and of their ladies while the meetings were being held, and the success of the plans was due largely to the attentions of Col. O. C. Cutler, secretary of the Convention Bureau of the city and a former Mayor, who was well supplied with a fund of information regarding the falls and their history and well qualified to lecture on that subject.

On Monday the ladies were taken on a sight-seeing trip around the city and paid visits to a couple of the more prominent manufacturing plants located here. In the afternoon two special cars were chartered and the jobbers and their friends were taken over the famous Gorge trip, view-

ing the falls, the rapids, the whirlpool, the Brock Monument, and the many other points of interest reached by that line. Col. Cutler accompanied the party as lecturer. In the evening, and following dinner at the hotel, an elaborate and pleasing cabaret and vaudeville performance was given in one of the large parlors of the hotel under the direction of Col. Cutler.

On Tuesday morning the visiting ladies were taken on an automobile trip across into Canada and by the Horseshoe Falls as far as Chippewa, stopping at various points where the more advantageous views of the Falls and the gorge were to be obtained. In the afternoon the jobbers themselves joined the party, and a trip was made to the Cave of the Winds, one of the chief points of interest, where many of the party essayed a trip under the Falls proper. The party later enjoyed a sail on the "Maid of the Mist." This all preceded the banquet in the evening, the affair which officially brought the convention to a close.

PARAGRAPHS PICKED UP AT RANDOM.

Whatever may have been the success of the convention of the National Association of Talking Machine Jobbers at Niagara Falls last week from a business standpoint, it is to be conceded by all those who attended that the success of the meeting as a social gathering was complete. It is doubtful if on any previous occasion so many of the jobbers took advantage of the opportunity to give their wives and families such an enjoyable and interesting outing. While Atlantic City holds numerous charms as a resort, especially for those from in-

daylight trip from New York on the Lackawanna Railroad on Saturday before the convention, and despite the extreme heat suffered from the atmosphere managed to get considerable enjoyment out of the trip. On Sunday and up to the opening of the first session on Monday practically every train arriving in the city brought a quota of jobbers to swell the attendance.

One of the first to arrive—and it didn't take long for everyone to know who was there—was Lester Burchfield, manager of the talking machine department of Sanger Bros., Dallas, Tex., who had a shade on Hermann the Great with the number of tricks he had carefully stowed away in his pocket for the edification of the jobbers. If one accepted a cigarette from him either the box or the cigarette was sure to explode. If one had a drink with him the bartender had not turned his back before a ferocious looking bug, afterwards

Among those not members of the association who attended the convention were: J. G. Bremner, New York; R. Montalvo, Jr., New Brunswick, N. J., and George W. Morgan, New York, representing the Eastern Talking Machine Dealers' Association, of which Mr. Bremner is president and Mr. Montalvo vice-president. Owing to the fact that there was no open meeting of the association,



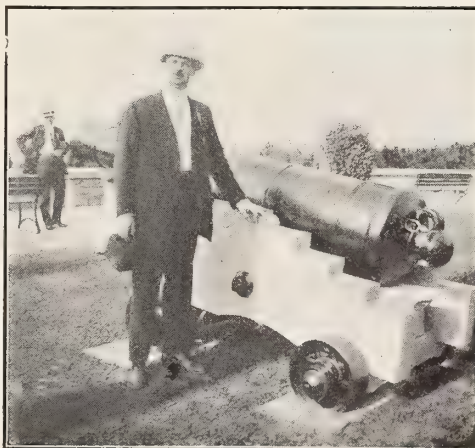
Ladies Starting on Sightseeing Trip.

land points, the advantage of a change of scene is not to be denied, and Niagara Falls appeared to have been chosen at the psychological moment. The children in attendance were numerous enough to afford a miniature convention all their own, and they ranged in age from two years up. The plans of the entertainment committee were carried out without a hitch, and the great majority of those in attendance took the Gorge trip, the sail on the "Maid of the Mist" and the trip through the Cave of the Winds as members of one large party, which added materially to the enjoyment of the tours.

The members of the New York delegation and their families, to the number of sixteen, took the



Prepared for the Cave of the Winds.



Two of the Big Guns at the Convention—J. N. Blackman and Brock Cannon.

discovered to be made of rubber, was seen floating gracefully on top of the refreshment. After the first day Mr. Burchfield was unable to give away even one of his cards. They, too, might explode.

It is probable that few conventions of its size can compare with that of the talking machine jobbers in the number of widely separated States represented in the meeting. The territory covered was literally from Maine to Texas and from Canada to California. North, South, East and West—all furnished jobbers to swell the attendance. Even without any formal meetings, the opportunity for jobbers from various sections to gather together and discuss general trade problems and business methods and conditions should make the trip well worth while.



Not a Group of the Kuklux Klan—Just a Jobbers' Party on the "Maid of the Mist."

the dealers were unable to discuss various trade problems with the jobbers as a body, but got a fairly good line on the situation outside of the meeting room.

H. N. McMenimen, general manager of the Vitaphone Co., Plainfield, N. J., attended the convention for the purpose of renewing his acquaintance with the various jobbers and forgetting business for the nonce. Mr. McMenimen is rated as one of the veterans of the disc game, having started his career in the trade over fifteen years ago, and has been identified with it continuously in one way or another ever since. Any doubts regarding "Mac's" popularity were soon dispelled after one viewed the demonstrative reception tendered him by most of the jobbers, and where the fun was liveliest there was "Mac" to be found. Incidentally, it is to be remarked that McMenimen is a member of the Fourth Estate now, being contributing editor to a Plainfield, N. J., paper. His editorials have the punch, too.

A view of the convention crowd bent on a
(Continued on page 42.)



The increasing Columbia business you are missing ought to make you nervous.

(Reprinted from last year's Convention Number. That increase has multiplied since. Columbia dealers are doing forty per cent. more business this year, and by the same token that nervousness of yours can hardly be improving much.)



Columbia Graphophone Company
Woolworth Building, New York

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 41).

sightseeing tour would have brought tears of joy to the men responsible for the kodak. It appeared as though everybody was interested in picture taking, and the instruments ranged from tiny Brownies to complex cameras of the more expensive order. When an interesting scene was brought to view the snapping of shutters sounded much like the click of the turnstiles at the baseball field with a double-header scheduled.

Charles Bobzin, manager of Silas E. Pearsall Co., New York, also one of the veterans in the talking machine and music trade generally, found much pleasure at the convention in gathering groups of his old-time friends from every section of the country and swapping experiences of days gone by. As a story teller in dialect Mr. Bobzin shows much ability, and his imitations of trade characters were particularly amusing.

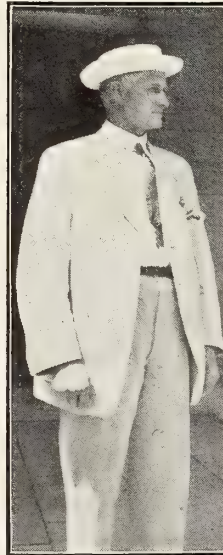
The Jobbers' Convention without at least one midnight "session" with a group of cronies around a long table and the waiter kept on the constant run would be barren indeed. Judging from some of the eyes that gazed upon one just before luncheon on Tuesday, this year's session, which

the genial jobber from Memphis, whose presence alone would serve to lend a touch of gaiety to a funeral, and the convention was far from that.

The little identification badges distributed among the members of the association and their guests were the most attractive yet gotten out by the



H. T. Griffith
Of the Udell Works.



Samuel O. Wade
Of Wade & Wade.

association. It was in the form of a button, finished in enamel and gold plate. It bore on its white center an eagle such as appears on a United States coin in gold, and around which in a circle of blue enamel was engraved the name of the association in gold. On a small ribbon attached were the words, "Sixth Annual Convention, Niagara Falls." The neat and inconspicuous character of the badge appealed particularly to the jobbers. The badge was so arranged that the ribbon could be detached and the button worn permanently by association members.

There was some discussion outside the meeting room regarding the attitude of association as a body in the matter of price maintenance, and there was considerable disappointment expressed by some that the subject had not been taken up at the convention. As a matter of fact, the price maintenance question was set aside

for an excellent reason, it not being considered as politic on the part of the association to enter into a discussion of the recent court decisions at this particular time. It was thought best that the matter be left in the hands of the manufacturers themselves, although the general opinion appeared to be that as the recent decision was based on a patent medicine it did not in any way lessen the protection afforded patented goods of any other character such as talking machines.

L. C. Wiswell appears to have a permanent job as chairman of the banquet committee of the association, and this year, as was the case last, the selection proved to be a wise one. Mr. Wiswell and his fellow committeeman, A. A. Trostler, went into the selling of banquet tickets with the same energy they display when disposing of talking machines, and with even better results.

Lawrence McGreal, who is out of the talking machine business for a time at least owing to the amount of work connected with his office as Sheriff of Milwaukee County, nevertheless attended the convention and took an active part in the meeting. Mr. McGreal was right there with his handsome diamond studded badge of office, which is brilliant enough to cast a shadow on the famous glittering star of the policeman of Spotless Town.

A feature of the Gorge trip, and especially that section of the ride on Canadian soil, was the profusion of cherries, large and ripe, that were offered for sale. The members of the party, especially the ladies, returned to the hotel laden with the luscious fruit to discover a large basket of cherries resting on a pedestal in the center of the lobby. After everyone had reduced the basket supply by a handful or more the name of the thoughtful person who provided the treat was learned. He was Samuel O. Wade, of Wade & Wade.

One of the first of the representatives of the Victor Co. to show up at the convention was Charles K. Bennett, who kept fairly busy working his kodak to advantage. Henry C. Brown, advertising manager of the Victor Co., also arrived early and accompanied the jobbers on their various sightseeing trips. Accompanying Louis F. Geissler, general manager of the company, who arrived in Niagara Falls on Tuesday for the purpose of speaking at the banquet in the evening, was Charles K. Haddon, vice-president and treasurer of the Victor Co.

Although the great majority of the jobbers had visited Niagara Falls one or several times before on pleasure bent, the convention trip did not lack in interest for them. The attraction of the Falls and the Rapids is never failing, and as a result none hung back from the various sight-seeing trips arranged for the entertainment of the Conventioners.

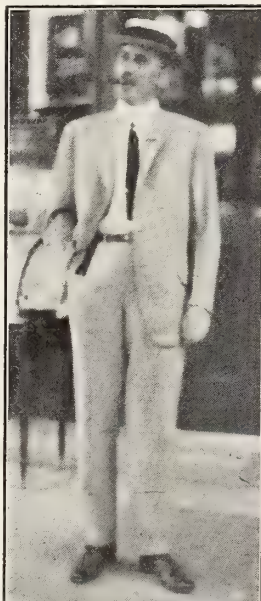


Brock Monument in Canada—Mrs. R. B. Caldwell in the Foreground.

broke up in the wee sma' hours, was a highly successful one. But oh! that morning after!

A large number of the jobbers from Western States took advantage of their being as far East as Niagara Falls to continue their trip East and visit the factories after the convention was over. The particularly pleasing feature of Atlantic City was that it was near the factories, but the fact that the meetings were held at Niagara Falls did not deter those who wished to keep in touch with the manufacturing end from carrying out their desires.

There were many expressions of regret heard around the lobby over the absence of O. K. Houck,



T. H. Towell—On New Executive Committee.

THE EXHIBITS AT THE JOBBERS' CONVENTION.

(Special to The Talking Machine World.)

NIAGARA FALLS, N. Y., July 8.—There were, as usual, a goodly number of manufacturers of talking machine accessories and their representatives in attendance at the convention, where the visiting jobbers could inspect their lines without waste of time and with a minimum of effort. Although the usual cabinet lines were to be seen, the flood of automatic stops of various styles shown at Atlantic City last year were reduced to two this year, whether through process of elimination or for other causes.

The "Noset-Autostartstop" Exhibited.

One of the particularly interesting exhibits, and one that received much attention from the jobbers, was the "Noset—the Autostartstop," the latest addition to the line of the Condon Autostop Co. in New York. The Noset start and stop device is, as is claimed for it, absolutely automatic in its action. The mechanism itself, with its cogs and gears, is arranged on a flat metal plate on the cabinet under the turntable and is geared to the spindle. A turn of a record and the placing of the needle in first groove serves to start the mechanism, and as soon as the needle ceases to follow the grooves of the record at the end of the selection its uneven movement serves as the means for applying the automatic brake. The only part of the Noset device showing above the turntable is a small metal bar attached to the tone arm. W. A. Condon, head of the Condon Autostop Co., was at the convention and in charge of the exhibit.

Display of Union Attachments.

Another exhibit of interest was that of the Union Specialty & Plating Co., Cleveland, O., which had on display its various styles of Union attachments for Edison, Victor and Columbia machines whereby

either lateral, groove or vertical groove records may be played on those machines at will. The attachments of the Union line are handsomely finished and have proven very popular wherever introduced, as they give the talking machine owner the opportunity of adding to his library any disc record of whatever character. There was also shown by this company the Union sound box for any disc machine, the jewel point, mounted in the needle arm screw, and the Union tone modifier, made of piano felt, all easily attached to the talking machine and very effective in their action. The exhibit at Niagara Falls was in charge of H. P. McNulty, vice-president and general sales manager of the company and well known as an inventor in the talking machine field.

New Styles in Long Cabinet Co. Line.

The truth of the old saying "Better late than never" was amply proven in the case of Clement Beecroft, sales manager of the Geo. A. Long Cabinet Co., Hanover, Pa., and his convention exhibit of cabinets. The cabinets strayed in transit and Mr. Beecroft was unable to get them to the hotel until Tuesday morning, the last day of the convention. From the time the cabinets were placed on the floor until a late hour in the evening Mr. Beecroft kept busy with his order book. Several new types of cabinets were shown, including an attractive new model in oak for Victors, numbers IV, VI and VIII. There were also on display several music roll cabinets of elaborate but refined design, which are strong features in the Long Co.'s line.

Attractive Pooley Cabinets Shown.

Another pleasing line of cabinets were those shown by the Pooley Furniture Co., Philadelphia, including its new Style 28 cabinet, finished in mahogany and oak and fitted with the company's

patented automatic record file, with which the pressure of a lever brings any desired record within reach of the operator. A feature of the Pooley line is the new cabinet in oak and designed to sell at a low price and to fit the No. IV, VI and VIII Victrolas. There is also displayed in the Pooley line a new self-opening record envelope placed in attractive cases, holding 60 records or more, and by the use of which the chance of having the record libraries mixed is practically done away with. The new low priced cabinet is equipped with three cases containing self-opening envelopes, and is a very effective piece of furniture. A new carrying case for records and containing the new envelopes was also on view. The exhibit was in charge of Frank Pooley, Earl Pooler and C. F. Johnson.

H. T. Griffith, of Udell Works, in Attendance.

Another cabinet man at the convention, although he did not have a line of displays, was H. T. Griffith, advertising manager of the Udell Works, Indianapolis, Ind., and who made his visit to Niagara Falls for a purely hand-shaking trip. D. G. Williams, who is the popular representative of the Udell Works, was missed at the convention. He is under the care of a doctor for temporary eye trouble.

Wade & Wade's Fibre Needle Cutters.

Samuel O. Wade, of Wade & Wade, manufacturers of the Wade fibre needle cutters, was among the early arrivals in Niagara Falls, and took occasion to demonstrate his cutter for the benefit of such jobbers who had not already tried it out and stocked it. The convenient size of the Wade fibre needle cutter, which is about the same size as and somewhat similar in appearance to a conductor's punch, has made a strong appeal to talking ma-

(Continued on page 44.)

The Sensation at the Jobbers' Convention

The new style CABINETS

MADE BY

THE GEO. A. LONG CABINET CO.
HANOVER, PA.

Circular matter will be ready shortly and will be cheerfully furnished. Write to-day for particulars of this splendid line.

ADDRESS:

CLEMENT BEECROFT, Sales Manager

309 W. SUSQUEHANNA AVENUE,

PHILADELPHIA, PA.



Since the exclusive Columbia line of "table" instruments was introduced their steady increase of popularity has been one of the healthiest features of the industry.



Columbia Graphophone Company
Woolworth Building, New York

THE EXHIBITS AT THE JOBBERS' CONVENTION—(Continued from page 43).

chine owners who use fibre needles, with the result that the demand for the cutter is growing rapidly and steadily.

Inventor of Arteste Tone Magnifier Present.

The Stetson Manufacturing Co., Cleveland, O., makers of the Arteste tone magnifier for talking machines and for which much is claimed in eliminating foreign noises in reproduction and for improving the quality of and lending color to the tone of the records, had a worthy representative in Mrs. C. Stetson Butler, the inventor of the magnifier, the charming lady who turned the head of more than one conventioner. The Arteste tone magnifier is placed in the air chamber and against the diaphragm of the reproducer and produces excellent effects in bringing out the natural values of the separate voices in concerted productions and orchestral renditions.

Simplex Start-and-Stop Device Represented.

The Standard Gramophone Appliance Co., New

York, manufacturers of the Simplex start-and-stop device for talking machines, which was demonstrated for the benefit of the jobbers at Atlantic City last year, was represented at Niagara Falls by Dan. W. Moor, who carried on an active campaign in the interests of the attachment, which has a number of qualities which increase its salability.

Exhibit of Demonstrating Booths.

Geo. W. Smith & Co., Inc., Philadelphia, did not ask the jobbers to judge their trade specialty in the Smith unit-construction demonstrating booths from photographs of sketches, but had several of their booths in completed form and knocked down condition placed in one of the parlors of the hotel for inspection. The booths are handsome affairs, sound-proof, with cellular panels of wood below and double glass panels above. They are also roofed with glass. The booths are so arranged that they may be shipped in sections, knocked down and fitted together with very little trouble. Another advan-

tage is that they may be taken apart and moved to more advantageous locations in the department of the store as the occasion demands.

Shows Needles Made of Cacti.

F. S. Allen, of the Musical Record Co., Los Angeles, Cal., was one of the few dealers at the convention, and he brought with him samples of the cacti needles marketed by his company and for which wonderful wearing qualities are claimed. The cacti is so tough that while it does not cut into the record, it is sufficiently strong to resist the wear on its point during the playing of several dozen records, being resharpened when necessary with a piece of fine sand or emery paper.

The real novelties displayed at the convention were limited this year to one or two, but they were of a sort worthy of attention and the jobbers through the attention he gave the exhibits appeared to appreciate the opportunity of seeing the various accessories under one roof.

CARE IN MARKING PACKAGES.

Interstate Commerce Commission Decides That Marks on Express Package Control the Actions of the Carrier Irrespective of the Marks on the Receipt Given.

The Interstate Commerce Commission has recently decided a case in which the complainant delivered to an express company a shipment which was marked to a destination in one State while the shipping receipt, which was made out by the shipper, showed that it was destined to a point of the same name in another State. The express company changed the receipt to agree with the marks on the package.

At a later date the shipper discovered that the address on the shipping receipt was correct, and the package was on hand at the wrong destination, and sought to compel the express company to return the package because of its alleged error in changing the receipt without calling the shipper's attention to it. The Interstate Commerce Commission held that the carrier, in issuing the receipt, was not bound to call attention to the change in destination thereon, and that it was the duty of the carrier to give a receipt that would conform to the marks on the shipment.

The commission explained its position by saying: "In changing the destination named in the receipt conditions were not materially different from those that would have surrounded the shipment had the carrier completely filled in the receipt in the first instance."

The rules of the express company require the driver to give a receipt for shipments offered for transportation. If the shipper, for his own convenience, prefers to make out the receipt, the marks on the package and on the receipt must agree, and the express company cannot be held liable for errors growing out of the incorrect marking of the package.

The attention of shipping clerks should be called to this ruling, as errors of this kind are frequently

made, and usually result in friction between the shipper and the carrier.

A STRIKING WINDOW DISPLAY

Is That Numbered 32 and Made by Thos. A. Edison, Inc.

Window Display No. 32 is announced by Thomas A. Edison, Inc., this month, and according to its detailed description, it is one of the most artistic and attention-compelling displays ever introduced. The advertising department of Thomas A. Edison, Inc., is constantly at work devising and perfecting novelties in the nature of artistic window displays, and their success in this direction is evidenced by the rapidly increasing number of Edison dealers who are ordering these displays each month.

Display No. 32 occupies but three and a half feet of space and permits the dealer to show any type of machine under the central arch of the display by using at some other time the central transparency that forms an artistic feature of the display. The pictorial features are harmoniously colored and center attention on the reading matter, which quickly impresses the onlooker with the merits of the new Edison features. The general color is a rich buff with Roman gold moulding and relief effect air-brush scrolls.

For a night attraction the deep frame in the rear center of the display will prove a valuable drawing-card for the dealer's window by the placing of a light in an opportune place, thereby displaying a handsome moonlight scene of Venetian gondoliers rippling water and soft moonbeams. The windows glow in various colors while the figure in the foreground sits on the frame in splendid cut-out contrast.

This technical description of the features and possibilities of the new Edison display hardly does it justice as the illustration of the display sent out in recent circulars shows a truly handsome and attractive work of artistic perfection that should prove invaluable to Edison dealers.

RULES ON BUSINESS ETHICS

As Laid Down by the Commercial Ethics Committee of the National Association of Credit Men at Its Recent Convention in Cleveland.

(Special to The Talking Machine World.)

CINCINNATI, O., July 8.—The commercial ethics committee of the National Association of Credit Men, which met in convention in Cincinnati recently, reported these recommendations:

First—It is improper for a business man to participate with a lawyer in the doing of an act that would be improper and unprofessional for the lawyer to do.

Second—It undermines the integrity of business for business men to support lawyers who indulge in unprofessional practices. The lawyer who will do wrong things for one business man injures all business men. He not only injures his profession, but he is a menace to the business community.

Third—To punish and expose the guilty is one thing; to help the unfortunate but innocent debtor to rise is another; but both duties are equally important, for both duties make for a higher moral standard of action on the part of business men.

Fourth—In times of trouble the unfortunate business man has the right to appeal to his fellow business men for advice and assistance. Selfish interests must be subordinated in such cases, and all must give their co-operation and help. If the debtor's assets are to be administered, all creditors must join in co-operating to that end. To fail in such a case is to fall below the best standards of commercial and association ethics.

These rules were framed principally to govern the activities of creditors in the administration of a solvent estate.

A customer's refusal to see you isn't any higher than a stone wall, or more impassable than a barb wire fence. Walls and fences never kept a boy from the melon patch—and a really determined salesman can't be kept from good, ripe orders by customers refusing to be interviewed.



S-3042!—A Columbia Double-Disc Record that has proved to be the most successful marching record ever produced for use in Public Schools.



Columbia Graphophone Company
Woolworth Building, New York

THE SCIENCE OF ADVERTISING.

In Its Relation to Business as a Whole and to the Several Departments of Business, Form the Subject of a Course Which Is Covered Fully by the Division of Advertising of the New York University School of Commerce, Accounts and Finance—Will Interest Trade.

The Division of Advertising of the New York University School of Commerce, Accounts and Finance has arranged for a complete course covering the fundamental principles of the science of advertising in its relation to business as a whole, and to the several departments of business, for the evening sessions of the college year 1913-1914.

The plan of courses is based upon the belief that advertising is not merely applied economics, or applied psychology, or technique, but that it includes all three. For the best results preparation for advertising should include the study of it as a science and as an art and should also include many allied subjects essential to the general knowledge of any business man.

These courses give in practical, workable form the most important principles and enough practise in their application to give the student a command over them. University instruction, it is believed, should not be an imitation of experience, but rather a preparation for it, so that its problems may be most successfully solved.

The courses are adapted to the needs of two main classes: First, high school or college graduates who expect to go into advertising as a life-work, but who have had no experience in the field; second, those now engaged in advertising work who feel the need of special training along some particular line. For the first class the complete three-year curriculum of courses is suggested as providing the most essential preparation. The second class will be able to select from the curriculum the course or courses best fitted to serve their needs and to take the work in these courses alone. Such students will, however, be required to show evidence of fitness to pursue the courses they elect and must secure the consent of the instructor before undertaking the work.

In practically all respects the curriculum of advertising courses here outlined agrees with that recommended by the Educational Committee of the Advertising Men's League of New York. Many of the courses themselves, in fact, have been worked out as a result of the experience of the Advertising Men's League in giving Round Table Study Courses for its members and in them have been incorporated many suggestions and ideas of the officers and directors of the league. The plan as a whole and the individual courses that have already been given have been approved by the educational committee of the league.

The curriculum is divided naturally into two main sections. One includes courses primarily in advertising, the other allied courses of general information that are especially valuable to the advertising man. The courses primarily in advertising include those that consider the economics and psychology of advertising and those that consider its technique in the form either of copy or of display.

The courses in each of these divisions are as follows:

"Essentials of Advertising." (60 hours.) Mr. Tipper. Monday, 7:45-9:45 p. m. "Psychology of Advertising and Selling." Monday, 6-7:45 p. m. "Advertising Display." (60 hours.) Mr. Parsons. Friday, 7:45-9:45 p. m. "Advertising Copy." (60 hours.) Professor Hotchkiss. Tuesday, 7:45-9:45 p. m. "Magazine and Newspaper Advertising." (60 hours.) Mr. Lee. Wednesday, 6-7:45 p. m. "Advertising Campaigns." (60 hours.) Mr. Tipper. Friday, 6-7:45 p. m. "Analysis of Marketing Costs." (60 hours.) (Not given in 1913-1914.) "Printing." (60 hours.) (Not given in 1913-1914.)

AN INTERESTING PUBLICATION.

A special booklet compiled for the use of dealers and music-lovers has just been issued by the Columbia Graphophone Co. as the first one of a series to be published regularly. This publication is entitled "Il Trovatore," and is devoted to a brief though comprehensive story of this famous opera, illustrated by a number of interesting pictures. The story is written in plain every-day language, and gives the reader an excellent knowledge of the beauty and true significance of this famous opera.

TWO POPULAR SELECTIONS.

In the July supplement of Columbia records are listed two selections that should prove very popular throughout the country. These selections are the recordings of two boy scout calls by Ernest Thompson Seton, the famous naturalist. The phenomenal growth in popularity of the Boy Scout movement, together with the fact that the various patrols of scouts have different calls, assure Mr. Seton's record great success.

THE MAN WHO KNOWS.

The man who wins is an average man.
Not built on any peculiar plan,
Not blest with any peculiar luck,
Just steady and earnest and full of pluck.

When asked a question, he does not "guess"
He knows, and answers "no" or "yes."
When set a task that the rest can't do,
He buckles down till he's put it through.

Three things he's learned, that the man who tries
Finds favor in his employer's eyes;
That it pays to know more than one thing well;
That it doesn't pay all he knows to tell.

So he works and waits till one fine day
There's a better job with bigger pay,
And the men who shirked whenever they could
Are bossed by the man whose work made good.

For the man who wins is the man who works,
Who neither labor nor trouble shirks;
Who uses his hands, his head, his eyes;
The man who wins is the man who tries.

—Saturday Evening Post.

Although the old is vigorously defended against the new, the new always supplants the old.

ISSUES FOREIGN TRADE HANDBOOK.

Bureau of Foreign and Domestic Commerce
Gives Results—Facts Reviewed—Large Increase in Many Lines—Interesting Details.

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 9.—A volume has just been issued by the Department of Commerce entitled "American Manufactures in Foreign Markets." It gives the facts respecting sales of American manufactures abroad which have been put in condensed form. The facts themselves have been printed before, but they have never been printed in the way in which they now appear.

Sales of manufactures abroad of all kinds have grown from 47 millions yearly to 1,300 millions yearly since 1852. But even this misleads a little as to the correct inference to be drawn, for the figures just stated include manufactured foodstuffs. If we leave these out and consider only manufactured goods other than foodstuffs the ratio of increase has been even larger, for the foreign sales have jumped from 27 millions in 1852 to over 1,000 millions in 1912, and promise to be nearly or quite 1,200 millions in 1913.

While our total exports of manufactures including foodstuffs have increased 71 per cent. during the last ten years, the increase during these same 10 years in manufactures other than foodstuffs has been over 124 per cent. Strange as it may seem to some, the greatest increase of all is in those manufactures which are fully finished, which have grown from 322 millions in 1902 to what will probably be over 750 millions for the full year of 1913, an increase of 133 per cent.

The pamphlet gives details of the principal articles which are included in the various groups, as well as of the exports of each group to the different continents, and percentage tables from which the relation of all can be determined. Furthermore, the exports to each continent are given by classes of articles over a period of years, and, again, these classes are subdivided so that progress of particular industries in the export trade appears. For example, it is shown that the exports of machinery from the United States will, in the present fiscal year, probably exceed 200 millions which compares with 75 millions a decade earlier.

A table of particular interest is that showing manufactures in the international trade of the world, from which it appears that the percentage of increase in the export of manufactures from 1900 to 1912 is greater in the case of the United States than in that of her chief industrial competitors. The United States now ranks third among the nations in export of manufactures.

When Orpheus Went to Hell

After his wife, if, instead of his lyre, he had taken a few good records and a CLEANNOTE PAD, he would have brought the lady away. Lyres are not wanted even in Hell. The CLEANNOTE improves reproduction 50%. Dusts, Polishes and Preserves. This is the truth. Price, 75c.

VOX HUMANA TALKING MACHINE CO.
Nantucket, Mass.



Right now is a remarkably appropriate time for you to write us for particulars.



Columbia Graphophone Company
Woolworth Building, New York

SOME SECRETS OF EFFECTIVE WINDOW DISPLAY.

How the Small Dealer Can Make His Store Front Attractive and the Interior of the Window a Trade Builder—Arranging the Perspective—Building Up a Strong Background for Emphasizing the Attractiveness of the Display Itself.

Altogether too little attention is paid to window display by the average small merchant. Can it be his lack of energy, ignorance of results that may be accomplished or absolute failure to perform any sort of function successfully which calls for taste and originality?

If it be the first, luck seems to be the only solution to his remaining in business.

If it is the second, he need not step many feet from his door to find one who utilizes the window space at his command to produce both actual "bought on the impulse" sales and general publicity heralded throughout the community by those who admire his cleanly, well kept, attractive show windows.

If it is the last, we beg to present a solution that, if heeded, will at least improve your present efforts and perhaps lead on to scientific display.

First let us look over your store front, the exterior portion of your building facing on the street.

Really there's little frame work on the average front. Have you given thought how little care and expense is necessary to give it an inviting look by polishing metal portions and painting the remainder? Are your exterior signs dirty, illegible and ready to fall from their hangings just from neglect? Are your awning rods bent, rusty and squeaking with the wind? Do the ropes and battered edges of a faded awning slap every passerby in the face with every gust of wind? Does that awning hang so low that milady walks to the outside of the walk to protect her hat plumes?

Why should anyone stoop to enter your particular store?

Suppose you first attend to the exterior. Many of these corrections you can do yourself. Now there is the plate glass proper. Keep this as clean and bright as possible. Permit no obstruction to be placed directly in front of it or upon it at a height lower than six feet. See that there is a free unobstructed view of the interior of your window.

WANTED—Capable salesman of Victor talking machines to assume charge of new department with good concern in one of the best cities of the Middle West. Good future for right man. Address "Middle West Manager," care The Talking Machine World, 373 Fourth avenue, New York City.

FOR SALE.—5,000 Edison 2-minute records, 10c. each; 5,000 Zonophone 19-inch records, 15c. each; all new, clean stock. Deninger, 335 North Street, Rochester, N. Y.

FOR SALE.—Up-to-date Victor and kodak store for sale; owner's health poor; excellent location, opposite theater and near transfer station. "Rare Bargain," care The Talking Machine World, 373 Fourth avenue, New York.

Now we take up the subject of the interior of the window—the portion reserved for placing the merchandise you desire to display.

First, let us impress you with the necessity of having this space lit by electricity and enough lights installed to make it a bright shining attraction at night, the best window gazing period of the twenty-four hour day. No window display can be properly featured by the gas lighting process or made attractive when there are antiquated fixtures hanging from the ceiling. Use electricity, attach a clock switch and burn those lights every evening until one hour after theaters and amusement houses on your street close. Let the other fellow turn his off at nine if he is so short sighted but let your store front stand brilliantly lighted in the dark oasis thus created. Yes, your monthly lighting bill will be more but so will your profits, if you'll stick at it.

Next the floor and background, sides and ceiling of your windows must be prepared for proper display. Right here let us call your attention to the fact that nine-tenths of small merchants' store fronts have wasted display room directly back of the original built background which could be utilized to give more depth (a most desirable feature) by simply extending the platform or window floor a few feet to the rear and replacing the background farther from the plate glass. A show window should (and in nine cases out of ten can be so arranged at little expense) be deep enough and high enough to permit the one delegated to trim it to stand erect and move about with ease.

You cannot arrange (unless you are an expert) a symmetrical display by reaching and straining from this side or rear.

Supposing that your background, sides and floor are of smooth wood which does not present a good appearance. We recommend that you cover this neatly with gray or tan felt—the floor will probably give more service if dark green is used. This material is used plain, stretched smoothly and the seams or joined portions so arranged that they come in corners, direct center, or regular distances, each side of the center. These lap seams should be covered with small half round molding painted the same shade as the cloth. A heading of molding known as "O. G.," also painted, should extend around the top of background and sides.

If this be completed you will note with pleasure that the window proper is pleasing to the eye, minus merchandise of any description, depending, of course, upon carefulness in details and finishing touches.

Now, please note that there is usually a balance to all well arranged displays. For instance, if you were to divide the display in two portions, the right side is merely a duplicate of the left, at least in arrangement if not in actual merchandise. This is one of the first principles of display.

Now, to arrange merchandise simply use com-

mon sense. Make a firm decision to display only the quantity of material necessary to procure a pleasing effect and in such a manner that one article does not confuse or obstruct another from some angle at which the observer may take up his position.

This is usually accomplished by flat or floor trimming in the extreme front, gradually elevating the merchandise toward the rear and ends by use of pedestals, stands, shelves or the larger merchandise itself. In this manner your completed display presents a picture covered by the plate glass and framed by the plate-glass frames.

Every article is within the line of vision from some point outside the glass. And it is pleasing because it conforms to the general rule of design—that is, it balances.

If you will but keep this one fact in your mind, says the Edison Phonograph Monthly, improvements in your effort are assured.

GRAFONOLA GRAND PUBLICITY.

The Four Page Publication in Colors Devoted to Columbia Grand a Most Artistic Piece of Work from Every Standpoint—In Sympathy with the Character of the Instrument.

As a forerunner to a magnificent publication that the Columbia Graphophone Co. will shortly introduce in the interests of the Grafonola Grand, the company has just issued a very attractive four-page booklet for general distribution by Columbia dealers to live prospects for the new "Grand."

Designed in many colors, this four-page publication has for its front cover a most attractive design in artistic harmony of colors, portraying a splendid illustration of the Columbia Grand in the center of a tastefully furnished room, which stands out clearly and distinctly on the cover.

The center pages, in addition to presenting an interesting talk on the construction of the Grand, portray a number of pages that will be published in the magnificent production to be issued under the title "The Last Word in Instruments of Music." These miniature pages are shown in many colors, and the artistic appearance of this instrument, together with its distinctive construction, are shown to advantage. These pages present the subject of the Grand in an interesting, artistic and pleasing way that impress the reader.

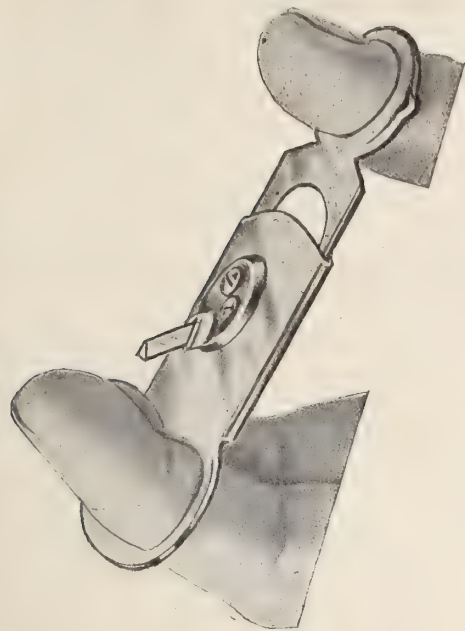
For export trade, the company has prepared a four-page booklet that differs in design and arrangement from the publication intended for domestic use. Instead of reproducing pages from the forthcoming publication, the inside pages of the export booklet portray a number of illustrations in colors that bring out in clear relief the most important features of the new Grand. This export publication is admirably conceived and will interest the export clientele of the Columbia Co.

Ellis Hansen, manager of the window display department of the Victor Talking Machine Co. has left on a three months' trip abroad. He will re-enter the field on his return.

Investigation of the new sweeps away the rubbish of outworn methods and opens the way to progress.

No. 14 at \$1.00

The Cutter That Makes the Fibre-Needle Economical



Here is a dollar cutter which does more and better work than any other cutter on the market at twice its price or more.

It points any fibre needle from 14 to 21 times—gives a clean, clear-cut, burrless playing point **every** time.

It's compact and good looking, simple and durable. It just **can't** get out of order, and anybody can use it right—"just slip in the needle and snip."

We've been selling No. 14 faster than our plant could turn it out, but increased capacity lets us promise quick deliveries from now on—unless we get swamped again.

Better send your order to your distributor **now**—if he can't supply you let us know and we'll fix it up.

Condon-Autostop Co.

Manufacturers of

Talking Machine Accessories

26 Front Street, New York

TALKING MACHINES IN HOSPITALS.

John A. Sabine, of the Music Supply Co. Distributor in Ontario for the Columbia Co., Makes a Very Valuable Suggestion Regarding the Use and Market for Talking Machines in Hospitals—Worth Consideration.

(Special to The Talking Machine World.)

TORONTO, CAN., July 9.—Considerable interest has been displayed in the trade by the appearance in the Toronto daily press of a letter from John A. Sabine, one of the proprietors of the Music Supply Co., Ontario, distributors of the Columbia Graphophone Co.'s products. This letter, which is here given, speaks for itself and suggests a market for the talking machine in hospitals, where, of course, it would be used with discretion. The letter reads:

"Recently one of our out-of-town dealers was taken ill while on a trip to Toronto, and was operated on for appendicitis. During his convalescence he asked for the loan of a Columbia Grafonola and some Columbia records, which we were about to send up to the General Hospital when we received a 'phone message telling us not to send the outfit as the hospital authorities objected. Our friend was very much disappointed, for the music of the Grafonola would have cheered the long hours in the hospital for him and many other unfortunate inmates. We were disappointed at being prevented from bringing this good cheer into the house of suffering, and we are at a loss to understand the objection. It was our intention to present the Columbia outfit to the hospital, but apparently it will not be accepted.

"We are writing to you in the hope that some of the patrons of the hospital will see this and that they will arrange for the acceptance of this gift, which my partner, C. R. Leake, and myself will so gladly donate, and which we are sure would be a source of pleasure to the sufferers for years to come. We might mention that Sir J. G. Tolle-mache Sinclair presented Columbia graphophones and records to a great many hospitals, schools, poor houses, convalescent homes, etc., in England, spending some \$50,000 out of his own pocket for this purpose, and it is safe to say that none of this generous baronet's other benevolent acts have been more highly appreciated. We quite understand that it is not desirable to have a Grafonola playing "At the Devil's Ball" in the hearing of some poor being who is at death's door, neither would some of the more mournful hymns be at all desirable, but in wards where the patients are well on their way to recovery what can possibly be the objection of some of the better music. There is a Grafonola in the King's library at Buckingham Palace, and it is an instrument that is endorsed by the world's leading musicians."

OPENS VICTOR DEPARTMENT.

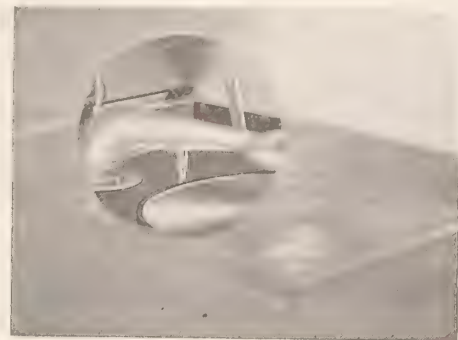
The Lyon Dry Goods Co., of Toledo, Opens Handsomely Equipped Establishment—Will Be Under Management of J. D. Moore.

(Special to The Talking Machine World.)

TOLEDO, O., July 10.—The Lyon Dry Goods Co., of this city, a prominent mercantile establishment, opened a Victor department featuring Victor machines and records on Monday, July 7, under the management of J. D. Moore, formerly connected with the Victor Talking Machine Co., and well-known in the local talking machine trade. The new department is now practically completed and stock is being placed and displayed to excellent advantage.

This store is a member of the high-class Clafin chain of stores, and caters to an extensive and high-grade clientele that is rapidly growing. The new Victrola department occupies a street front space on the third floor 50x60 feet. It has two large all glass rooms 16x19 feet for display purposes and four regular demonstration rooms 11x13 feet. The department presents a very attractive appearance and is tastefully decorated and furnished.

A light head is about as conspicuous as a head-light, but disaster always overtakes the former, while safety follows in the wake of the latter.



Noset

The Autostartstop

was the sensation of the convention—with good reason. For Noset has added the last touch of perfection to the talking machine, in the shape of a stop device which is

Really Automatic

Noset is automatic—it starts the turntable **automatically** when the tone-arm is moved to the left; it **stops** the turntable **automatically** when the last note is played, and with

No Setting
No Adjusting
No Regulating

Noset is out of sight, yet instantly attached or detached—simple, but wonderfully effective; durable—it simply can't get out of order.

And once it is on the machine no hand need touch any part of it—the instrument stops playing when the record ends—no matter whether there is a stop-groove or not.

Noset is the solution of the stop problem—it **does** what all other devices fail to do. It makes the talking machine truly automatic, increases the pleasure of operating one and makes the process of selling one far easier than before.

Prices and terms on application. Deliveries on or before Sept. 1.

Condon-Autostop Co.

Manufacturers of

Talking Machine Accessories

26 Front Street, New York



Do you know that our Foreign Record Department issues records in thirty-eight different languages and that thousands of Columbia dealers in this country are making good regular money on these records?



Columbia Graphophone Company
Woolworth Building, New York

SLIDES FOR COLUMBIA DEALERS.

Affords New Opportunities for Dealers to Get Close to the Trade in an Advertising Way and One That Should Be Taken Advantage of by Wide-awake and Progressive Members of the Trade Everywhere.

The accompanying illustrations show two of the new slides just introduced by the Columbia Graphophone Co. for the use of its dealers. There are six slides in this series, and they are all of the same artistic appearance as the two shown herewith.

In an announcement to the trade the advertising



One of the Columbia Slides.

department of the company stated that it had found a way to put the imprint of the dealers on the slides at about one-third the price asked heretofore. This has brought the cost of the slides down to eighteen cents apiece, which is certainly a nominal sum for these attractive slides.

The ever-increasing popularity of the moving



Another Slide Design.

picture house opens the way for the talking machine dealer to get a large amount of high-class publicity by the use of these slides. This sort of

publicity is certain to result in the dealer securing many inquiries from moving picture theatergoers who are impressed by the consistent appearance of the slides on the screen and the attractiveness and force of the selling arguments presented.

PREPARING SAMPLE ROOM.

Columbia Graphophone Co. Arranging Very Handsome Display Room for the Use of Visiting Dealers and Members of the Trade Desirous of Hearing the Latest Columbia Products—Dictaphone Activity.

The Columbia Graphophone Co. is now constructing in its headquarters in the Woolworth building a large and spacious sample room, which is intended for the use of visiting dealers and members of the trade who are desirous of inspecting or hearing the various instruments in the Columbia line. This room, which is being furnished very tastefully and attractively, will have on display the complete Columbia line, and visitors to Columbia headquarters will be enabled to hear the machines in ideal surroundings. The company has felt for some time that the construction of such a room was advisable, as the number of visitors to the company's offices since its removal to the Woolworth building has materially increased.

The enlarged quarters of the Chambers street store of the Columbia Co. are being used to excellent advantage, and visiting dealers to the store have at their immediate command adequate demonstration rooms and a maximum of convenience. Since the removal of the Dictaphone department to separate quarters, the talking machine end of the Chambers street store has utilized the entire floor space, and this additional room has been found very handy. Manager Bolton is at present away on his vacation, but George A. Baker, who is in charge during his absence, reports a substantial increase in business over last year.

This is vacation time in the Columbia advertising department, the first member of the department to leave for a well-deserved rest being P. M. Brown, who left recently for a fortnight's vacation.

CARRIERS ARE NOT LIABLE

For Losses Caused to Goods in Transit or in the Hands of the Carriers Destined for Dayton or Other Flooded Districts.

An opinion of Attorney Colin C. H. Fyffe, counsel of the Illinois Manufacturers' Association, in answer to a query as to who is liable for loss on account of damage by the flood at Dayton, O., or other flooded points, on goods in transit or in the hands of the carriers, is to the effect that the carrier is not liable. The liability of a common carrier is said to be practically that of an insurer of goods against every kind of loss except those which proceed from: (1) The act of God; (2) the act of the public enemy. To these exceptions have been added in recent years, says the attorney, losses arising from an act of public authority; those arising from the act of the shipper, and those arising from the inherent nature of the goods. Most authorities construe an "act of God"

as the inevitable against which the carrier cannot guard, arising from violent disturbance of the elements, such as a storm or tempest, an earthquake, lightning, floods or the like, which must be the immediate cause of the disaster. No disagreement is said to exist among legal authorities that a loss caused by a flood is classed legally an act of God. Several citations accompany the opinion.

RECORDS MOST IN DEMAND.

H. B. Bertine, Manager of the Victrola Department of Wanamaker's Reports Big Demand for Dance Records—Classic, Semi-classic and Grand Opera Records Having a Fair Market, but Demand More Marked in Winter Time.

"We have just closed a period of exceptionally good business," remarked H. B. Bertine, manager of the Victrola department of John Wanamaker, New York, in discussing the first half of 1913. "Our business to date has been far ahead of all expectations, and the demand for machines of the higher priced types continues to advance steadily. We have always made it a feature of our business to push our high-priced machines consistently and forcefully, and our results have convinced us that the market for the more expensive machines is one which every dealer should carefully cultivate and develop.

"Considerable comment has been made this season on the demand for the so-called dance records, and this comment has been so general that many people have commenced to feel that it is somewhat exaggerated and that the demand for these dance records, although it may be more than normal, hardly justifies the attention that is being paid to it by the talking machine manufacturers' and dealers' newspaper advertisements. From our experience here, however, I can safely say that this call for records for dancing purposes has been astoundingly pronounced. Within the past few months our customers have requested these records in remarkably large numbers, and with the advent of the vacation season this type of record is included in practically every order that our customers leave with our record department.

"I do not mean to imply by this statement that the classic, semi-classic or grand opera record is no longer in demand, but just as the grand opera record occupies the attention of our clients in the winter time, so does the dance record attract attention in the present time, but in a greater degree. It should be considered, of course, that this call for dance records is one in which all classes of people participate, while the grand opera record is principally in demand by music lovers. Taking into consideration everything in general, the outlook in our business is very promising at the present time, and I expect this fall to be a banner one, both in Victor machines and records."

The man who is looking for the money is not worth the job. The man who is looking for the job is worth the money.

Haste is all right sometimes. But more often it costs people their jobs.

TALKING MACHINE POPULARITY THROUGHOUT CANADA

Proving in Great Demand as Additions to the Vacation Equipment—The Saskatchewan Retail Merchants' Association Organized—Talking Machine a Boom to the Isolated Ranchers—Activities of Some of the Prominent Houses Handling the Edison Line.

(Special to The Talking Machine World.)

TORONTO, CAN., July 9.—He would indeed be sadly lacking in powers of observation who could walk down the main streets of our cities and towns these days, passing the music stores, without being impressed that talking machines are musical instruments peculiarly adapted to one's use in the summer cottage or camp. The enterprising dealers in Canada are making good use of the summer advertising matter furnished by the manufacturers. The combined efforts of the trade to establish such an impression in the minds of the buying public are bringing good results. The extremely hot and humid weather during the latter part of June and the beginning of July increased the efflux of people to summer homes and resorts, and when frequently piano and player business was quiet talking machine and record sales have been reported satisfactory.

Provincial Dealers' Organization.

Another tribute to the progressiveness of the retail merchants in western Canada is the completion of the organization of the Saskatchewan Retail Merchants' Association. There is no class of dealers in that Province more progressive than the music dealers, and one proof of this fact is the advancement they have made, many of them in a comparatively short time, in the handling of talking machines and records. The very practical questions discussed at its initial convention indicated a splendid beginning. These included "Freight Transportation Problems," "Freight Claims," "Essentials in Buying," "The Problem of Credit," "Fire Insurance," "Bulk Sales Act" and "Uniform Bookkeeping," these subjects being handled by authorities in their line. In the discussion of such problems as the foregoing the music dealers have much in common with retailers in other lines which should make the new association a business force in the great Province of Saskatchewan.

Conditions in Western Provinces.

A friend of your correspondent's, upon returning from a trip through the Western Provinces, said to him: "The Western homesteader and rancher has no greater benefactor than the man who makes it possible for him to take to his isolation the world's music. The West is a great market for this line of business, and the Western music dealer has been quick to get after the business. He is well pleased with the results. While in one store I saw a farmer buying some records. Some certain selections he wanted were in a shipment still at the station. He would wait. Two hours later he was back again. 'I won't be in again this week,' he explained, 'and perhaps not next week.' He drove thirty-seven miles that morning to the town, and stayed until he got his records. The music dealers like talking machines because of the immediate profits, the quick turnover, and consequently the large volume that can be done with a fixed investment. Also this little line keeps people coming to the store, and Western people are good buyers of records."

Up-to-Date Store in London.

Finished in mahogany, with hardwood floors, costly and imported covering, the indirect system of lighting used on the lower floor and in the window arches, the new Mason & Risch store on Dundas street, London, Ontario, is one of the most up to date in western Ontario. Their active Victrola department, a feature of which is a record rack carrying 5,000 records, is in charge of F. H. Fetherston. The top floor is used for Victrola and player-piano recitals. A pleasing feature of the decorations are the pictures of the old masters and Victor artists which adorn the walls. Since the coming of the new manager, C. L. Gray, business has increased steadily and the new building became a necessity.

Winnipeg Piano Co.'s Enterprise.

The Winnipeg Piano Co., of Winnipeg, which

handles the Columbia line, has adopted a rather unique but very practical system in the nature of a register which shows at a glance whether its salesman and staff are "In" or "Out." Electric wires connecting all departments have been installed, and by the dot and dash signals any member of its staff can be instantly recalled from any quarter when wanted.

Returns from Trip.

H. G. Stanton, general manager of R. S. Williams & Sons Co., Ltd., Canadian distributors of the Edison line, recently returned from a visit to the leading centers in the Canadian West, including Winnipeg and Calgary, where his firm has branches.

A. G. Farquharson's Good Report.

A. G. Farquharson, Canadian manager of the Columbia Graphophone Co., has returned from a trip through the maritime provinces, on which he was accompanied by Mr. Wilson, manager of the Dictaphone department here. Mr. Farquharson reports a good trade being done in Columbia products by a large number of the eastern Canadian dealers. In Montreal, Canada's largest city, these include Layton Bros., Foisy Freres, Hurteau, William & Co. and the Canadian Graphophone Co.

A Crank on "System."

One of the Canadian retailers who is not reticent regarding his success with the Edison lines is a crank (and we forgive him for it) on system. He pointed out this brief piece of advice, which he endorsed, and which he said was given by the Thomas A. Edison, Inc.: "There are two, if not more, excellent reasons why every dealer in phonographic records should keep his stock always in shipshape: (1) A customer wants expeditious service when waiting to hear a record, and (2) a dealer needs to know exactly how his stock stands, that he may reorder promptly. It's bad business to leave records out of place, around the demonstrating room, for it makes confusion oftentimes when a record is needed instantly and is not to be found in its proper place.

"Some customers are more easily annoyed by a slight delay, and are prejudiced by that delay. It is a good plan to have one tray for demonstrating purposes and keep in a tray a selection of records

for this purpose. It is also a good idea to have pasted on the bottom of this tray the numbers of other records, so that they can be obtained quickly when needed without reference to a catalog or index. Then there is the other side of the proposition—keeping up your stock so that you have almost any record called for by a customer. Practise yourself, and insist that your clerks practise, scrupulous care in keeping records in the places where they belong."

The New Columbia "Leader."

The dealers here are being introduced to the new Columbia "Leader," which promises to gain favor quickly with the trade. It retails here at \$100—a popular price—and the company's claim for it that it is the only one of their designs selling for any price up to \$100 containing an enclosed record department is being taken by salesmen as a good talking point. Its capacity is 72 records. This compartment is removable, so the owner can remove it and substitute record albums if desired.

GOOD RECORD IN LOUISVILLE, KY.

The Stewart Dry Goods Co., Which Recently Opened Talking Machine, Piano and Player Departments, Is Building Up an Excellent Following—Quarters Very Completely and Attractively Equipped for Display Purposes.

(Special to The Talking Machine World.)

LOUISVILLE, KY., July 10.—The new piano and Victrola departments of the Stewart Dry Goods Co. of this city, which opened for business recently, are meeting with noteworthy success. The piano department, under the able management of R. E. Ching, and the Victrola department, under G. P. Ellis, are showing satisfactory results and the outlook is very bright.

This store, which is a member of the Clafin chain, is attracting many piano prospects with its line of Knabe, Mehlin, Vose, Brambach pianos and players and a number of gratifying sales of these instruments were closed the first week. The Victrola department is comfortably furnished and arranged, having a large machine room and four plate glass demonstration rooms. There are also four music-roll demonstration rooms in the piano department and the store carries one of the largest libraries of player roll music in the South.

An employer's assistants are, to a great extent, his capital.

Let Us Supply Your Needs Twelve Months of the Year

We wholesale only and claim to give you *better and fairer service than a jobbing retailer*, as we do not need machines for retail purposes during October, November and December.

GET THIS POINT—WE WILL HAVE

Victor-Victrolas and Victor Records

for all our regular dealers this fall but none for the eleventh hour dealer who wishes to switch his business.

IF THIS SOUNDS LIKE A BLUFF, CALL US

Standard Talking Machine Company

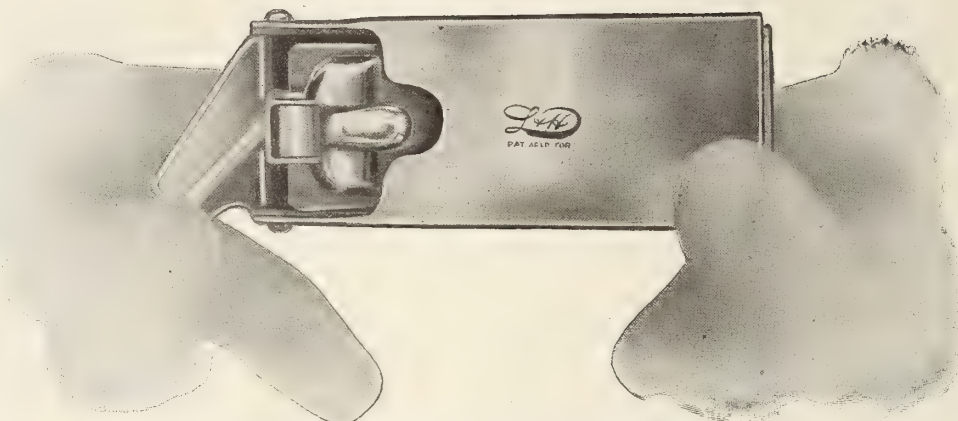
Exclusive Victor Jobbers

PITTSBURGH, PA.

Dealers everywhere should feature

THE LYON & HEALY FIBRE NEEDLE-CUTTER

**SIMPLE
AND
EASY
TO
OPERATE**



**CORRECT
LEVERAGE
FOR A
PERFECT
CUT**

FINEST TOOL STEEL



**GUIDE
WHICH
SAVES
ALL
WASTE**



OVER 50,000 SOLD ALREADY!

The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments, and we feel safe to assert NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered, and with ordinary usage will last for years without sharpening or renewal.

The cutter has a self-acting stop which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE \$1.50

Messrs. Lyon & Healy,
Chicago, Ill.

Please send sample Lyon & Healy Fibre Needle Cutter, with bill for same and full particulars.

Name

Address

Lyon & Healy

CHICAGO

*Dealers' Discount,
same as your Victor
Discounts.*

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

CHICAGO, ILL., July 10.—June, so far as the local retail trade is concerned, started out with a good deal of vigor, and it looked for a while as though it was going to be an especially big month. The extremely hot weather the last week affected the total seriously, however, but the month as a whole is reported as making a little better than an even break with last year.

Western talking machine dealers are already urging their dealers to prepare for the fall business. While the outputs of the big factories have been increased, the experience of the past few years has proven that it is a practical impossibility to keep up with the demand. Therefore, the man who anticipates his wants as much as possible is the one who will get the cream of the fall and holiday business, it is pointed out.

With the Outlying Retailers.

A. B. Crosby, Aurora, Ill., has built an eighty-foot addition to the rear of his store, which will enable him to greatly enlarge his talking machine department.

Charles C. Stein & Co., electric piano dealers, are getting into a fine new store at Twenty-sixth street and Fortieth avenue, where they will have a Columbia graphophone department.

The "Artinal" Incorporated.

The "Artinal," doing a periodical and talking machine business at 1040 Wilson avenue, has been incorporated under the same name with a capital stock of \$2,500.

Some Middle Western Items.

Smith & Allen, who bought out the piano and talking machine business of the big furniture house of French & Bassett at Duluth a year ago, are doing an excellent business and are taking rank as one of the most progressive firms in the Zenith City, according to Chicago travelers. Duluth has inaugurated a series of week-end carnivals in which street parades and regattas on the lake cut a prominent part. Mr. Allen, who gives his personal attention to the talking machine department of Smith & Allen, is taking an active interest in the plan to advertise Duluth and, incidentally, is doing some good publicity work for the firm. He has both a canoe and a launch in the water parade, and in each is a Victrola, dispensing sweet music to the "assembled multitudes." An excellent form of publicity.

The E. W. Owen Piano Co., Mankato, Minn., has recently moved into a fine new store, where it

has a fine Victor department with two handsome all-glass demonstration booths.

The H. Buchheim Co., of Sheboygan, Wis., has just completed the remodeling and enlarging of its music store. There are three demonstration booths, one in mahogany, one in fumed and one in weathered oak. The company had an opening recently, and an entire evening was devoted to demonstration only, no goods being sold.

New Evanston Stores.

O. Ericson has purchased the talking machine business of Patterson Bros., at Evanston, and has opened up an exclusive store at Chicago avenue and Davis street, handling the Victor and Edison disc and cylinder goods. It is said to be one of the finest exclusive talking machine stores in the vicinity of Chicago. Patterson Bros. continue at the former location, devoting their attention to the piano business. D. Orwig is the sales manager for Mr. Ericson.

Williams & Cunningham, who, as reported last month, opened an exclusive talking machine store at Evanston, have incorporated their business under the name of the Evanston Talking Machine Co. They have an attractive store and feature both the Columbia and Victor lines.

Prepared for All Demands.

The Salter Manufacturing Co., Chicago, announces that it has a large assortment of Salter cabinets, the kind with the felt-lined shelves, to match the new Columbia Favorite and also the Victor IX hornless machines.

Talking Machine Co.'s New Home.

The Talking Machine Co., Victor jobbers, are now pretty well settled in their new location in the Ward building, 12 North Michigan avenue. The quarters, which comprise over 20,000 square feet of space on the third floor, fully justify the "advance notices." They are reached by three modern passenger elevators, which open into a handsome reception and display room. To the right are three large booths for the use of dealers in demonstrating to their customers. The offices extend along a large portion of the 140-foot Michigan avenue frontage, giving a magnificent view of the lake. A large "directors' room" gives an opportunity for conferences of the heads of the departments. The salesroom and offices are finished in white enamel and mahogany. Large framed pictures of Victor artists decorate the walls. The indirect lighting fixtures are extremely artistic and are of the type used in the Blackstone Hotel.

The stock rooms are double the size of those in the old location at 37 North Wabash avenue, thus doing away with the necessity of having outside storage space and concentrating everything under one roof.

New record shelving has been installed and the facilities for filling both machine and record orders are unsurpassed. The receiving and shipping departments are on opposite sides of the building and each fed by a special freight elevator. The repair and finishing departments occupy an advantageous position on the Michigan avenue side. A canopied shipping platform in the wide alley gives the company all the advantages in this respect of a ground floor location. In the new location the company has facilities which will enable it to greatly improve its already famous service.

Personals and Visitors.

George K. Lyle, general manager of the Columbia Graphophone Co., spent Tuesday and Wednesday of last week at the Chicago office of the company.

E. A. Zerkle, the popular Wisconsin representative for the Chicago office of the Columbia Graphophone Co., spent several days in Chicago last week, met some Badger State dealers here, sold a nice bill or two, and again took to the road.

Among the visitors at the Columbia office were A. W. Thoma, Mineral Point, Wis., who, besides doing a nice local retail business in Columbia goods, has an extensive wholesale picture postcard business.

Joseph Wiggins, of the Gately-Wiggins Co., Calumet, Mich., which does a large general installment business in the copper region and handles talking machines on quite an extensive scale, was a recent visitor.

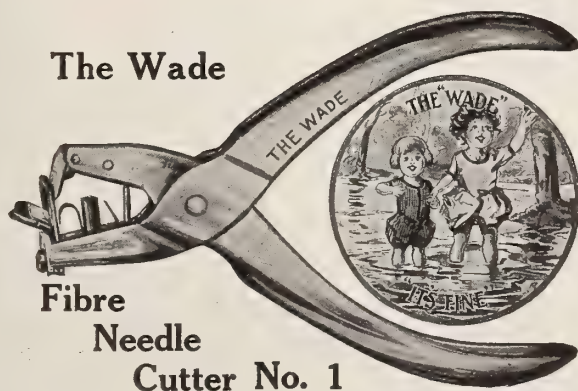
Chicago friends of H. J. Benson, floor manager for the Raudenbush Piano Co., St. Paul, and who has charge of the talking machine department, have received announcements of his marriage, which occurred on June 10. Mr. and Mrs. Benson have just returned from their wedding trip.

Among the visitors at the Talking Machine Co. were: Mr. Dennis, manager of the talking machine department of the Indiana Music Co., Terre Haute, Ind.; Will A. Young, the talking machine and piano dealer, of Fort Wayne, Ind.; Mr. Power, manager of the talking machine department of the Taylor Carpet Co., Indianapolis, Ind., and M. J. Buck, of Lansing, Mich. The latter came to Chicago.

(Continued on page 52.)

THE WADE FIBRE NEEDLE CUTTERS

ARE THE MOST SERVICEABLE FOR SEVERAL REASONS



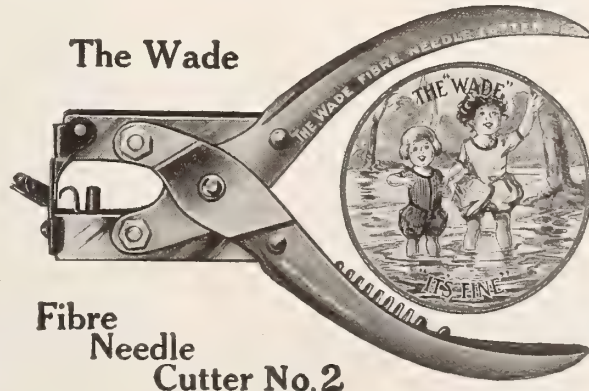
The Wade
Fibre
Needle
Cutter No. 1

They produce clean, perfect playing points.

They trim the needle at an angle that results in the best tone.

They repoint needles most economically, rendering each needle serviceable for from ten to twelve records.

They are made from the best steel and are scientifically hardened by electricity, giving the most lasting and cutting edge possible.



The Wade
Fibre
Needle
Cutter No. 2

They are provided with a self-acting stop. The Wade No. 2 affords the most powerful cut of any tool made. The blades work parallel to each other, requiring no exertion to trim the needle.

LIST PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Ave.
PHONE, DOUGLAS 3108
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 51).

cago to meet his two young sons, who were on their return home from California, where they have been attending preparatory school.

C. L. Davidson, of the Talking Machine Shops, has reduced his girth five inches chasing Victrola prospects this hot weather. George Davidson absolutely refuses to chase Victrola prospects when the thermometer is at Turkish bath temperature, and has therefore gained the "ong bong pwong" which C. L. now misses. Miss Pauline Tischler, of "the shops," says that there is positively nothing in the rumors set flying by her visit to Cleveland, O., on vacation bent. At least, there is no definite information to be given out at the present time.

E. A. Vaughan, an enterprising talking machine dealer of Princeton, Ill., was a recent Chicago visitor.

W. C. Fuhri, district manager for the Columbia Graphophone Co., spent a week at headquarters in New York last month.

Had Good Month.

The Chicago office of the Columbia Graphophone Co. reports that June showed an astonishingly large increase as compared with the corresponding month of last year. At the rate of gain the first half of the month it would have been a record breaker. As it was, in spite of the killing hot weather the latter part it made a gain of 50 per cent. over June of 1912.

Mr. Byers, the retail floor manager, says that the remarkable thing about his business is that the more expensive machines are selling now. Judging from his St. Louis experience, the smaller machines of the portable type should be the strong summer sellers.

Convention Bound.

A merry crowd of talking machine men left on the Wolverine special train on the Michigan Central for Detroit, from whence they were to go by boat to Buffalo. L. C. Wiswell, who was the prime mover in the special; F. H. Siemon, of Wurlitzer's, and James I. Lyons formed the Chicago contingent.

At Lyon & Healy's.

Lyon & Healy report a good June, a notable increase over the corresponding month of last year. The company is taking advantage of the comparative slackness of the summer season to further perfect their Victor service. They are also arranging for the accumulation of the largest possible stock of Victrolas of the various types, and their record stock is to-day probably the largest and most complete they have ever had.

James F. Bowers left a week ago for Asbury Park, N. J., to see his family nicely located for the summer. After attending the convention at Buffalo he will return to Chicago and rejoin his family later.

A great deal has been said in the dailies the past few weeks about the proposed construction of a magnificent new building for Lyon & Healy on the site of the Wellington Hotel, Jackson and Wabash avenues. While it is true that negotiations have been under way looking to such a consummation for some time, nothing definite has resulted. No deal has been closed as yet, and from present indications will not be until after the summer vacation. Whether this particular deal is closed or not, there is no doubt but that the great house will within the next two years find themselves housed in a fine new structure which will give them the added space and facilities they need for their business.

Wurlitzer Improvements.

Extensive changes have been made in the wholesale department of the Chicago house of the Rudolph Wurlitzer Co., located on Wabash avenue a couple of blocks south of the general offices at 329-31 Wabash avenue. The record bins have all been moved and arranged in such a way as to increase the facilities for the prompt handling of record orders, while the storage space for Victrola stock has been rearranged and greatly enlarged.

The company has made preparations for a big fall and winter business. The business for the first six months of this year is reported as showing a run far ahead of the corresponding period of last year.

Good Outlook for Edison Disc.

C. E. Goodwin, general manager of the Phonograph Co., returned ten days ago from an Eastern trip, during which he visited Washington, New York and the Edison factory at Orange. He says that the company is now getting its record output on a satisfactory basis. Fifty additional presses

are ready for delivery and installation, and the prospects are that they will be able to meet the wholesale demands of the trade by August.

Mr. Goodwin looks forward with natural gratification to the near approach of the time when they can fill the insistent demands of the many Western dealers who have signed up on the Edison disc.

TWO VERY EFFECTIVE SUMMER WINDOW DISPLAYS

Attract Attention in Chicago, Namely Those of the Rudolph Wurlitzer Co. and Lyon & Healy Both of Which Are Described and Illustrated on This and Adjacent Page.

(Special to The Talking Machine World.)

CHICAGO, ILL., July 8.—Wabash avenue now boasts of two window displays illustrative of the use of the talking machine for camp and summer resort life, and which because of their ultra-realism

of use. Purling water actually purls from a grotto near by. An axe rests with its head imbedded in a fallen tree. Grass is growing, live ducks and ducklings swim in a pond or wander at will over the landscape, a rabbit or two browse at tender

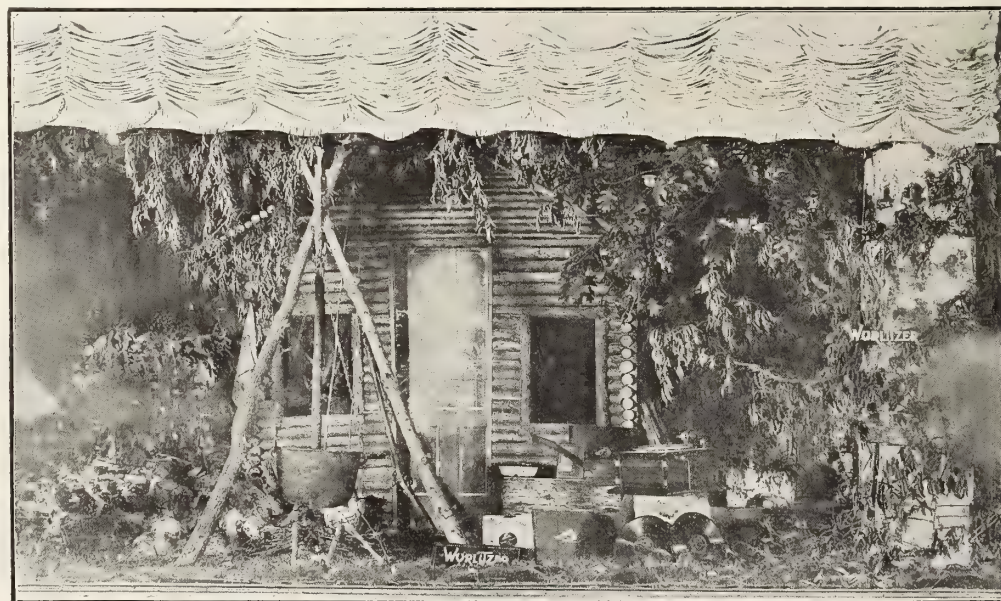


Lyon & Healy's Artistic and Effective Victor Window.

attract daily crowds of people who, if they are not immediately induced to buy, at least have the talking machine idea indelibly imprinted on their minds.

The large north window of the Rudolph Chi-

blades of grass, pigeons roost in the tree branches or nest in the eaves of the hut. About the only artificial thing in the window is a camp fire made of red cloth underneath which are electric lights. Over it hangs a kettle which looks as though it



Summer Window of the Rudolph Wurlitzer Co., Chicago.

cago house of the Rudolph Wurlitzer Co. contains a decidedly lifelike reproduction of a "lodge in some vast wilderness." There is a log-house made out of real logs, with a homely bench in front on which is a primitive looking wash basin. The towel hanging near by appropriately shows signs

had rendered long and faithful service. On a stump is a \$25 Victrola waiting to entertain the owner, who has evidently gone down stream after a big pickerel, which he lost yesterday but is bound to get to-day.

(Continued on page 54.)

AN ARGUMENT for Fall and Winter Business

Supposing you anticipate and carry a Victor stock of \$1,000

Gross profit on sale of
\$1,000 anticipated stock
\$400.00

Less interest on in-
vestment of \$1,000 at
6% for 4 months
20.00

Your Profit : : : \$380.00

But — not having the stock on hand —

Your loss of profit on
sale of one \$50 Victrola
\$20.00

Your loss of profit on
\$120 worth of record
sales to this customer
during year 40.00

Your Total Loss on this one Sale \$60.00

Profit lost on This One Sale would pay
the Interest Three Times Over on an
anticipated stock investment of \$1,000.00.

**Start Stocking Up Now and Be
Assured of Fall Profits**

Our Stock is Complete at This Time

THE TALKING MACHINE COMPANY

12 North Michigan Avenue
Chicago

FROM OUR CHICAGO HEADQUARTERS.

(Continued from page 52.)

The live stock in the window has caused many comments and suggestions. L. Keane Cameron was approached by a man the other day who offered to rent him a badger, which he thought would add greatly to the attractiveness of the window. Cameron couldn't see that the badger would blend properly with the ducks and the rabbits and was compelled to turn the proposition down.

Lyon & Healy Window Display.

The Lyon & Healy display, while less rustic than their summer talking machine windows for several years back, is a particularly striking one. It apparently represents a scene at one of the beautiful little lakes not far from Chicago, and the scenic effects were evidently designed by one who understands the art of stagecraft to perfection. A sixteen-foot gasoline launch is made, by means of a concealed mechanism, to toot realistically upon cleverly simulated waves. In the stern of the launch is the figure of a man in outing costume, while in the prow is a six-year-old kid who is tending a \$40 Victrola. On the shore is the mother, smilingly awaiting the landing of the boat. The scenic background shows an extended lake view, broken with islands on which tents and cottages of campers are seen. Overhead scenic flaps produce realistic cloud effects. The floor of the window is converted into a sandy beach, with grass and mosses showing here and there. Tree stumps and a massive fallen trunk add to the realistic effect of the whole.

Portable Victrolas ranging in price from \$15 to \$50 are distributed at strategic points throughout the window, together with legends exploiting these instruments for camp and outing use.

AMERICAN KLINGSOR CO.'S PLANS.

(Special to The Talking Machine World.)

CHICAGO, ILL., July 11.—The Klingsor Talking Machine Co. of America, which has its headquarters in Chicago, and which controls the American rights of the Klingsor patents, is having incorporation papers prepared. The principals say they have met with remarkable success in embodying the Klingsor principles in cabinets suited to the American trade, and have also perfected certain especially desirable features connected with tonal reproduction which will be incorporated in the machines.

NATURALTONE CO. PLANS FACTORY.

(Special to The Talking Machine World.)

CHICAGO, ILL., July 9.—The Naturaltone Co., which was recently incorporated to handle the new needle arm invented by A. L. Burke and described in the May issue of The World is making plans looking to the acquisition of a factory that will be suitable to the manufacture of the new device. The company has opened an office in the North American Building and at the present time is kept busy by the demands of the local trade.

EXTOLL EDWIN C. BARNES' METHODS

(Special to The Talking Machine World.)

CHICAGO, ILL., July 10.—Edwin C. Barnes, of E. C. Barnes & Bros., Chicago representatives of the Edison business phonograph, formed the subject of an interesting feature story written by Theodore Autrey for last Sunday's issue of the Workers' Magazine Section of the Chicago Tribune, which tells how Mr. Barnes pitched in, got a job and succeeded in the "city of opportunities"—Chicago. His development of the Edison dictating machine was also dwelt upon at length. (Lack of space prevents a reproduction of this interesting story.)

The enterprising city of Lockport, N. Y., is being energetically solicited for Victor business by A. A. Van de Mark, a progressive Victor dealer of that city. Mr. Van de Mark is a full-fledged impresario, as under his management a series of concerts will be given when Mischa Elman, Alma Gluck, Evan Williams and other famous artists will be on the program. Mr. Van de Mark has already circulated a handsome prospectus regarding these events to the customers and prospects in his territory.

REVIEW OF TRADE CONDITIONS IN THE NORTHWEST.

Business Not Exactly Humming, but the Total Sales of All Houses Ahead of Last Year—
W. J. Dyer & Bro.'s Expanding Business—Minnesota Phonograph Co. an Exclusive
Edison House—Grafonola "Leader" Very Popular—Archie Matheis' Extensive Trip.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, MINN., July 8.—With a half score of the leading piano houses in Minneapolis and St. Paul conducting Victrola departments, the Victor Talking Machine Co. has a big outlet for its instruments and records in the Twin Cities. Not a manager in the entire lot which has entered business relations with the Victor Co. regrets the step, but on the other hand bewails his blindness in not getting into the game sooner. The pioneer among the piano houses to see the possibilities of the talking machine was W. J. Dyer & Bro., who have built up a tremendous jobbing trade and are doing a handsome retail trade, for which they have laid the foundation by their series of fortnightly Victrola concerts, which have become immensely popular. Without doubt the Victrola concerts will be a feature of the coming season in Dyer Hall.

Business is not exactly humming these July days, but the houses are all doing something. Even the members of the floor staffs are taking vacations of varying lengths. The June totals for sales were exceptionally fine, and there is little doubt but that July figures will be better than for a year ago.

The Minnesota Phonograph Co. is now making an exclusive Edison emporium, and at both stores in Minneapolis—515 First avenue and 833 Nicollet—sell only the Edison goods. President Lawrence H. Lucker says that he expects to confine his talking machine department to Edison machines and records. The new concealed horn machines and the wide expanse in the way of new records has given the Edison a distinct advantage, which his company is pushing home with all its ability. The new store on Nicollet, opened largely as an experiment, is reported to have established itself as a permanent institution.

The Minnesota Phonograph Co. in St. Paul, with a retail store at 58 East Seventh street, is not connected with its Minneapolis namesake, but in a measure, however, is related, as it is owned by William A. Lucker, a brother of the main wheel of the Minneapolis concern.

The Grafonola "Leader," the new \$75 machine, has proven a tremendous success in Minneapolis and St. Paul. It is doubtful if any machine which has appeared recently has attracted such attention. Jay H. Wheeler, Minneapolis, and C. P. Herdman, St. Paul, look for a heavy harvest from the latest of the Grafonola family. While the quiet season is on Frank Bauer, of the St. Paul store, is "working" the lake district with much success, and is equipping nearly all the cottages at Bald Eagle and White Bear lakes not previously supplied with a machine and a bundle of records.

Archie Matheis, proprietor of the Talking Machine Co. located at 928 Nicollet avenue, having made an extended pleasure trip in the western part of the country calling on many dealers in different cities, reports that trade conditions seem to be up to the standard and all dealers are doing well, think well and expect well of the talking machine business for the next season. After making a stop of a number of days in the National Park, Mr. Matheis returned to Minneapolis, finding his own business for June the largest he had ever had. He says that during the month of March his increase was 250 per cent. over the same month in 1912. He is looking for a large business this fall, and from his personal observations of the crops, if nothing happens to mar them, this part of the country will be favored with a splendid return and the talking machine trade will in turn get much benefit from this prosperity.

The Metropolitan Music Co. is having a nice trade in the talker line. The department is well represented by Miss Blanche Saunders, whose pleasing manner should win for her many customers.

The Cable Company has installed a Victor de-

partment in connection with its piano business, has a nicely equipped department and should do well.

The C. A. Hoffman Co. has sold out its entire talking machine department and will devote its entire time to the sale of cameras and optical goods.

The New England Furniture Co. is still doing business at the old stand, and from the reports of the manager of the talking machine department must be doing a great business.

Foster & Waldo are having their good share of the Victor business and the department is in splendid hands, Arthur Magoon being in charge.

The Talking Machine Co. sold a Victrola June 16 in Texas and a smaller machine in Pennsylvania. Its mail orders are ever on the increase.

THE AUTO TRADE GETTER.

A Minneapolis Merchant Takes Phonographs Out by the Load and Sells Them.

S. W. Scovel, Minneapolis, Minn., has found that the automobile is a very helpful factor in selling Edison phonographs, cylinder type, throughout his territory. His plan is to take out in the country a



S. W. Scovel's Automobile.

load of machines, place them in farm houses along the road, as well as in the residential district of Minneapolis, and the following week, after the people have had a full week's trial, he follows up and closes the sales. The records show that Mr. Scovel has closed three-fourths of the sales on machines which he placed out on trial.

Here is a plan which is well worth following, and we have frequently stated that the automobile as a trade developing factor in the talking machine business is hardly understood or appreciated. Mr. Scovel's experience shows that he understands how to use it.

EASTON-BRADBURN.

The Arcola, N. J., home of Edward D. Easton, president of the Columbia Graphophone Co., was the scene of a brilliant military wedding on June 14, when Mr. Easton's daughter, Florence Lyle Easton, was married to Second Lieutenant Clarence Earle Bradburn, United States Cavalry, whose home is in Nebo, Ill. Lieutenant Bradburn, who was graduated from West Point last Thursday, June 12, was attended by a number of his classmates, who all appeared in full military dress at the ceremony. Mortimer D. Easton, a brother of the bride, was one of the ushers, and Miss Helen Easton, a sister, was bridesmaid. The wedding was one of the social events of the season, and the military dress of the lieutenants and cadets in attendance contributed to the brilliancy of the ceremony.

MARVELOUS.

"My new phonograph is an almost perfect instrument. I wish you would come over and hear it some evening. I had Jinx make a record for it the other day—a funny story; you'll be surprised."

"I would recognize Jinx's voice, would I?"

"Would you? It's so natural you can smell his breath."—Houston Post.



"TONE!

—that is not the *only* reason why you should buy a Columbia Grafonola."

(Page 1, July 26th issue, Saturday Evening Post.)



**Columbia Graphophone Company
Woolworth Building, New York**

CONDITIONS IN CINCINNATI.

**Business Disturbed Through Labor Troubles—
Leading Houses, However, Handling Victor,
Columbia and Edison Goods Speak Optimistically
About Outlook for Fall and Winter.**

(Special to The Talking Machine World.)

CINCINNATI, O., July 8.—In a general way business is not so satisfactory in the talking machine field. It is true that those who have specialized along certain lines have been successful, but accounts indicate that the general volume of business is not at a high stage. This is due to existing local conditions, principally of the labor type, and the extreme hot weather. Meanwhile, business at Aeolian Hall was splendid in June—way ahead of a year ago. Manager Ahaus was never so enthusiastic as at present over the entire situation and looks for a fine trade the rest of the heated term, with a land office business the coming fall.

The Aeolian Co. has been doing extensive newspaper advertising on Victrolas and Victor records, keeping the vacation thought in the foreground, suggesting that the camp or vacation in the country will not be complete without a Victrola. The \$50 and \$100 Victrolas have shown best selling

strength, and the record business has really been phenomenal. "The Trail of the Lonesome Pine" was the best selling record for the month, in fact, one of the most popular hits in a number of months. Another summer business feature has been the large number of Victrola owners who have called on the Aeolian Co. to box their machines for shipment to their summer homes. This is a practise which seems to be growing in favor.

Manager R. J. Whelen, of the Columbia Graphophone Co., reports June business a little slower than usual, caused principally by the intense heat during the month, he presumes, but even at that business has gone ahead of June, 1912. Mr. Whelen does not anticipate any marked decrease in sales during the summer months, for the campers and summer vacationists of all types are beginning to realize the pleasure to be derived from a Grafonola and Columbia records. "The Eclipse," he says, "has proven exceedingly popular for this purpose, owing to the fact that it can be easily 'toted' around and fits into a boat or canoe like it was built for it. On the other hand, a large number of the more expensive types are being sold to people who do not even spare expense in the fitting up of their summer quarters."

The Columbia dealers who were damaged during the flood are beginning to get on their feet again, and quite a few have visited the local store, placing orders for immediate delivery.

R. L. Seeds, the Columbia dealer and Dictaphone agent in Columbus, O., stopped over in Cincinnati the latter part of the month and was very enthusiastic about the prospects in Columbia for both the summer and fall business.

News comes from Cleveland of the formation of the Phonograph Co. at that place, which will have a capitalization of \$75,000. It will deal in musical instruments. Among the incorporators are L. D. Greendale, J. A. Freund, Lela Pugh, Charles Kovanda and J. G. Reyant.

The Milner Musical Co. did a splendid business during June. The entire interior of their store has been rearranged and additional space allotted to the Victrola department. During the past year this store has become quite a factor in the talking machine business of this city. They now carry one of the largest stocks of Victor goods, and their enthusiasm and push in going after business is stirring up the trade generally. Mr. Stotler, the manager, while primarily a piano man, and a very successful one, takes an active interest in the Victrola department. He has recently added to his force Allan Hyer, formerly of E. F. Droop & Sons Co., of Washington, D. C. Mr. Hyer has been placed in charge of the sheet music department.

The Rudolph Wurlitzer Co., when asked regarding conditions, said:

"We enjoyed great business during the last thirty days, both wholesale and retail. The unrest in labor circles showed itself in the lack of interest in that quarter, but this was more than made up by the demand for higher grade Victrolas and records. Wholesale trade was very heavy considering circumstances which would have a tendency towards the opposite. Business is showing a very healthy increase over last year, and with stock more plentiful a prosperous and profitable summer

is in view. Judging by the number of requests that have been made for packing and shipping Victrolas to summer resorts, the Victrola is as essential to the modern vacationist as rod and reel and other standard equipment. We have just completed four new display rooms on our main floor which are duplicates of those previously installed. A system of direct service from rack to Victrola will give us facilities for giving the quickest possible service in the most satisfactory manner and will undoubtedly have a vast influence on our record business. The new advertising circular gotten out by the Victor Talking Machine Co. is now reaching the public, and it is universally conceded the most artistic and beautiful talking machine advertisement that has ever been gotten out. A great number of the folders are being framed by those who receive them, and they will prove to be an ornament in many a home. This circular will undoubtedly be a factor in increasing the volume of Victor sales during the summer, and its effects will be felt for many months to come."

OPEN VICTROLA DEPARTMENT.

**Powers Mercantile Co. of Minneapolis, Minn.,
Will Give Victor Line a Strong Showing.**

The Powers Mercantile Co., of Minneapolis, Minn., is the most recent link in the Claffin chain of stores to announce the introduction of a Victrola department. Work is now being rushed on the construction of a large and handsome department which will be a model of comfort and refinement. A complete library of records will be one of the features of the department, which will be opened as soon as possible. A manager for this new Victrola department will be appointed in the very near future.

PHONOGRAPHISCHE ZEITSCHRIFT

BERLIN W. 30, GERMANY

The oldest and most up-to-date trade paper covering the talking machine line published in the German Language.

PUBLISHED WEEKLY. FOUNDED 1900

Circulates all over the world.

SPECIAL EXPORT NUMBERS
appear in four different languages at regular intervals.

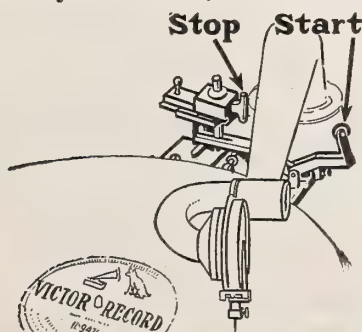
Subscriptions for this talking machine publication 10 Marks yearly.
Sample copies sent free.

Simplex Automatic Start and Stop Device

LISTED BY 95%
OF VICTOR JOBBERS

WHY?

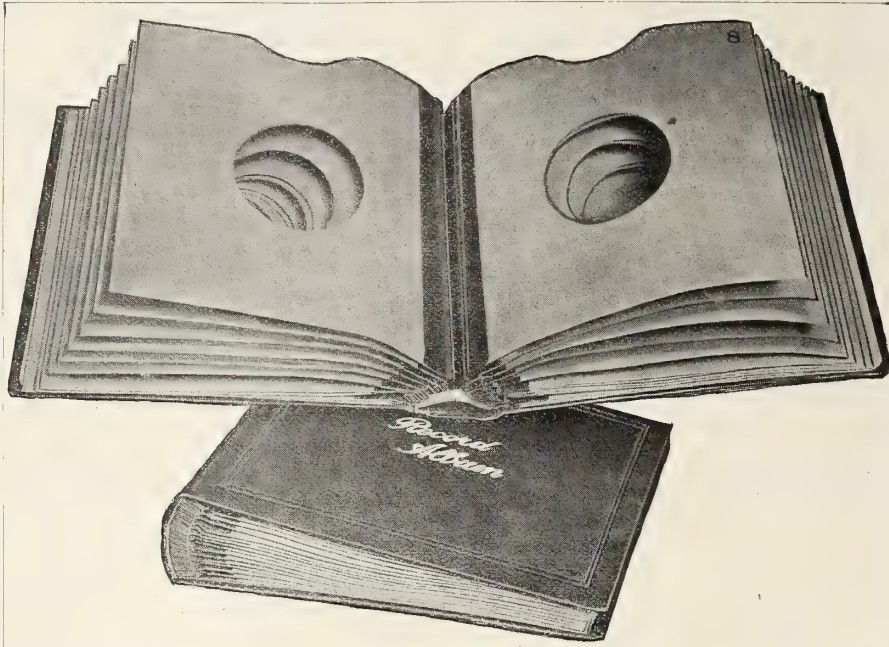
**STANDARD GRAMOPHONE APPLIANCE CO.
173 Lafayette Street, New York, N. Y.**



UNIQUE RECORD ALBUMS

CONTAINING SIX PAGES OF INDEX

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workman, and are first-class in every particular. We sell them at very low prices to meet competition.



DISC RECORD ALBUMS
ARE WHAT EVERY
Talking Machine Owner
MUST NOW HAVE

With the index they make a complete system for filing away all disc Records, and can be added to, Album by Album, as Records accumulate, like books in a library.

OUR SUPERB ALBUMS ARE BEST FOR VICTOR, COLUMBIA AND ALL OTHER TALKING MACHINES

MADE IN TWO SIZES TO FIT ALL 10 AND 12-INCH DISC RECORDS

These Albums contain 17 pockets made of strong fibre paper, each pocket having a hole in the center, as shown in the picture. These pockets are so made that they show very plainly both the single and double face titles on the Records. The Albums are bound in the finest quality of Brown Silk Finish Cloth, with gilt title on front cover. They are also bound in imitation leather. Write for sample and prices of our Albums, which are superior to all others.

Address **NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa**

BLACKMAN'S ATTRACTIVE DISPLAY.

New Show Window Makes Handsome Appearance With One of Edison Special Displays—Expect to Occupy Its Newly Enlarged Quarters the Middle of the Month.

The first display to be shown in the new show window of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison jobber, which was recently completed, is attracting considerable attention from passers-by because of its unusual and unique arrangement and the character of the selling argument used. Incidentally, it may be added that the new Blackman window has proven to be an ideal location for a display card, and the inquiries already received to date from the first display indicate that this window will be quite a drawing power when fall trade commences.

This initial display in the new Blackman window is the Edison display card known as No. 31, which was introduced to the trade last month. The display is both a mechanical and pictorial one, and with the title, the "Sense of Sight," illustrates a selling argument that cannot fail to attract the attention of any passers-by who might be prospects for an Edison machine or records.

The Blackman Talking Machine Co. has always been a firm believer in the value of attractive window displays, and President Blackman has made it a rule to show the latest displays in his window as soon as they are ready for presentation. With its former show window the company was somewhat handicapped for the proper surroundings for the displays, as the posts in the window obstructed the view of passers-by and spoiled the artistic effect of the displays. The new window, however, eliminates these objectionable features, and the first Edison display in the completed window presents a truly artistic and pleasing appearance.

By the time this issue of The World is published, the Blackman Talking Machine Co. will be

established in its enlarged quarters, which now occupy space from one street through to the next one. The new offices are well arranged and the extra room available will be utilized to good advantage.

GOOD TRADE IN THE SOUTHWEST.

Big Orders Taken by the Schmelzer Arms Co. for Victor Goods.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., July 5.—The Field-Lippman Piano Stores, conducting four stores in Missouri and three in Texas, have just signed up for three complete stocks of Victor machines and records for San Antonio, Ft. Worth and Dallas. They now carry a complete line of Victor machines and records in all of their branch stores.

A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., through whom the order was placed, said: "We feel they will do a tremendous business. In fact, our business this year has been considerably greater than last. It is increasing every month, and from all indications this will be the biggest year in the history of the Victor line."

PHOTOPHONE CO. INCORPORATED.

The Photophone Co., of Boston, has been granted a certificate of incorporation by the authorities of Massachusetts for the purpose of conducting a talking machine business. Capital, \$50,000. Incorporators: L. M. Goulston, E. S. Goulston and J. D. McQuaid.

GEORGE W. LYLE ON VACATION.

George W. Lyle, general manager of the Columbia Graphophone Co., left July 3 for a ten days' vacation at his summer home, Summit, Schoharie County, N. Y., where his family is already established for the summer. H. L. Willson, assistant general manager is also spending a few days at Mr. Lyle's summer residence.

H. B. KAUTZMANN IS MANAGER

Of the New Victrola Department to Be Opened in the Department Store of J. N. Adams & Co., Buffalo, at an Early Date.

H. B. Kautzmann has been appointed manager of the new Victrola department of J. N. Adams & Co., Buffalo, N. Y., which is scheduled to be opened within a very few days. Mr. Kautzmann is well versed in every detail of the retail talking machine field, having been connected with Mason & Risch, Toronto, Can., and the Seattle store of Sherman, Clay & Co. J. N. Adams & Co. is a member of the Clafin chain of stores and the new Victrola department will carry a complete stock of Victor machines and records.

NEW MEANS TO RECORD SPEECHES.

German Obtains Patent on System for Recording Long Speeches, Compositions, Etc., on Two or More Machines—Starts One Machine After the Other at the Proper Time.

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 7.—Means for recording and reproducing lengthy speeches, compositions and the like on disc records is the subject of Patent No. 1,063,085, which has just been granted by the United States authorities to Franz Ewald Thormeyer, of Hamburg, Germany. The invention relates to means for recording and reproducing lengthy speeches, music and the like by the aid of two or more sound reproducing machines.

The object of the invention is to provide means for starting the several instruments one after the other, the measure of motion of the apparatus working being transferred to a regulating device, which is set in motion together with the working apparatus and serves to determine the starting of the second apparatus, when the record on the first or working apparatus has come to its end.

NEW START AND STOP DEVICE INTERESTED CONVENTION

"Noset," Made by Condon-Autostop Co., Exhibited at Niagara Falls During Recent Convention of National Talking Machine Jobbers' Association, Aroused a Great Deal of Commendation for Originality of Construction and Effectiveness of Results.

At the Talking Machine Jobbers' convention, held at the International Hotel, Niagara Falls, July 7 and 8, William A. Condon, treasurer of the Condon-Autostop Co., New York, exhibited "Noset," the autostartstop. Mr. Condon was accompanied by Hugh Kahler, of the Proctor & Collier Co.

The officers of the company are in a most happy frame of mind because of their success in perfecting this absolutely automatic start and stop device, and those in the trade who have had an opportunity to inspect it share their enthusiasm, as they claim it is the mechanical marvel which has bridged the hitherto impossible gulf. The aim of the company and its inventor, E. T. Condon, Jr., vice-president, has been to market the device in one universal design that would be applicable to all types of any disc talking machine, with possibly a small change in the connecting rod which is fastened to the tone arm, which change might be made necessary because of the difference in the size of the tone arm and of its length, as represented in the manufacture of the Victor Talking Machine Co., Columbia Graphophone Co. and the Vitaphone Co. In speaking of the latest development of the Condon Autostop Co., an officer of the company said:

"After the initial marketing of the Condon-Autostop—the first stop device manufactured which opened up the floodgates for so many competitors manufacturing a similar article—the company found that while the device pleased many it was impossible to secure a universal sale for an automatic (so-called) stop device requiring setting or adjustment, for the fact could not be gainsaid that eyesight varies to such an extent that many are incapable of making an adjustment where the distance focused narrows down to a thread representing but a few thousandths of an inch, and the fact that if the adjusting device is not satisfactorily accommodated to this thread it will stop before the piece is ended, or because of the convenient stop groove in the end of the record the needle will revolve in this groove and, much to the chagrin of the purchaser, the stop will not be found to stop!

"Thereupon E. T. Condon, Jr., in charge of the mechanical department of the company, was directed to concentrate all effort and attention to the development of a stop requiring no setting or adjustment, and "Noset," the present device, represents in its manufacture an entirely new mechanical principle which experts pronounce most sound and

distinctly ingenious. Together with the development of the mechanical principle which made possible the marketing of "Noset," the most careful attention was directed to the patent situation, and the company is in complete control of basic patents on the principle of a device guaranteed to start and stop a record on the talking machine at the



E. T. Condon, Jr.

end of a piece with no previous setting or adjustment.

"Many of those close to the company in the trade offered the urgent advice that every possible consideration should be directed toward the marketing of but one universal design to meet any and all conditions on the different machines, and the last six months have been spent in conducting the most elaborate tests to accomplish this purpose. While considerable delay has resulted because of the wisdom to follow this advice, the company is in the strongest possible control of the market, and the original enthusiasm and belief has been greatly increased because of the additional knowledge acquired on the strength of the article to meet any and all conditions existent.

"One device alone has been used over 40,000

times, which gives some idea of the elaborate extent the company has gone to prove in practice what was demonstrated in mathematics. Night after night during these months the officers convened and some of the foremost heads of the largest factories were asked to offer suggestions. Because of the extent to which the company has gone to insure the fool-proof qualities of the article, the trade can rest assured that in every way "Noset" does not contain a single flaw.

"Another feature which is of great interest is the fact that it is entirely sightless on the machine—the stop being entirely concealed by the turntable and only a small rod being fastened to the taper arm. Therefore, nothing is sacrificed in the appearance of the machine, as nothing is visible.

"Noset" is easily applied to the machine and requires no book of directions to guide the uninitiated in using it. It is only necessary to put the record on the machine and move the taper arm to the left as far as it will go, and the turntable is automatically started. At the end of the piece the brake applies and the machine is automatically stopped. Everything possible will be undertaken to afford dealers co-operation, and most attractive literature and the latest features in decalcomanie and other special signs will be gratuitously distributed to the trade.

"Most special business has been conducted by the Condon-Autostop Co. with our No. 14 Needle Cutter, as its extremely low price and excellent quality have been widely accepted by the largest concerns in the trade. The volume of business has been much larger than our sales department expected, but a larger manufacture will shortly be able to satisfactorily cope with a large order situation."

PRACTICE MAKES PERFECT.

When, after the first year had passed, the student was allowed to make a sound on the strings, the notes were true and significant—not a haphazard caterwauling. Under this strenuous discipline he became a headliner in the musical world. If you meet discouragements as a beginner among salesmen, bear this example in mind. The prospects on which you "fall down" comprise a class of people which is to be your instrument. The more you learn of their crotchets and the difficulty of selling them, and the more you learn of the way of accomplishing this purpose, the more proficient you will be when at last you sound your first note in the scale of successes.

The Bedford Co. (Cutter-Grasman) at Broadway and Reid avenue, Brooklyn, N. Y., is featuring the Keen-O-Phone very prominently in its advertising. Last Sunday the Bedford Co. used nearly a quarter page in the newspapers.



This Illustrates the Mattatuck Player-piano; The Piano Style Is the Same.

Your profits are 150% with the Mattatuck piano

THE low price of the Mattatuck will enable you to sell it at the above profit, with the assurance that your customer will be pleased at its value. It is built in one of the best factories in the country and if you know anything about pianos, you'll know that its specifications are O. K.

Specifications:

New scale; 7½ octaves; full metal plate; copper bass strings; heavy hardwood back; built-up maple wrest plank; fine spruce sounding board; double repeating action; ivory keys; extra heavy hammers; bushed tuning pins; empire top; full swing music desk; double veneered case elegantly finished and polished. Built on scientific principles and warranted.

WHAT makes the price to you so low is that the Mattatuck sells only for cash; it is the only "cash piano" in the trade. Selling a Mattatuck now and then thruout the year will give you \$1,500 to \$2,000 extra profits. Ask us for price today.

Mattatuck Piano Co.,

Stamford, Conn.

BRIGHT OUTLOOK FOR SUMMER AND FALL TRADE

Is the General Opinion of Talking Machine Jobbers and Dealers in Wisconsin—Crop Conditions Excellent and This Means Money for Talking Machines and Records—Big Orders Placed for Stock for Fall Trade—Flanner in Trouble—Other Items of News.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., July 11.—Despite the unusually hot weather which has been experienced of late all over Wisconsin, talking machine dealers and jobbers seem to be meeting with an exceptionally fine business. It is often the case that sales begin to fall off when the mercury climbs as high as it did during the latter part of June and the early half of July, but business mounted in company with the thermometer this year. Practically every Milwaukee dealer reports that trade has been remarkably good. The demand for high-priced machines seems to have been a leading feature of the situation. Houses handling the Victor, the Edison and Columbia lines have the same story to tell.

Jobbers say that dealers have been ordering more freely in both records and machines. Retailers in smaller cities and towns have been placing some exceptionally fine orders, and all seem confident that future business will be satisfactory.

The outlook for the coming summer and fall is indeed bright. General business in this and other Wisconsin cities is beginning to take on new life, now that the scare over the impending changes in the tariff bill has abated and crop predictions have been so favorable. The Wisconsin crop report for June, issued some time ago by James C. MacKenzie, secretary of the Wisconsin State Board of Agriculture, was even more favorable than the May report and gave promise of a bumper crop in all lines. Figures on both condition and acreage were highly satisfactory and showed gains over the report of the previous month. It is a never-failing rule that general business is pretty sure to be satisfactory when crops are good.

Attended the Convention.

Milwaukee had to depend this year upon its lady jobber, Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., jobber for the Victor line, to represent its talking machine interests at the annual convention of the National Association of Talking Machine Jobbers, held at Niagara Falls July 6, 7 and 8. Miss Gannon has never missed a jobbers' convention since she has been connected with the talking machine business.

An Excellent June Business.

Officials of the new Gensch-Smith Co., 730 Grand avenue, operating an unusually attractive and exclusive Victor shop, made up their minds to secure \$1,400 of business during the month of June and missed their mark by only \$5, the books showing a total business of \$1,395 up to June 30. During the first three days of July the company sold three \$200 Victrolas and three \$100 Victrolas.

New Talking Machine Man.

Paul A. Seeger, the young manager of the Victor department at the Edmund Gram Music House, welcomed a son to his home on July 2. The young man is said to be a "chip of the old block," and as he likes nothing better than to hear the Victrola, it is anticipated that he will join the ranks of the Victor selling forces when he grows up. Mr. Seeger reports that business at the Gram house is exceptionally good, with sales of high-priced Victrolas in the lead. Ernest F. Leichti, formerly a member of the Victor sales force at the Gram store, has severed his connection with the store.

Placing Big Order for Stock.

Harry T. Fitzpatrick, general manager of the Wisconsin Talking Machine Co., jobber for the Victor Talking Machine Co., says that Wisconsin dealers are showing their confidence in future business by placing exceptionally fine orders for both machines and records. The Wisconsin Talking Machine Co., which was organized several years ago, was formally incorporated recently with a capital stock of \$75,000. The incorporators were Miss Gertrude F. Gannon, C. M. Backus, Joseph F. Gannon, Miss Elizabeth McCarthy and Miss Thecla Weis.

Married.

Miss Lenore Rintelman, formerly cashier of the Edmund Gram Music House, and a niece of Edmund Gram, was married recently to A. A. Naulin, connected with the Burroughs adding machine interests in Kalamazoo, Mich. The ceremony was performed at the residence of Paul A. Seeger, manager of the talking machine department at the Gram store and a brother-in-law of Mrs. Naulin.

Reports Excellent Business.

E. F. O'Neil, genial traveler for the Victor Talking Machine Co., who recently called upon the Milwaukee trade, said that business was good and that the prospects for fall trade were never better.

Opening Many Edison Stores.

The Milwaukee Phonograph Co., 349 Broadway, jobber for the Edison line, is maintaining its early record in the work of opening new Edison stores all over the State. Manager William A. Schmidt says that business is fine and that the outlook is good. He says that the company is now able to secure larger record shipments from the Edison factory, and Edison dealers are again having their wants supplied in this line.

Hot Weather Not Hurting Trade.

The excessively hot weather which Milwaukee has been experiencing this summer does not seem to have cut down sales in the Victor department at the Gimbel Bros.' department store. Now that the schools are closed Manager L. C. Parker is paying particular attention to the other phases of the trade. Late in the summer he will resume his campaign of selling Victors to the various educational institutions, a field in which Mr. Parker has been unusually successful.

Incorporates His Business.

George H. Eichholz, one of Milwaukee's successful retail talking machine dealers, 552 Twelfth street, has incorporated his business under the name of the George H. Eichholz Co. The capital stock is reported at \$6,600, and the incorporators are George H. Eichholz, Ida Eichholz and Frank Preuss.

New Reproducer of Celluloid.

J. H. Ellis, the inventor of a reproducer for talking machines, has been conducting several demonstrations of his new appliance. He claims that his invention "brings out sound and tone colorations impossible to hear with the ordinary reproducer." Instead of the metal or mica diaphragm, Mr. Ellis uses a disc of specially treated celluloid.

New Columbia Stores.

The opening of two new Columbia stores is reported by A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer, who has been pushing Columbia sales to a new high mark in this terri-



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

tory during the past three years. The American Household & Supply Co., 1721 Fond du Lac avenue, has taken on the Columbia line, while M. Jovanovich, a Milwaukee dealer, is opening a new branch store in Racine, Wis. Both orders were placed through Mr. Kunde. A big shipment of the new "Leader," the \$75 Columbia cabinet machine, has been received at the Kunde store, and an exceptionally fine business in this line is reported by Mr. Kunde. Mr. Kunde has returned from a business trip to the East, where he visited the Columbia factory at Bridgeport, Conn. He says that the Columbia plant is rushed with orders.

Espenhain Outing.

The big event each summer for the 800 or more employes of the Espenhain department store is the annual picnic, and this year's gathering, on June 29, was no exception. As usual the Victor was the big attraction, and a Victrola and an extensive lot of records taken along by J. H. Becker, Jr., manager of the talking machine department, were kept busy all day long. Dancing was one of the features of the outing, and here the Victrola did some good service in furnishing the music. Manager Becker made more than fifty fans by pasting together Victor advertising literature, and these aided in the Victor publicity work.

Business is keeping up in great shape at the Espenhain Victor department, and Manager Becker believes that his advertising literature mailed out in attractive envelopes, showing how the Victor may be used to advantage on summer outings, has been a large factor in bringing in the sales. The \$15 Baby Victrola has been a big seller with parties going on summer outings.

Miss Elmann, Mr. Becker's head assistant at the Espenhain store, recently entertained more than 100 of her friends at a lawn party at her home, and made good use of the Victrola to furnish the music for the evening.

Flanner's Financial Troubles.

Joseph Flanner, well-known music publisher and dealer, who also handled a general line of musical merchandise and featured the Victor talking machine line at 417 Broadway, Milwaukee, went into involuntary bankruptcy recently. Schedules just filed show liabilities of \$17,297.63 and assets of \$31,922.49. Secured claims are represented by a debt of \$1,500, owed the Wisconsin National Bank, while the unsecured amount to \$15,797.63. Property claimed exempt is valued at \$1,880.

Flanner-Hafsoos Organizer.

The Flanner-Hafsoos Music House, which has been organized by Florian F. Flanner, son of Joseph Flanner, and Eric S. Hafsoos, who purchased the Flanner piano business about two years ago, will carry on a general business in pianos, small musical goods, and will feature the Victor line of machines and records. The first and second floors of the old Flanner stand at 417 Broadway have been leased, and handsome new Victor parlors will be arranged.

SCHWARZWÄLDER LAUF- und ZÄHLWERKE-FABRIK

FRANZ SCHIELE, HORNBERG, BADEN (GERMANY)

Production of **MOTORS** of every description.

Specialty: **Motors for Talking Machines**, nearly 15 types in general demand.

The advantages of our motors are solid construction—very greatest power, smooth running. Lowest prices imaginable.

Please ask for prices and catalog.



The Chauncey Olcott records are among the fastest money makers in the exclusive Columbia list—just as we predicted, only more so. Two new recordings in the August list.

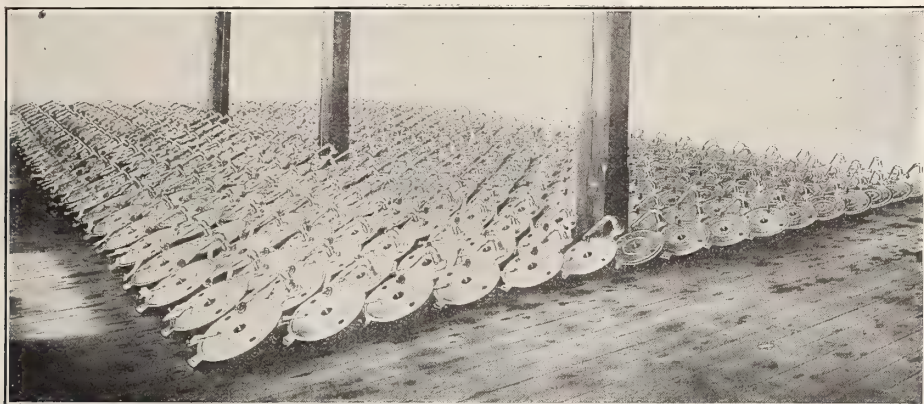


Columbia Graphophone Company
Woolworth Building, New York

BUSY TIMES AT BRIDGEPORT.

Columbia Graphophone Co. Working Full Force and Overtime in Order to Fill Present Day Demands—An Unusual Picture.

The accompanying interesting and somewhat unique illustration, recently taken at the factory of the Columbia Graphophone Co., Bridgeport, Conn., shows a batch of 448 Columbia Grafonola motors



View of 448 Columbia Grafonola Motors.

on metal motor boards just ready for delivery at the factory.

In connection with this illustration, it is interesting to note that each one of these motors shown in this picture is already practically a complete

talking machine in itself, inasmuch as each one can play records irrespective of any cabinet.

While mentioning the Columbia factory at Bridgeport, it should be noted that a full force is working overtime just now to fill the orders being received from all parts of the country for the new machines recently introduced by the company. The new metal motor board which forms a part of the equipment of the new "Leader" and "Favorite"

has proven to be one of the most important selling arguments ever presented to Columbia dealers, and the letters received from the trade all speak in the highest terms of this new perfection in Columbia machines.

ACTIVITY IN INDIANAPOLIS.

How the Aeolian Co. Celebrated the Fourth—Delegates to Jobbers' Convention—Columbia Store Short of Grafonolas—How Old Time Song Record Was Resuscitated—General News of Month.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., July 9.—A safe and sane Fourth was advocated by the talking machine department of the Aeolian Co. here. Cards announcing a number of patriotic records suitable for the day which is given over to the celebration of the nation's birth were placed in the window, and a number of owners of Victor machines profited by the suggestion and bought patriotic records. One who purchased patriotic records on the eve of the Fourth was Mrs. Charles Warren Fairbanks, wife of the former Vice-President.

The weather has been exceptionally warm here and business is practically at a standstill. Good records were made in June, however, and if the weather man sees fit to turn on a little cool air perhaps business will liven up before the end of this month.

The Stewart Talking Machine Co. was to be well represented at the talking machine convention at Niagara Falls. W. S. Barringer, manager; Willis M. English, assistant manager, and George Edwin Stewart, son of Alexander M. Stewart, owner of the store, made the trip. They planned to make a short tour through Canada before returning by way of Detroit. Mr. English was recently married to Miss Helen Foore.

Charles M. Udell, manager of the Wulschner Piano Co., which handles the Victor line of talking machines, attempted to keep cool last Sunday by going bathing in a swimming pool at Broad Ripple, but instead he was literally cooked. He was in the water several hours and was feeling fine. The next morning, however, he found that his arms and face had been baked by the sun. He was scarcely able to move for several days.

Nicholson Bros., at Richmond, Ind., have been selected as the Wayne County agents for the Dictaphone by Thomas Devine, manager of the Dictaphone Co. here.

The Columbia Graphophone Co. here has disposed of all its leading Grafonola styles and is waiting for another shipment. The Grafonola has proved to be a favorite in Indianapolis.

While A. W. Roos, manager of the Columbia store here, was standing in front of the place the other evening, an aged gentlemen paused and asked if he could get a "Blue Bell" record. He had bought one of the records years ago, had played it for years, and when it did not give as sweet music as it did once, he decided to buy another. Mr. Roos made a search of his stock and found the record desired.

INCORPORATES IN DELAWARE.

Articles of incorporation were filed with the Secretary of State at Delaware yesterday by the Pattescope Co., of New York City, to manufacture, sell and deal in apparatus for reproducing sounds. Capital stock, \$100,000. Incorporators: H. O. Coughlin and J. F. Curtin, both of New York.

NEW COLUMBIA AGENTS.

Despite Hot Weather Quite a Roster of Prominent Houses Fall in Line.

The past month has been a very busy one for the wholesale department of the Columbia Graphophone Co., and notwithstanding the summer season an unusually large number of representative houses in various mercantile lines joined the ranks of Columbia enthusiasts. Prominent piano houses, high-class department stores and well-known furniture stores were among the new agencies to get on the Columbia band wagon, and these new representatives came from all parts of the country.

Some idea of the summer activity may be gleaned from the following list, which contains the names of a few of the new Columbia agencies which were closed during the past few weeks: William Taylor & Co., Cleveland, O.; Hall-Stephenson Co., Knoxville, Tenn.; I. Rodbart, New Brunswick, N. J.; E. Winters' Son, Kingston, N. Y.; L. A. Russell Piano Co., Augusta, Ga.; Hackman-Heebe Furniture Co., Connorsville, Ind.; Frazier La Belle Music Co., Kansas City, Mo.; Italian Phono. Society, Asbury Park, N. J.; International Talking Machine Co., Philadelphia, Pa.; G. Stephenson, Philadelphia, Pa.; A. C. Prahschates, Cleveland, O.; Hefling Music Co., New Philadelphia, O.; J. P. Barrett, Concordia, Kans.; Metropolitan Piano House, Los Angeles, Cal.; Walter B. Hill, Pottsville, Pa.; Locke Mercantile Co., Dodge City, Kans.

A NOVEL PUBLICITY PLAN.

Clever Summer Advertising Plan Which Is Open to Talking Machine Dealers.

Elsewhere in this issue will be seen a novel advertisement put forth by the International Advertising & Sales Co., Hartford, Conn. This is of special interest to Victor dealers, and will enable them to secure novel advertising at a minimum expense. This company makes a fan which is a reproduction of an 8-inch red seal Victor record. The advertisement of the local dealer will be placed in the center, thus making an effective showing, and during the heated term should be particularly beneficial because these fans can be distributed in theaters and motion picture places, where they will be in constant use and where the advertisement will be sure to be read.

It will pay to consult the announcement of this house appearing in this issue of The World.

Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., 81 Chambers street, New York, spent some time this week calling on the company's trade. Mr. Geissler is enthusiastic in his reports of the business that the trade is closing, and states that this fall will undoubtedly be a banner one with the Victor jobbers and dealers.

The intelligent worker is one who tries to find his own shortcomings. The ignorant worker is the one who tries to hide his shortcomings from the eyes of his associates.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Business Unusually Quiet, Particularly With the Cheaper Record Concerns—Preparations Under Way for a Very Active Trade the Coming Autumn—Important Court Decision in Relation to Hornless Graphophones—Important Meeting of the Phonograph Dealers' Protective Association—Something Entirely New in the Line of Photographing Sound—Some Interesting Budgets of Records Issued—Important News Happenings of the Month.

(Special to The Talking Machine World.)

LONDON, E. C., July 8.—During the last few weeks talking machine business has been anything but brisk; indeed, in many quarters a veritable slump in sales obtains. It is significant, however, that the latter position is more closely identified with the cheaper record concerns than with the half-crown houses, who are enjoying very fair trade, season considered. Outside a few "baits" in the shape of one or two really popular artists to whom the eightpenny people give prominence on their lists, etc., this class of record is certainly out of favor, for the time being at any rate. Perhaps it might be more strictly correct to say the community to which the record appeals, for the most part, has forsaken the talker in favor of fresh air and outdoor pleasures these fine days. The fact remains, however, so that the 2s. 6d. record is comparatively in good demand, and the better class public do not seem to need more than the encouragement of a certain fixed standard of quality in the goods. For the special fare offered each month by Columbia, Zonophone, Pathé, Homophone, Edison Bell, Beka, etc., is in itself an attraction to buy. To a limited extent press publicity is still in favor, notwithstanding the fact that most dealers refrain from any local support. Were it not for direct advertising appeal to the public which forces our friends behind the counter to bestir themselves, I verily believe they would lose heart altogether.

Optimistic Over Prospects.

Within the inner trade circle I find everyone optimistic concerning prospects for next season. Plans and preparations to cope with an even larger turnover than last season are everywhere apparent. On the machine side fresh ideas and styles are under consideration, and in more than one instance orders for new models have already been placed. One large firm of cabinet makers informs me they are now starting right in, having sufficient contracts on hand to warrant immediate manufacture. Machine cases, they tell me, vary very little in comparison with last year's style, but nevertheless over fifty different designs will be put out by this one firm alone. The tendency is for plain case work, the elaborate and highly decorated construction which obtains to a great extent in Continental workmanship being not in favor with the British public. Another machine case manufacturing house informs me they are right full up with orders—cannot book any more for delivery before the end of September. It certainly augurs well for business expectations at any rate.

On the record side some little apprehension exists as to possible effects arising from the decision of prominent firms to issue 1s. 6d. records. It is felt that once this price finds general recognition, an elastic policy will obtain tending to encourage wholesale price slaughter. Doubtless there is material ground upon which to base such reflection, having regard to previous happenings, the trade's experience of which does not tend to relieve the nervousness now apparent.

The Survival of the Fittest.

Since my last report two or three new records have come to disturb an already overcrowded market, and quite a number are promised in time for next season's trade, by which time a conservative estimate will place the grand total somewhere in the neighborhood of forty different makes of discs,

and this apart from the many sold under dealers' own labels. Inquiries in trade circles lead only to one conclusion—some must go. It is generally recognized that the market cannot possibly carry the many records with which it is flooded. The demand may be good—more than ordinarily so—next season, having regard to the competitive efforts which will obtain, but the lowering of prices all round reduces profits to a level incommensurate with the increased cost of selling, and it is to be feared the shoe will pinch very tightly in some quarters. Factors and dealers are undoubtedly nervous of the future. With the coming of the 1s. 6d. double disc their handling profit is reduced as against the 2s. 6d. record by about 75 per cent., and correspondingly so with the dealer. Manufacturing and selling costs are higher now than formerly, credit is loose, and bad debts more frequent. The position is absolutely rocky, and I do not hesitate to express the opinion that a crop of failures will quickly follow this disastrous and insane price war. There is no unity in the trade—each record will stand on its merits, and a fight to the death is assured.

An Important Decision.

Within the last few weeks a definite decision has been given with regard to the validity of the famous Holzweissig patent in relation to hornless gramophones. The claim for the patent is that it effectively covers all machines of the hornless type, regardless of whether the sound is carried through, under, or at the side of the motor. This sweeping and all-powerful claim has now received the unqualified endorsement of the Berlin courts. We are informed that the Deutsch Grammophon concern cited as defendants the Kalliope, Anker, Polyphon, Favorite and Excelsior companies. Plaintiff claimed that the hornless machines made by defendants were infringements of its patents. In giving judgment for the plaintiff, it is significant that the court awarded damages, a most unusual thing in the first instance. This in itself is regarded as foreshadowing the futility of appeal, although an appeal is expected to be lodged. In view of all the circumstances, it is generally assumed the higher court will uphold the decision of its inferior tribunal.

So far as England is concerned, no definite line of action has been divulged. We are not aware that any actual move has yet been or will be made, but it is significant that two firms here do not disguise the fact that their hornless machines are issued "under the Gramophone Co.'s license."

Dealers' Protective Association Meets.

A well attended meeting of the British Gramophone and Phonograph Dealers' Protective Association was held on June 24 at 67 Paul street, London. The new chairman, A. Laurie Craig, presided. After the discussion of formal matters, reference was made to the question of non-representation at the recent Music Trades Convention, and a resolution was taken to endeavor to secure representation at the next convention and, if possible, have an official paper read upon the association's policy. Mr. Cullum's paper on "Price Maintenance and Agreements" was then discussed. His attitude, so far as it went, met with approval, but it was agreed he did not go far enough. According to expressed opinion, it did not strike hard enough at the root of price cutting, which the association had come into existence to grapple with. In his reference to the need of a strong association Mr. Cullum, it was also suggested, should have stated that such an association was fait accompli.

Mr. Churchill thought that there was some need for manufacturers to exercise more vigilance over their factories. Signed price maintenance agreements should be effectively carried out. Mr. Bromley said the factor-dealer was in a very anomalous position. He could buy largely and cheaply and the more easily compete with the

average dealer. But if prices were maintained and different terms to different dealers were not given, there would be no harm. He knew that a variation of prices was the rule in some houses. Dealers were justified in making the best bargains they could, the essential thing being the maintenance of fixed prices to the public. He was pleased to know that the policy of their association was fast becoming realized in trade circles. Applause greeted his remarks concerning the Beka Co.'s creditable action in refusing supplies to offending dealers, and likewise that of Cooper Bros. (Coliseum record), who in at least one instance had bought back a large stock rather than have the records undersold. It was a good example to other manufacturers. This kind of policy was warmly commented upon by the chairman, who said its best argument was that manufacturers who had adopted this plan had found that their prestige with trade and public alike was thereby raised considerably. He (Mr. Craig) regretted that leading companies were preparing to issue ten-inch double records at 1s. 6d. in order to meet the German invasion. He thought it would simply prolong the struggle, and that it might have been wiser to have gone the whole hog at once and supplied records at 1s. for a time, in order to effect their object. Their competitors, he doubted not, would do so, although it could scarcely prove a paying proposition apart from the issue of a lot of rubbish. It would certainly not pay dealers to handle such a record. Mr. Seymour thought that the whole problem centered around the money question. The largest German syndicates were in the clutches of the German bankers, who were satisfied with a small return on their outlay. From the viewpoint of economic progress and of the consumer's pocket, it was not satisfactory, if the latter could insure getting as good value for his money as before, otherwise cheapness was not an advantage. The production of a record should be regarded as a work of art, and it was incompatible with common sense to expect a work of art to be produced by cheap labor and poor materials. He was aware of the difficulties in obtaining records of artistic distinction, notwithstanding all the skill and ingenious aids called into requisition to that end. The reduction of record prices to a small margin over the mechanical cost of production would mean the destruction of the artistic element which was everything in it of value, in the end. Other speakers voiced much the same opinion, and there seemed a significant unanimity in deprecating any attempt to float cheap records at the expense of a reasonable profit margin for the dealer. Various other subjects were dealt with having reference to the internal affairs of the association, and after a vote of thanks to the chairman the meeting terminated.

Something New.

A contemporary reports that "a new machine has been invented that records 'photographs' of the sounds, and reproduces them in unison with the pictures, the voices of the singers or actors synchronizing with the action recorded on the film. The sounds are produced by a new process, which entirely does away with the scratching associated with the needle of mechanical production. The voice is made to act on a sensitive electric contrivance which regulates the light falling upon a moving strip of film passing through the camera at the side of the film on which the pictures are taken. Two photographic records are thus obtained, one of the animated pictures, the other of the sounds. In the reproducing machine the photographic band of sound records is used to regulate the strength of a beam of light falling upon a highly sensitive photo-electric element, and this regulates the sounds set up in a powerful telephone which is connected with a large trumpet. The sounds are produced entirely by means of this combination of photography and electricity. The voice

FROM OUR LONDON HEADQUARTERS—(Continued from page 60).

is reproduced at the actual instant shown in the cinematograph pictures."

Price Maintenance Case.

Another price maintenance case at the instance of the Columbia Graphophone Co. came up before the courts this month. Defendant was Mr. Leibo-witz, trading as the Regent Fittings Co., Old street, London, E. C. Counsel explained that the action was brought to restrain the infringement of the plaintiff's patent, No. 6611 (1907), but in truth it was a price cutting action, and plaintiff was asking for an injunction to restrain defendant from selling Columbia-Rena records at less than the authorized prices. Defendant denied knowledge of the restrictive price conditions. In giving judgment, His Lordship said he had no great sympathy with this class of action, but he was unable to believe defendant did not know that there was this restriction with reference to the price. He was satisfied, too, that the defendant distributed catalogs of the records which contained, staring him in the face, the notice that the Columbia-Rena records were not to be sold at less than fixed prices. Therefore plaintiff was entitled to a general injunction against the defendant restraining him from infringing its patent rights, and also to the costs of the action.

Record Letters by Mail.

A new device for carrying on correspondence by phonograph has been introduced in Paris. The record is made on a square of prepared cloth, which can be sent through the post in an envelope and is said to reproduce the voice with great accuracy. The cost of a complete outfit, including the machine for both transmitting and receiving messages and a supply of cloth squares, is from £10 to £12.

Strike Was Insignificant.

We are informed that the recent strike at the "H. M. V." Hayes factory was quite insignificant and was soon settled. It appears the men found it rather trying in the record pressing room during a hot spell of weather, and alleged they were over-

crowded. Another complaint had reference to a slight reduction of threepence per hundred records for pressing a new kind of disc the company contemplates issuing. As to the merits of the case we cannot speak, but we are advised the men have re-started work at the old terms.

Declares Dividend of 20 Per Cent.

The Carl Lindstrom Co. (Berlin), notwithstanding a slightly decreased turnover last year, due, it is said, to the political tension existing during the last quarter, has declared a dividend of 20 per cent.

Recent Records of Merit.

Two special records characterize the July Columbia-Rena supplement. One of these is the rapidly growing Irish song, "Mother Machree," which is beautifully sung by "sweet-voiced" Will Oakland, and the other is "When I Lost You," which, we are told, is to be the season's big sentimental ballad. Medley records are always sure of a big sale, and the Columbia Co., ever on the alert to give the latest from London town, issued this month a "Round the Town" medley overture. This introduces a little ragtime, judiciously interspersed with chorus songs and ballads. A cornet solo record of which a great deal will be heard is that which stands in the name of Prof. Guarino, of the Municipal Band of Milan. It gives the delightful Cavatina from "The Barber of Seville" in two parts, and is full of the most difficult runs and tricky passages that call for and obtain exceptionally skilful handling. The "Two Bobs" are represented on this month's Columbia-Rena by a record of "Dicky Bird," their hugely successful ragtime number, which they produced to show that ragtime could be written by English composers. Their record proves it admirably.

Worthy of mention also are the following: Twelve-inch—"The Green Eye of the Yellow God" (Milton Hayes) (dramatic recital), by Bransby Williams, and "The Caretaker" (Charles J. Winter) (humorous recital), Bransby Williams; "Leonore Overture" No. 3 (Beethoven), Part I and Part II, Court Symphony Orchestra; "March

Lorraine" (Ganne) and "Father of Victory March" (Ganne), Prince's Military Band. Ten-inch—"The Drum Major" (Joe Morley) and "The Red Cockade March" (Gordon Tait) (banjo), Olly Oakley; "Sambo's Wedding" and "Pat in America" (Hiram Edén), St. Hilda Colliery Band; "Poor Wandering One," from "Pirates of Penzance" (Sullivan), Grace Kerns, and "Every Little Movement" (Hoschna), duct by Margaret Mayhew and Irving Gillette; "March of the Men of Harlech" (Caura) and "In Absence" (Dudley Buck), Gwent Welsh Male Glee Singers.

Well Selected Program of Merit.

For July the Gramophone Co. has issued a well selected program of unusual merit. In the double-sided series we find many well-known items which are likely to meet with a hearty welcome from the trade and public alike. "Reminiscences of Weber," Parts I and II, by the Coldstream Guards, is an exceptionally pleasing record, and "The Mountebanks," by the same organization, will also find much favor with the record public. The Mayfair Orchestra is responsible for two delightful selections in "Esterel" and "Dance Debonnaire," while "Filmzauber," which under the English translation—"The Girl on the Films"—is meeting with great success in London, is pleasingly portrayed by the Metropolitan Band. Another good double (ten-inch), "Alma de Dios" and "Habanero," by the band of H. M. Coldstream Guards, should prove very popular. In the ordinary single-faced list of records we are offered:

Twelve-inch—"Lyrische Suite" No. 3, "Notturno" (Grieg), New Symphony Orchestra; "Lyrische Suite" No. 4, "March of the Dwarfs" (Grieg), New Symphony Orchestra; "Beyond the Dawn" (Sanderson), John Harrison; "Songs of the Fair" (a), "Langley Fair" (b), "Fairings" (Easthorpe Martin), Thorpe Bates; "They All Love Jack" (S. Adams), Harry Dearth; "I Listen for Your Coming" (Kahn), Ruby Helder; "If I'd Only Known" (Robey), George Robey; "The

(Continued on page 62.)



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEWIVE
OF EGYPT



To H. M. the KING
OF ITALY

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos Utcza 8, Budapest.
ITALY: Compagnia Italiana del Gramofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Palmes, Barcelona

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Ap-pelbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenzo Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros. & McMahon, 443 West Street, Durban; Ivan H. Haaburger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd. -

21 CITY ROAD
LONDON, E. C.





Can you imagine anyone saying there would be no demand for Fremstad records? Or Nordica records? Or Mary Garden records? Or Nielsen records? And can you imagine any Smart Aleck trying to offer you a substitute?



(Reprinted from last year's Convention Number. Since then the dealer who doesn't handle Columbia has also had to turn aside from the demand for records by Bonci, Destinn, Slezak, Ysaye, and a host of other world famous artists).

Columbia Graphophone Company
Woolworth Building, New York

FROM OUR LONDON HEADQUARTERS—(Continued from page 61).

Country Girl" (W. Wynne and F. Russell), Wish Wynne. Ten-inch—"Eileen Aroon" (MacMurrrough), John McCormack; "The Harp That Once Thro' Tara's Halls" (Balfe), John McCormack; "A Fat Li'l Feller Wid His Mammy's Eyes" (S. Gordon), Charles Tree; "The First of June" (Oliver), Percival Allen; "Where Are You Going to, My Pretty Maid?" (S. Smith) Mme. Edna Thornton and Robert Radford; "Mazurka" (Chopin) (cello), W. H. Squire; "All the Girls Are Lovely by the Seaside" (H. Fragsom), Harry Carlton.

Balance Sheet of Brown Bros., Ltd.

The annual report and balance sheet of Brown Bros., Ltd., the Great Eastern street factors, has just been issued. After making provision for depreciation of leaseholds and fixtures, the profits for the year to December 19 last are £30,070. It is proposed to add £5,000 to reserve (making £45,000), to apply £260 in bringing down investments to market value, and to pay a dividend of 7½ per cent., free of tax, on ordinary shares, carrying forward £15,429 against £12,376 brought in.

To Sell the Business.

Henry Edwards, receiver and manager of the English Record Co., Ltd. (in voluntary liquidation), announces that he is authorized to offer the whole of the undertaking for sale by tender as a going concern. The company is located at Tottenham Court Road, and has branches in the leading provincial towns. It is stated there are a large number of contracts on the books.

Irving Berlin's Novel Stunt.

Responsible for a number of the most catchy ragtime melodies extant, Irving Berlin will appear at the London Hippodrome and give a first hand (vocal) version of his handiwork. Although he cannot play a note of music, he is said to have made a fortune out of the ragtime profession. The Daily Mail gives particulars of his four most popular compositions: "Alexander's Ragtime Band," sold over 2,000,000; "Everybody's Doing It," 1,500,000; "I Want to Be in Dixie," 1,250,000, and "The Mysterious Rag," 1,000,000. This is how he composes: With a musician at the piano, Mr. Berlin begins to hum and to sway in the motion of ragtime. Round and round the room he goes while the pianist jots down the notes. Occasionally he stops. "That's wrong; we will begin again." A marvelous ear, a more marvelous memory, he quickly detects anything amiss in the harmony, and he can remember the construction of his song from the beginning after humming it over once. It is computed that for each melody he covers several miles of carpet.

Cylinder Record Popularity.

While the cylinder business this side is not particularly aggressive just now, sales continue to maintain a fair average steadiness, thanks largely to the excellent Blue Amberol titles offered each month. Superficial consideration leads many dealers into the belief that an "indestructible" record would tend to some restriction of trade. The old wax record, it is true, required careful handling, and doubtless the replacement of breakages—per-

haps of favorite selections—were responsible for a certain amount of sales, but it is quite erroneous to assume that with the removal of these conditions Blue Amberol trade has in any way suffered. On the contrary, dealers find the new record is regarded with favor by all classes of cylinder users, who welcome the greater satisfaction it affords as an investment for money not so easily earned these days of strenuous labor.

A very acceptable program is the seventh (August) list as follows: Blue Amberol Grand Opera (price 3s. each)—"La Traviata—Addio del Passato" ("Farewell to the Bright Visions") (in Italian), Adelina Agostinelli. Blue Amberol Concert List (price 3s. each)—"Lost, Proscribed"—"Martha" (Flotow), Charles Hackett and Thomas (Crémieux), (b) "Mariette" (Courquin), Armand Chalmers; (a) "The Flowers That We Love," Vecsey and his Hungarian Orchestra; "O Rest in the Lord"—"Elijah" (Mendelssohn), Christine Miller. Blue Amberol Regular List (price 2s. each)—"Bells of London March" (Keith Keppell), National Military Band; "Your World Is My World" (Morrison and Rawlins), Hardy Williamson; "Sandy, Take Hold of My Hand" (Alf Glover), Daicy Taylor; "I Wish I Were Back in Lancashire" (Godfrey and Williams), Billy Williams; "Be Kind to the Loved Ones at Home" (J. B. Woodbury), Charles Compton; "A Ragtime Honeymoon" (Sullivan and Glover), Stanley Kirkby; "Anywhere in Manxland" (Murphy and David), Florrie Forde; "Sing to Me in the Gloaming" (Raymond and Hubi-Newcombe), T. F. Kiniburgh; "Where Shall We Go To-night" (Maynard and Darewski), Jack Charman; "Salome" intermezzo (W. Loraine), National Military Band; "Manhattan Beach and El Capitan Marches" (Sousa), Sousa's Band; "Sympathy"—"The Firefly" (Rudolf Friml), Charlotte Kirwan and Harvey Hindermeyer; "Wearing of the Green," Marie Narelle; "The Hymns of the Old Church Choir" (Alfred Solman), Edison Mixed Quartet; "Annie Laurie" (Scott-Himmelmreich), Ferdinand Himmelmreich, piano solo; "Deep Down in My Heart" (Tom Kelley), Joseph Parsons; "Ride of the Thuringia Hussars" (William H. Santelmann), United States Marine Band; "William Tell Fantasie" (Rossini) (xylophone), Charles Daab; "Here's to Love—The Sunshine Girl" (Paul A. Rubens), Elizabeth Spencer; "When I Lost You" (Irving Berlin), Irving Gillette.

New Companies.

Flexible Co., Ltd.; capital £1,000. Office, 5 Green street, Leicester Square, London, E. C.

Read, Franklin & Heywood, Ltd., musical instrument traders; capital £2,000. Office, 46 Fleet street, Bury.

To Market New Disc Record.

We understand that an agent for a Russian firm is in London to make arrangements for the marketing of a new disc record. A strong English repertoire is in preparation, and the trade will doubtless hear something of it very shortly.

Will Prove Most Popular Item.

I have just received from Thomas A. Edison, Inc., particulars of a most novel and ingenious

scheme shortly to be put into effect. Time was when the music hall failed to draw support from the leading lights of the musical and dramatic profession, but to-day the artists are few who would not be glad to stand behind its footlights. That by way of preliminary to the fact that the latest to fall under the charm of the music hall no less than the Edison phonograph. Its "turn" will carry a very effective message to the audience upon the wonders and delight of home recording. In this respect the plan has vast possibilities, for it is in the nature of a competition consisting of phonograph record making in full view of the audience. Amateur competitors may sing, recite or play any instrument they like, from a cornet to a tin whistle. Each record will afterward be played over—we may reasonably imagine, to a laughter-rocking audience. Mechanics and experts with complete recording apparatus will be in charge on the stage, and a commencement is to be made at the Tottenham Palace, second week in July. For the best records made the Palace management offers prizes of £5, £3 and £2—first, second and third, respectively. This scheme will be carried out at various music halls, and, I doubt not, is sure to prove one of the most popular items of the program. Its conception was a very happy inspiration, and is certain to stimulate trade in home recording outfits, of which doubtless dealers in the favored neighborhood of the halls will take full advantage.

Bransby Williams for Columbia.

Bransby Williams, the popular Dickens character actor, has been placed under contract by the Columbia Co. At the present time Mr. Williams has seized upon the craze for topical "revues" and is giving a one-man "revue." In this he impersonates everybody who is anybody, from Winston Churchill and Lloyd-George to Sir Herbert Tree and Sir Charles Wyndham.

In the first Columbia-Rena record made under the new contract he gives us a dramatic recital—the story of "Mad Carew," who, to satisfy a girl's whim, secures "The Green Eye of the Yellow God," with tragic results—and an indescribably humorous monologue, "The Caretaker," in which he portrays the character of a house minder who is so satisfied with his sole tenancy that he scares off all would-be tenants with the most horrible tales concerning the house, with a comic denouement.

AN ENJOYABLE PARTY.

On Monday, June 23, the Victrola section of the John Wanamaker store gave Mr. and Mrs. James G. Martin a theater party at the Cort Theater. The play was "Peg o' My Heart," which was followed by a banquet at the Hotel Hermitage. Among those present were Martin B. Lynch, Miss Charlotte Conroy, James Livingston, Miss Tessie Hagan, Edw. J. Kiernan, Miss Bertha C. Johnson, Miss Agnes Matthews, Miss Alice Dillon, Miss Anna Deady, Miss Rodetta Nolan, and Miss T. Olga. The novelty of the affair was the appearance of Charles Collins in kilts, which struck the Broadway crowd as being funny.

VALUE OF WINDOW DISPLAYS

Illustrated in the Success Being Achieved by the Wiley B. Allen Co.'s Talking Machine Department in San Diego, Cal.

(Special to The Talking Machine World.)

SAN DIEGO, CAL., July 5.—The talking machine department of the local store of the Wiley B. Allen Co., which is under the management of H. V. Harris, has been devoting considerable attention lately to window displays and has produced



Wiley B. Allen Co.'s Clever Window Display Showing Victrola in Home Environment.

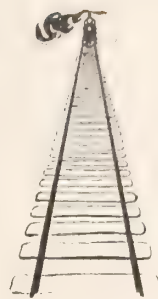
some very striking and novel effects, which have caused considerable comment and praise from buyers and merchants in all lines of business.

A picture of one of its latest windows appears

herewith. It gives an idea of the completeness of the display, being a very complete home scene in which the Victor Victrola and piano plays a prominent part.

Following this window Manager Harris arranged a camping scene which is very excellently arranged, and which is attracting even more attention than the window of which an illustration appears herewith.

This kind of work emphasizes the goalheadedness of the people connected with the local Wiley B.



No side tracks to our line

The minute we get an order we start in to fill it and send it right on its way.

Never any hold-overs or delays of any kind. No side-tracking because we are out of this or that—we have on hand whatever you want, and at the word from you it starts for its destination.

All goods shipped the same day the orders are received. That's our way of doing things—the direct route to you—and every shipment always leaves here on schedule time.

If you need anything in Victors, Victorolas, Victor Records, record cabinets, horns, fibre cases, needles, repair parts, and other accessories, just pass the word along and we'll send it to you without the least delay.

To get a line on us, write to-day for our catalog and booklet, "The Cabinet That Matches."

Victor Foreign Records

"If it's in the Victor catalog, we have it," applies to foreign records as well as all other Victor goods. We have the entire Victor list ready for immediate delivery:

Arabian	Greek	Norwegian
Bohemian	Gregorian (Latin)	Polish
Chinese	Hawaiian	Portuguese
Croatian	Hebrew	Roumanian
Cuban	Hungarian	Russian
Danish	Italian	Sistine Choir (Latin)
Finnish	Japanese	Slovak
French	Jewish	Spanish
French Canadian	Mexican	Turkish
German	Neapolitan	Welsh

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street

New York

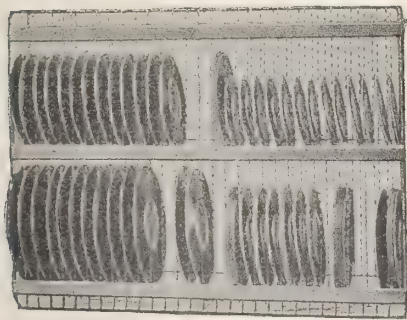


THE WINDOW AS A SALES FACTOR.

Its Power of Appeal Set Forth in Interesting Talk that Supplements the Article that Heads This Page of The World.

The power of appeal in the show window was the subject of a very interesting talk recently in the Edison Phonograph Monthly which is of general application and along the lines of previous remarks in these columns. It reads, in part:

"To 'fill' a show window aimlessly without a thought of making it different from previous efforts is a vital mistake. Leaving it empty for a space of time would be no more detrimental. Using the same thing over and over again does not attract attention. Without the power of attraction a show window is without value.



BUILT OF HEAVY STRONG WIRE,
PLATED AND LACQUERED.

This shows a multiple of one of our Systems. For 10" or 12" records. Each tier holds about 250 records. Costs about \$2.00 a tier.

WRITE for 20-page catalog giving details and information on the best way of keeping your records.

The Syracuse
Wire Works

SYRACUSE,
NEW YORK



"Now, what is an attraction? Experts cannot agree on but one point, viz.: That any attraction becomes commonplace in a short space of time. New ideas must be installed at frequent intervals. Many of them may not make a decided 'hit'; but, taken as a whole, they display enterprise and progressiveness, and the public soon forms a habit of looking for the change.

"Direct, quick sales are more often influenced by the quotation of price arguments on the actual necessities of life. To influence sales of lines not absolute necessities, through the medium of the show window requires a persistent well-directed campaign. One thought transferred to the observer this week, another next, and a persistence that almost says 'I am after you,' will eventually create a desire to add a luxury to the household expenditure.

"Now, to the point: You as a merchant have not made a study of window display. Your time is occupied by the many details of your store management. Rarely do you 'trim' your show window. You 'fill' it as best you can without proper thought of obtaining varied and original effects.

"You would not hesitate to pay a commission of \$25 a year to a salesman who would increase your gross sales 20 per cent., would you? Proper window display, real thoughtful trimming, will do more than this. Not in one day or a week, but in the course of a year's business it cannot fail.

"We plan window displays for you—modern displays with features that attract; displays that tell some little feature of the pleasure of a phonograph and keep on telling these persistently through neatly worded designs. The public reads: Some will remember these terse selling arguments—some will purchase. Whether you interest the uninterested and secure more business remains with you.

"Use Edison displays and you have something different, something planned to lead an observer to purchase now or eventually. The sign painter is your best friend—make use of him. His bills are not an expense—they are an aid to you. Talk to those who never enter your store through neatly made show cards containing good, sensible, clever reading matter."

Never use verbal salesmanship if printed salesmanship will do the work. It is too expensive. Salesmen should be closers—not missionaries. Missionary work can be done effectively by the proper sort of printed salesmanship.

THREE YEARS' RECORDING TRIP IN EUROPE AND ASIA

Many Interesting Incidents and Impressions Set Forth in Greatest Recording Expedition Ever Made—Oriental Artists Hitherto Unknown Introduced to People of the World.

By T. J. THEOBALD NOBLE, a Prominent European Talking Machine Recorder.

After recording in India I returned to Paris where I recorded a number of French artists before proceeding to London to enjoy a short vacation. My next jaunt was to Berlin where after a stay recording I left for Moscow and Russia to record all through the winter season.

The French and German artists are already too well known to need any superfluous comment which I may add. There was, however, a sur-



T. J. Noble and His Equipment.

prising absence of really good (that is, from a recording standpoint) military (German) bands. The bands are invariably excellent in the playing of the famous German marches and folk songs, but fail singularly in the execution of works by famous composers. Even in the marches there is a predominance of the peck horns which is incomprehensible to the admirers of balance in music. There is a lamentable absence of that piquant, scintillating tempo which one enjoys so much with the French bands.

The French bands, on the other hand, lack the depth and strength of the Coldstream Guards and Sousa's band. I think, however, there is not the least doubt that the Russian military bands are the worst in Europe, and the best the British.

In France and Germany the artists are all interested in recording for the talking machine, but from two widely opposite standpoints; the majority are interested from the monetary, the minority from the reputation point of view.

In both countries there is a deplorable absence of really good choirs as in Russia (always bearing in mind I am speaking from the talking machine point of view).

In Russia it is the majority that sing with criticism and enthusiasm for the talker for their reputation's sake, and but a small minority for the monetary consideration alone.

In the following lines I shall endeavor to outline where I found the most interest in the three years peregrinating I had just finished, with a short criticism of artists from a talking machine man's view. To criticise and definitely state in which country are the best artists and singers is an undertaking so contradictory and argumentative-beset with the conflicting diversities in idiom, teaching, taste and color, that it would be irrelevant to attempt. I might say that "Russia possesses the finest voices in Europe" and the reason for such a pragmatical statement may be just that which another critic considers the most objectionable and derogatory in a voice. As an example, "temperament." Temperament in England is looked upon as affectation and is accordingly disliked. Whereas temperament and affectation are as widely opposite as naturalness and ostentation.

I might further say "In Russia everyone sings." I shall certainly meet the rejoinder "The same in Italy." In Italy, however, the people sing and whistle in the same manner that the people of England and America sing and whistle a popular song or ragtime massacre of music, with the ex-

ception that the average Italian possesses better taste and whistles operatic airs with as much ease as his English-speaking brothers whistle "Everybody's Doing It."

In Russia the peasants will sing who have never been outside the precincts of their miserable little wooden villages. I remember hearing a little Italian boy whistling *Questa O Quella* in Venice, but then I also recall hearing two peasants away out in Western Siberia singing songs which one of them had composed. There are sure to be thousands of people who have heard similar things in France, Germany and other countries, so I therefore shall not attempt to classify in their respective order what I consider the "follow my leader of artistic ability and competence," but shall simply state that in my experience and handling phonographically 12,000 persons, the Russian artists certainly and irrefragably make the best records, both from the technical and artistic standpoint.

I found the Russian people the most musical—that is, naturally musical without teaching, or hearing of others.

The average Russians of the more or less educated class are invariably cognizant with the works of all the famous composers. They will play or talk to you of Italian, Polish, Russian, German, Norwegian and other composers. What is more they learn something of the life of each of the composers and in this way are able, according to their own heart, to put the emphasis or idiom



Czart Trio—Note Long Instrument. Has One Note Only, Sounds Like a Bull's Snort.

into each respective composer in a manner which will amaze the average English-speaking man.

The average European or American, it must be confessed, will play certain pieces of famous composers, but will they be able to tell you anything of the life of even their favorite; I refer to the average amateur not the tutored genius or pseudo genius. This love of music is one of the principal reasons for the enormous business being done in talking machines at present in Russia and which, furthermore, is growing daily.

Of the English, French, Polish, Italian, Spanish and other languages and artists I found the easiest to record the Italian, after which the French and Spanish, and lastly, the people from the Baltic provinces, the Asenish and Littoish. Their records are to be likened to a series of chokings and gasps for breath. No, I found but one country whose artists are worthy of comment over and above those of other nationalities, and that is the Russians.

To return to my tour. On my return to Moscow I found time to calculate my tour and the number of languages and countries I had traveled through for the talker. The three years' tour had taken me through the following countries: Eng-

land, Belgium, France, Germany, Poland, Finland, Russia (all parts), Bohemia, Austria, Hungary, Italy, Caucasus, Turkestan, Persia, Chinese Turkestan and India. A distance, including all peregrinations of 46,000 miles, over-land only.



H. Bose, Calcutta, First Indian Talking Machine Man.

Recorded the following nationalities of artists: Aderbideshanski, Afghan, American, Armenian, Arabian, Asenish, Austrian, Awarren, British (including all the colonies), Belgium, Bengalee, Bohemian, Bohkarian, Bulgarian, Cabardinski, Canarese, Chucus, Czart, Dervish, Dutch, Finnish, French, German, Greek, Grusnian, Gooriski, Hindustani, Ingoushie, Italian, Kaldinski, Kivents, Koomiki, Koordinski, Lesgin, Lettoish, Mahratta, Ossettine, Polish, Persian, Persian Tartar, Russian, Little Russian, Swedish, Spanish, Svanetz, Sanscrit, Turkish, Turkoman, Tekints, Tchichence, Tamul, Telegu, Yiddish. In all, approximately fifty-three distinct languages, with perhaps four exceptions, such as English and American, but in that case I am counting the artist.

Before speaking of the financial side and artists' fees in Europe I will relate one or two exciting experiences which I encountered together with the cost of my first tour to Turkestan and Caucasus.

The artists of the Caucasus are drawn from the mountain tribes who are scattered about in a most perplexing chaos to those unaccustomed to climbing mountains in search of them, for this is what I was compelled to do to obtain any artists.

I was forced to ride a horse for many hours, traversing difficult winding paths and suffering all kinds of (for a recorder) hardships.

It was on one of these trips (I did four in all) that I met with my first adventure. I had just finished choosing eight men from several groups of Ingoushie people, and had commenced my return and downward journey of six hours. (It had taken eight hours to climb. I had left Vladi-



Main Residential Street in Bokhara.

kavkaz at six in the morning and should have returned there at ten the same night). This was a particularly hazardous experience and beset with the possibilities of a hold-up. I had been informed

of that danger and had hidden my money, together with revolver, under my saddle. (In the sweltering heat of the Caucasus in June even a revolver is heavy). I was accompanied by an interpreter. After having been but an hour on our journey we were actually held up by a party of Tchichence, who robbed us. Finding practically no money upon me, they became incensed and seemed to doubt whether I should be thrown over the precipice, 3,000 feet below, or captured and a ransom demanded. They fortunately drew away to confer out of the hearing of the interpreter, and I seized the chance of securing my gun and, firing into the midst of them, (being a rotten shot, nothing happened) mounted my horse with the intention of riding past them, but they had already retreated and at this moment my hands were full with my horse which had commenced prouncing in a most ominous manner and was backing slowly towards the edge of the precipice. I did my best to pull her round but without success, and I was just in time to throw myself off as she went hurling over to positive destruction 3,000 feet below. I had lost a horse, 2,000 roubles in money, and my date book.

On looking around for our friend, the enemy, they had evaporated, so also had the interpreter. I slept that night in the mountains and continued my journey in the morning. After five hours' tramping I was feeling very fatigued and fortunately met a horseman who, by signs, I made understand that I wanted a little food. He gave me a little Armenian bread and a few herbs, which was my first food for twenty-four hours. After another hour's tramp I met a posse of Cossacks accompanied by my interpreter, who, when he saw me, commenced weeping with joy, for he told me that when the horse fell over he believed I had also gone. He was now returning with the Cossacks to punish the Tchichence. (Which they did by soldering all knives into their sheaths, and confiscating all fire arms, and demanding 500 roubles for damages). Two days later I received back my 2,000 roubles which a police search party had found. In after visits I was always accompanied by two Cossack guards.

In the Caucasus mountains the talker can be heard in every one of the multitudinous villages; the records are played unceasingly and are therefore soon worn out, causing a result which is not particularly pleasing to other than the Cossacks themselves who will never buy another record of the same title until one is actually broken. Even then they retain the pieces and in some cases decorate their huts with them. There is a fair amount of business done in the Caucasus; there is a population of seven millions, excluding three million Russian people. The talking machine is the only means of amusement and therefore is in demand. My next little adventure on this tour was across the Caspian Sea. My machine in this case was for recording on very large cylinders. (The cylinders are afterwards duplicated onto the wax disc and manufactured in the usual way).

At Baku all my personal luggage was scrutinized and permission and photograph demanded for carrying a gun. On board the vessel was a company of Russian soldiers with fixed bayonets (there were only nine passengers, four army men, two Russian merchants, a German, myself and interpreter) which made the passengers (other than were not Russian officers) feel anxious. It appeared that there had been a considerable amount of ammunition taken into Turkestan by way of the Caspian Sea from Baku, but why on earth they deemed it necessary for the men to fix bayonets is still an enigma to me. Just outside the miserable mud town of Krasnovodsk, the custom and police officials came aboard to examine all heavy luggage. All went well until I endeavored to explain the recording machine to avoid the necessity of opening it. I merely succeeded in aggravating their (already obvious) suspicion of my explanation of the "cylinder" and they ordered me to open the cases immediately. When I had opened two, the framework and the motor. I was getting rather warm and told them I must go downstairs to have a drink before I opened the machine case containing the mandrel—a large cylindrical steel tube six inches in diameter and four-

teen inches long. They refused, but I insisted, and I was accompanied down to the saloon by an officer and two soldiers. That was the funniest drink I ever had in my life. When I put my hand to my pocket for money they imagined I sought my gun and I found myself very nearly being ripped with bayonets. Then I received my drink and wishing the officer "good health," drank a little and lighted a cigar. By this time the other officer was evidently getting anxious and came down to see if I was quite safe. I then returned to the deck and opened the case containing the mandrel. When the police and army men saw it, they involuntarily recoiled as though it was actually an infernal machine. Seeing the amused expression on my countenance they regained their Russian surliness and commenced to look very gingerly at the machine. Not any of those men had the least knowledge of a recording machine or what it might appear in shape, and I was placed under temporary arrest until the Governor of the town arrived. By this time I and my interpreter were almost in hysterics with the manner in which these Russians were being fooled.

No one was allowed to land and it was three hours before the Governor arrived. He was an intelligent man and spoke English. He ignored all the invidious suspicions of his officers (possibly he had seen my facetious countenance) and approached me and politely asked me in English, "Will you please explain what machine you have here." I explained accordingly and he immediately understood, and with an apology for detaining me, said: "We have been experiencing considerable trouble with gun-runners and have been hoodwinked at every point; my men are therefore inclined to be incredulous of explanations of almost any type of machinery."

I was invited to lunch with him, which I gladly accepted for I afterwards discovered that in Krasnovodsk there is no hotel restaurant or any other place where one is able to obtain food, other than the station buffet where it was possible to secure hot beer, old apples and stale ham.

(To be continued next month.)

MUST GIVE EQUIVALENT.

Every dollar of the world's wealth is acquired through physical labor. Someone has to produce it by the sweat of his brow. When we take any part of this wealth from the world's store, we can rightfully do so only by giving some equivalent. That equivalent may be of a spiritual, mental or physical nature; yet because we do give the equivalent we are entitled to what we receive.

MILLIONS IN "MOVIES."

Patrons Turn in 6,300,000,000 Nickels in the Course of a Year.

Chairman Frank A. Tichenor, of the First International Exhibition of Moving Picture Arts, which was held at Grand Central Palace the week of July 7, completed tabulating, recently, moving picture statistics. He finds that 6,380,000,000 nickels are paid yearly for admission by moving picture patrons.

The figures show that \$319,000,000 was received in quarters, dimes, and nickels; that \$80,000,000 is invested in the industry; that more than 200,000 persons are employed, and that 10,000,000 feet of picture film are produced weekly.

Statistics are given to show a decrease in saloon licenses in some of the smaller cities, directly attributable to the "movies." These statistics are to be illustrated by a moving picture called "The Shrinking Demijohn," in which a monster demijohn is made by means of trick photography to decrease in size, while at the same time a moving picture theater grows from a toy to one of normal proportions.

ACKNOWLEDGE BERLINER PATENT.

Bergl & Kusch, who conduct a talking machine business in Regina, Saskatchewan, making a specialty of foreign machines and disc records, were recently notified through the solicitors of the Berliner Gramophone Co. to desist from handling talking machine records of a foreign brand, which they claimed were infringements of the Berliner patents Nos. 555,079 and 103,332. As a result a formal undertaking and accounting was requested, which, with the costs incurred, have been given by the offending parties as follows:

"In the Supreme Court of Saskatchewan, Judicial District of Regina, between the Berliner Gramophone Co., Ltd., plaintiff, and Jos. Bergl and Francis X. Kusch, defendants.

"We, Joseph Bergl and Francis X. Kusch, carrying on business under the firm name and style of Bergl & Kusch at Regina, Sask., the above-named defendants, hereby admit, so far as we are concerned, the validity of letters patent of Canada No. 555,079 and No. 103,332, and that same are in full force and effect."

To the closer and more careful study of merchandizing by advertisers is due the phenomenal growth of newspaper advertising.—Fleming Newbold, of Washington Star.

IN the clinches you can rely upon the Ditson Victor Service. Profits are contingent upon *our fast work*—and we know it.

STOP saying to your customers: "We haven't got it," because you can get it from **DITSON**.

FAST Victor service is our aim and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company, Boston, Mass.



Good product, sold to the dealer and by the dealer strictly on its merits, co-operation always, and protection as a matter of course—that's *business*, Columbia style.



(Reprinted from last year's Convention Number because we couldn't say it better.)

Columbia Graphophone Company
Woolworth Building, New York

GETTING BEST RESULTS FROM NEWSPAPER PUBLICITY.

Résumé of the Interesting Campaign Carried on by the Victrola Department of the O'Neill-Adams Co. in the Newspapers of New York and Vicinity That May Prove of Benefit to Members of the Talking Machine Trade Doing Business Elsewhere.

Something new in the realm of talking machine newspaper publicity was inaugurated by the Victrola department of the O'Neill-Adams Co., New York, the latter part of May, and after eight weeks' trial has proven its worth in an emphatic and convincing manner. In order that talking machine dealers throughout the country may be advised regarding this somewhat different method of introducing the talking machine through the medium of local newspapers, The World gives, in this article, a brief outline of the publicity used and the arguments advanced therein. Incidentally it may be added that it is advertising that is well worth a trial by the smallest or largest dealer, and its field is unlimited.

This campaign, which was opened in the middle of spring, had for its purpose the introduction of the Victor products in a simple, straightforward way which, combined with a human interest touch that well nigh compels attention, does not permit of the average reader passing it by without any notice. In order that the advertising might always appear uniform in size, shape and appearance, a single newspaper column space in the leading paper "for the masses" was contracted for. It should be understood that the designation of a paper "for the masses" does not necessarily signify that this particular paper does not reach the buying public; for, on the contrary, the buying power of its readers is tremendous. The paper chosen, however, is distinctly a paper intended for every member of the family, and is intended to reach every type of citizen.

Bearing in mind the class of circulation of the medium chosen and realizing the fact that it reaches the music-lover who can really afford to spend substantial sums for his amusement, the average clerk who also enjoys music, but from a different standpoint; the tired housewife, who would also appreciate music on a summer evening after a hard day's work, and numerous other classes of people, the advertising of the Victrola department was carefully compiled to strike a chord in the minds and, if possible, the hearts of all the different classes.

The first question to be considered was the form of argument to be used and how this selling-talk should be presented. The recognized power of illustrations as an appeal to the imagination was carefully considered, but the size and shape of the space determined on prohibited any extensive art work along the lines of appealing cuts. The cut-and-dried argument of the musical value of the talking machine to every member of the family was considered, but vetoed; and, after discussing the situation from every standpoint, it was proposed to insert a series of dialogue talks by every-day people in ordinary walks of life who, without any flamboyant or highly imaginative and far-fetched deductions would be able to work in the desirability of owning a Victrola in a way that

would make a lasting impression on the minds of the readers.

In accordance with this decision, copy was prepared in dialogue form, but couched in every-day short words that left very little to the imagination of the reader, as far as the meaning was concerned, but set forth the selling arguments of the Victrola in an interesting and pleasing manner. The opportunities for the creation of new characters and new scenes were countless, and the copy thus prepared is still running in the chosen paper.

Some idea of the merits of this copy may be gleaned from the following summary of one piece of copy in this series, chosen at random. In one advertisement two commuters who are friends are pictured as returning to their summer cottages or bungalows by the sea on the 5.35 train. One is rather discontented with the monotony and drag of the average summer evening, while his friend, on the other hand, is buoyant and cheerful over the prospects of a pleasant evening near at hand. What is more natural than that the downcast commuter should ask the cheerful friend how he manages to enjoy his evenings in a bungalow? The answer, of course, is the ownership of a Victrola which permits him to have music on his front porch every evening, and music that ranges from grand opera selections to the latest dance records. The place of purchase—O'Neill-Adams Victrola department—is the answer of another question from the now interested commuter who sees a chance to do away with his nightly ennui, and who is naturally more than pleased with the outlook for the rest of the summer if he owns a Victrola. A small cut of one of the popular types of Victrolas is inserted in the center of the dialogue, and with this human interest copy, with its plain, every-day language, the Victrola department of O'Neill-Adams Co. is achieving remarkable results.

CANARY TAUGHT BY PHONOGRAPH.

If you take a canary bird when he is young and bring him up in an artistic environment surrounded by the phonograph and other good music-producing instruments, he will develop into a sort of college-bred bird, capable of warbling some fine notes and whistling tunes as good as a boy. The experiment has been tried out, so this is not merely theory.

Robert N. Russell, of Cleveland, Ohio, vouches

for the success of the experiment. His canary now takes the lead as a songster of unrivaled power and scope.

The uses to which a phonograph can be put are certainly limitless.

A VALUABLE SIDE LINE

For Talking Machine Dealers Is the Herbert Music Rolls Which Afford Big Business Possibilities to the Wide-awake Dealer.

"Herbert music rolls ought to dovetail nicely with the talking machine dealer," commented F. E. Herbert, president of the Herbert Co., 181 Chestnut street, Newark, N. J., "and no doubt many of these aggressive men, once that the profits of roll selling are pointed out, will secure the Herbert agency and start making a lot of extra profit."

The foregoing remarks are from one of the large music roll manufacturers, making what is trademarked as "The Herbert Music Roll." This house enjoys a large and growing business all over the country and in Europe, and it believes that the talking machine dealer can create a fine business with a very small investment.

The Herbert catalog embraces over 1,500 selections of various kinds of music, most of which is for 88-note player-pianos—the up-to-date instrument. New bulletins appear each month, and these contain all the latest music, so in addition to the standard works, the dealer can keep the player owner right up to the minute on the musical hits. Full particulars of the offer of the Herbert Co. may be secured by a letter-head request.

DECRY CUT PRICES.

At a recent gathering of the Association of National Advertising Managers in this city, a number of speakers emphasized the disadvantages which cut prices would have upon any industry. They held that the prices of wares, the quality of which is guaranteed by the reputation of a single concern producing them and which are put out and advertised to be sold at definite figures, should not be cut by large dealers, who by selling a well-established commodity might seek to give the impression that other goods in their shops were selling at an equal ratio of economy.

"We've invested the articles themselves with a new kind of good will," said Mr. Ingersoll, of watch fame, addressing the publishers, "and have made them household names. The thing we want to impress on you is that after we've used your pages in creating a demand for the article it is taken by those who have no interest in it and offered at a price that brings no profit. So the good will that we've built up is lost."

Mighty business doings at convention.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of Wax "P," the best recording material for Berliner-cut.

EDUCATING THE PUBLIC ON THE MATTER OF "TONE."

Some Striking Columbia Advertising to Appear in the Saturday Evening Post That Treats in Detail of the Tone and Constructive Features of the Special Style Illustrated in the Announcement—New Species of Educational Propaganda Proving Valuable.

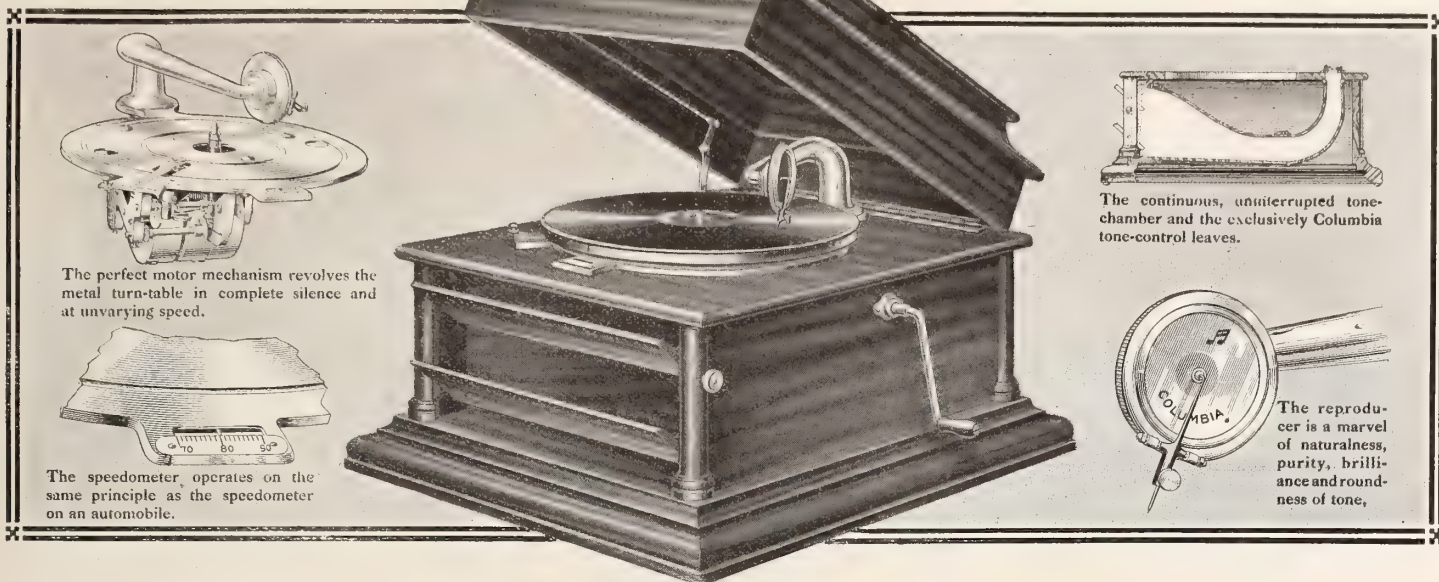
"Tone" is the title of a striking full page advertisement to be published by the Columbia Graphophone Co. on page 1 of the July 26 issue of the Saturday Evening Post. Under this all-important subject is featured an excellent selling story, accompanied by a reproduction of the following illus-

company believes "will score one of the most pronounced hits of any machine introduced in recent years," for orders for this handsome \$50 machine

Co. is trying out recently, and returns to date seem to indicate that this method will be pursued for some time to come.

In addition to the constructive features of the new "Favorite," which are shown in the accompanying illustration, there are several other improvements pointed out by the makers. This new machine has a bigger and much deeper cabinet than the former model, and in addition is equipped with a push-button release on the hinge lock of the lid—making the closing of the lid a thumb and finger operation.

The original "Favorite" introduced by the Columbia Co. last year was one of the most successful



tration to clearly bring out the various points mentioned.

As will be seen, the machine featured in this advertisement is the new "Favorite," which the

are coming in from every section of the country.

This illustration of the mechanical features of a talking machine in a popular magazine reaching 2,000,000 readers is a novelty that the Columbia

and popular machine sellers, and with its many new features this latest machine is undoubtedly scheduled to be a still greater favorite in fact as well as in name.

NATIONAL DISC RECORD ALBUMS.

Growing in Popularity with the Jobbers—
Attractive Literature Issued by the Company.

The disc record albums manufactured by the National Publishing Co., 235 to 243 South American street, Philadelphia, Pa., are steadily growing in favor with talking machine men. This company co-operates with the jobber in supplying a considerable amount of attractive and educational trade literature in connection with its product. The following descriptive matter is issued by the house:

"We are submitting to talking machine jobbers and distributors who handle the various talking machine records our new ideas in the way of record albums. These albums are bound in the finest quality of brown silk finish cloth, stamped on the front cover, "Record Album." A handsome embossed line enhances the beauty of both the front and back of the cover. We sell record albums to jobbers only.

"Each album, of both the ten-inch and twelve-inch size, contains seventeen pockets, each having a hole in the center, as shown in the cut. These pockets are so made that they show plainly both the single and double-faced titles on the records. The inside front cover is printed with seventeen straight numbers, each number having two lines, making a title page to designate each record as placed in the pocket, the pockets being numbered from 1 to 17. This is the best way to keep the records, whether they are kept in a cabinet, bookcase or lying flat on a library table.

"They are made in both the 10-inch and 12-inch sizes, to accommodate 10-inch and 12-inch records. For those who wish to stand the albums upright in their cabinet or bookcase, they come with a leather pull or brass ring attached to the back, making it easy to pull the album out of the bookcase or cabinet. Those lying on library tables are usually bought without the ring in the back.

"We would deem it a favor if you would allow us to submit samples to you, and if you will send your city salesmen to see such customers of yours as may have records or that have bought talking

machines, you will be surprised at the number of orders they will bring in from such customers.

"If you will show these albums to each customer you show or play a record for, you will find those who have accumulated records at home, having nothing to keep them in, with the exception of the flimsy envelopes which the records come in, will purchase from one to half a dozen albums of each size. New customers who are just beginning to purchase records will order one each of these albums and keep on purchasing them as they accumulate records."

Don't look at your neighbor with that "Did God make you too?" expression in your face.

MAKE AN INTERESTING OFFER.

The Mattatuck Piano Co., of Stamford, Conn., is making quite an offer elsewhere in this issue, and that is "to furnish pianos and player-pianos at but little more than the bare cost of manufacture, to enable the talking machine dealer to make a large profit." This piano company is among the few that sells its products only for cash, which accounts for the low figures that it quotes.

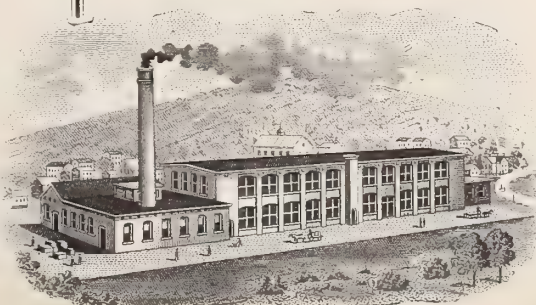
No advertiser can prosper alone. To earn his dollar, he must make it possible for others, many others, to earn theirs.

The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us: Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business. Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 8.—ACOUSTIC DIAPHRAGM.—William W. Young, Agawam, Mass., assignor by mesne assignments to Lucy A. Young, same place. Patent No. 1,061,211.

This invention relates to improvements in diaphragms having acoustic properties which are designed especially for the sound-boxes of talking machines, and consists essentially of what may be termed a base member slit radially and covered with a permanently fixed integument on one or both sides.

The object of the invention is to produce a comparatively inexpensive diaphragm which is inherently durable, retains its acoustic properties without deterioration for an indefinite length of time, and possesses such properties in so highly a developed state as to make the diaphragm superior for talking machine purposes.

A further object is to construct the base member of the diaphragm in such a way that the necessary amount of vibration is provided for without unduly weakening said diaphragm or taking from it the degree of stability which is also required in order to obtain the best results.

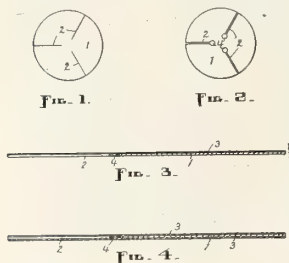
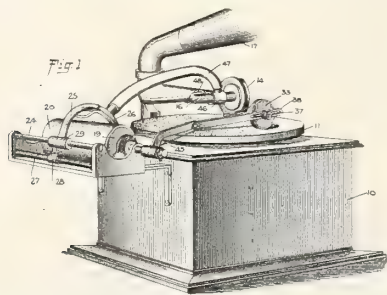


Figure 1 is a plan of a base member which may be employed in the diaphragm; Fig. 2, a similar view of a slightly modified form of base member; Fig. 3, an enlarged central cross-section through a complete diaphragm which embodies the invention in a practical form, and, Fig. 4, a similar cross-section through a diaphragm having integuments on both sides.

SOUND-REPRODUCING MACHINE. — Carl Ramus, Port Townsend, Wash. Patent No. 1,061,124.

Among the principal objects which the present invention has in view are: to provide a machine



of the character mentioned, adapted to be operated by records of different shapes; to provide an attachment whereby the usual disc-operated machine may be utilized for sound-reproduction of cylindrical records; and to provide a simple mechanism for operatively connecting said attachment to the disc machine.

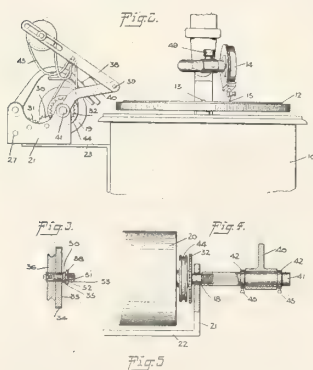


Fig. 1 is a perspective view of a machine constructed and arranged in accordance with the present invention; Fig. 2 is a front view of a machine constructed and arranged in accordance with the present invention; Fig. 3 is a detail view, on an enlarged scale, showing in vertical section the friction-driven wheel of the transmission gear employed in the present invention; Fig. 4 is a detail view, on an enlarged scale, showing an end fragment of a cylindrical record and the fixed shaft

on which the record and mandrel rotate; and Fig. 5 is a detail view, on an enlarged scale, showing means employed for suspending in inoperative relation the sound-box of the disc machine while operating the cylindrical record.

METHOD OF MOUNTING A VIBRATING DIAPHRAGM. — Albert Hayes, Salt Lake City, Utah. Patent No. 1,061,072.

This invention relates to methods of construction and arranging the diaphragm of sound-reproducing devices, such as the sound boxes of gramophones, graphophones and other devices in which sound is reproduced by the vibration of a diaphragm, and the invention has for its object to increase the sensitiveness of such diaphragms and to thus secure improved results in the reproduction of sounds.

Referring to the drawings: Figure 1 is a central vertical sectional view of a sound box adapted to carry out this invention, taken on the line of the lever by which the diaphragm is vibrated; Fig. 2 is a central vertical sectional view on a line at right angles to that on which Fig. 1 is taken; and Fig. 3 is a plan view of the sound box partly broken away.

SOUND BOX. — Albert Hayes, Salt Lake City, Utah. Patent No. 1,061,071.

This invention relates to sound boxes for gramophone and graphophone reproducers and has for its object to provide a sound box which will produce improved results in the reproduction of sound from a record disc or cylinder or other means for causing vibration of a diaphragm particularly increased loudness, greater clearness, greater sweetness of tone, the production of throat notes as against the nasal tones characteristic of most sound reproducers in use, and the elimination of overtones.

Referring to the drawings, Figure 1 is a central vertical sectional view of a sound box embodying the invention on the plane of the lever by which the diaphragm is vibrated. Fig. 2 is a central vertical sectional view on a plane at right angles to that on which Fig. 1 is taken, and Fig. 3 is a bottom plan view of the sound-board and the ring which carries it.

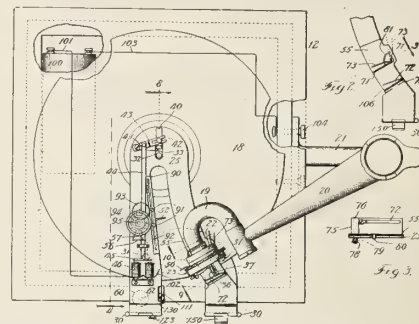
SOUND-REPRODUCING INSTRUMENT. — Ben. R. Smith, Chicago, Ill., assignor to Smith Repeat-stop Co., same place. Patent No. 1,060,955.

This invention relates to repeating and braking attachments for sound-reproducing instruments, such as gramophones and instruments of like character, and is designed for the purpose of enabling a sound-reproducing record to be placed upon such instrument and played through, whereupon, according to prearrangement of the device, the sound-reproducing means, "or sound box," will be replaced in position for repeating its travel over such record; or, if the device is otherwise arranged, the apparatus will be stopped at the end of its performance.

The device comprises, in general terms, a shelf-like member which extends over the surface of

the sound-reproducing record (hereinafter called the "record disc"), immediately below the path of travel of the said sound box, and means operating at the end of a performance of one of such record discs, for inclining said shelf; whereby said sound box is caused to slide (or roll, being provided with a wheel for such purpose) over the surface of such shelf and assume the correct position for a repetition of its travel over the record disc. In such position, according to a prearranged setting of the device, the parts may be arrested, and maintained; or said shelf may again assume its original horizontal position and allow the sound box to repeat its travel over the record disc; and the instrument thereby to repeat the performance of the selection engraved upon such disc.

Figure 1 is a top plan view illustrating the device in combination with a sound-reproducing in-



strument of well-known form and known as a gramophone. Fig. 2 is a similar view in enlarged detail of a portion of the swinging shelf constituting a part of the device. Fig. 3 is a vertical section on the line 3 of Fig. 2. Fig. 4 is a vertical section on the line 4 of Fig. 1. Fig. 5 is a horizontal section on the line 5 of Fig. 4. Fig. 6 is an enlarged detail view of a portion of Fig. 4, but showing the parts in an altered position.

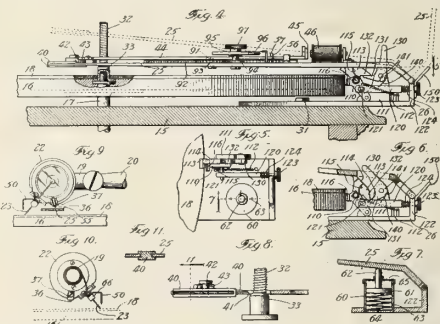
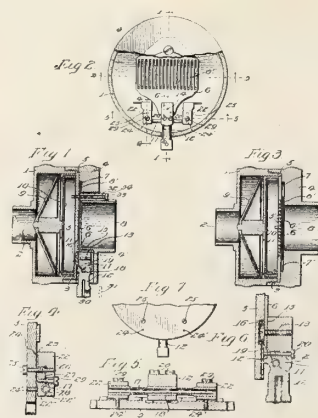


Fig. 7 is a vertical section on the line 7 of Fig. 5. Fig. 8 is a vertical section on the line 8 of Fig. 1. Fig. 9 is a vertical section on the line 9 of Fig. 1. Fig. 10 is a vertical section on the line 10 of Fig. 1. Fig. 11 is a vertical section on the line 11 of Fig. 8.

SOUND BOX FOR TALKING MACHINES. — Wilburn N. Dennison, Merchantville, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,060,672.



This invention relates in general to sound boxes, but more particularly to pneumatic sound boxes for talking machines, and includes improvements in that form of pneumatic sound box in which a valve is provided, the movable member of which is positioned within and very close to

the sound box casing, so that the air passing through the valve is caught or trapped between the movable member and the casing to cushion or balance the movable member.

The main objects of this invention are to provide in a sound box an improved mounting for a stylus bar and a valve carried thereby, and where-

by the valve may be conveniently and accurately adjusted; to provide a yielding resistance in the path of the valve and adjustable from the outside of the sound box casing.

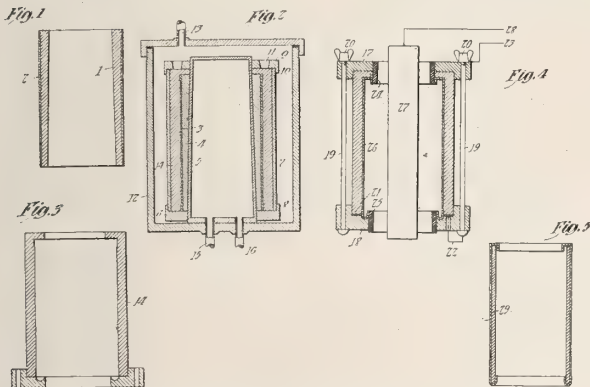
In the drawings Figure 1 is a longitudinal section on line 1-1 of Fig. 2; of a sound box constructed in accordance with this invention; Fig. 2 a fragmentary front view of the same; Fig. 3 a longitudinal sectional view on line 3-3 of Fig. 2; Fig. 4 an enlarged sectional view on line 4-4 of Fig. 2; Fig. 5 an enlarged sectional view on the line 5-5 of Fig. 2; Fig. 6 an enlarged sectional view on line 6-6 of Fig. 2; and Fig. 7 a fragmentary back view of a portion of the device.

PROCESS OF MAKING DUPLICATE PHONOGRAPH RECORDS.—Jonas W. Aylsworth, East Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,060,577.

This invention relates to a process for making phonograph records in which the wearing surface is entirely of metal. The entire record may be constituted of the metal, or the latter may be merely a shell provided with a backing of other material. The process is particularly adapted to the manufacture of cylindrical phonograph records, although it may be used for making records of the disc type if desired.

Cylindrical sound records at the present time are generally made of a waxlike material molded or cast within a hollow matrix, and disc records are formed of somewhat harder material employing considerable quantities of shellac, the impression being secured from a flat matrix. With both types of record the material is subjected to considerable wear when used on a phonograph, and the production of a phonograph record easily and cheaply manufactured from metal or other substance having greater wearing qualities than the records now actually in use is desirable.

It has been proposed to make duplicate records of metal, but such processes have been objectionable in that it has been necessary therein to destroy the matrix in order to liberate the metallic duplicate. By an invention on which application for patent serial No. 516,309 was filed Sept. 4, 1909, a process was described and claimed by which it is possible readily to free the metallic duplicate



from the matrix without injury to the latter, whereby the same may be used for the production of an indefinite number of copies. By the invention forming the subject matter of the present application the same result is attained.

The objects of the present invention, accordingly, are the commercial production of metallic duplicate sound records, the production of a novel and efficient matrix for the production of such metallic duplicates.

The second step above mentioned is not present in the process described in application serial No. 516,309, above referred to, and the matrix of large coefficient of expansion in the present process is specifically different from that employed in the process described in above-mentioned application. The processes covered by the two applications, however, attain the same general object as above stated, and broad generic claims to the same, which might be made in either application, are inserted in application serial No. 516,309 above referred to.

In order that the invention may be better understood, reference is made to the accompanying drawings, of which—

Figure 1 is a central vertical section through a master record, showing the formation of a temporary matrix thereon. Fig. 2 is a central vertical section of apparatus for producing the matrix within which the metallic positive records are to be formed. Fig. 3 is a similar view of the matrix after being removed from the apparatus of Fig. 2. Fig. 4 is a similar view showing apparatus for producing a metallic deposit within the matrix to form the record or record wearing surface; and Fig. 5 is a similar view of the complete record in its preferred form.

PHONOGRAPH-REPRODUCER. Abraham L. Burke, Chicago, Ill., assignor to Walter A. Scott. Patent No. 1,065,212. The object of this invention is to improve the construction of phonograph reproducers in such manner as to make the reproduced sound more pleasing and a more faithful reproduction of the original sound than heretofore obtained.

As is well known, the reproduction of sounds by phonographs is ordinarily made up in part of extraneous sounds not forming part of the original sounds recorded upon the phonograph record, and all sounds are not reproduced with the same proportionate value which they have in the original. These extraneous sounds may arise from a variety of causes, but in all cases they have an injurious effect upon the faithfulness of the reproduction and they are invariably of a disagreeable character. It has been found that these

extraneous sounds can be largely eliminated and the tone of the reproduced sounds greatly improved by the construction herein described and claimed and illustrated in the drawings, in which Fig. 1 is a cross sectional view of a phonograph reproducer of a type now in common use, but having said improvements applied thereto. Fig. 2 is a view of the reproducer box from the side on which the needle arm is located. Fig. 3 is a detail perspective view of improved reproducer arm; and Fig. 4 is a cross sectional view through the end of the reproducer arm adjacent to the needle socket. Fig. 5 is a bottom plan view of the sound box.

SOUND-MODIFYING DEVICE. William G. Sabine, Youngstown, O., assignor to Annie Perry Sabine, same place. Patent No. 1,065,888. This invention relates in general to sound reproducing machines, and more particularly to novel means for modifying the sound so as to clarify the same and muffle or soften the harsh metallic ring which is always incident to such machines.

One of the objects of the invention is the provision of a sound modifying device which is simple and inexpensive in its construction, and which will operate in an effective manner to modify and soften the sound of the instrument and do away with the whizzing or grating sound.

A further object of the invention is the provision of a device of this character which is susceptible of being constructed in such a manner as to be applied in the form of an attachment to the usual sound boxes now in common use.

Fig. 1 is an enlarged elevation of a conventional form of sound box of the kind usually employed with a disc type of talking machine, the view illustrating the sound box fitted with the improved sound modifying device claimed herein. Fig. 2 is

a detail perspective view showing the several parts of the invention in a separated relation.

SOUND-BOX. Henry C. Miller, Waterford, N. Y. Patent No. 1,063,823. This invention relates to improvements in sound boxes of the type shown and described in pending application for patent Serial No. 311,654, filed May 1, 1906.

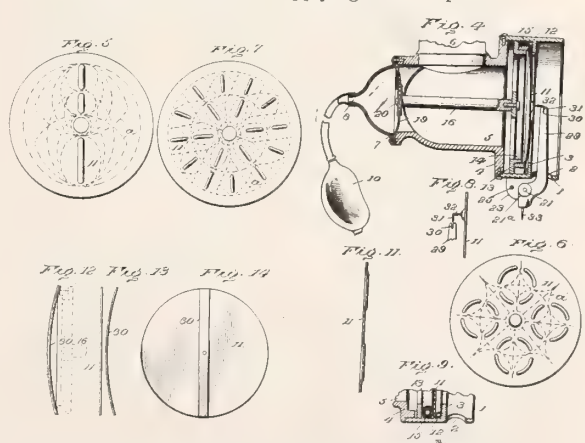
The object of the invention is to provide a sound box having a diaphragm whose shape may be altered, or in other words, dished for raising the pitch, in combination with means operating on said diaphragm with or without stopping the machine or the necessity of being in close proximity to the machine. The diaphragm on the sound box is normally in what might be stated zero position, and its shape is susceptible of being altered to change the pitch by a pneumatic arrangement, the pitch being entirely under control of the operator during operation of the machine to bring out the salient features of a particular record being reproduced.

In the above mentioned application the inventor has described, and claimed modifying elements attached to the diaphragm, and has found from experiments that better results are obtained by making these elements in disconnected series to

permit the free vibration of the diaphragm in all directions. It is essential in order to obtain the very best results that the lines of vibration be free on the diaphragm, for which reason it has been found desirable, as above stated, to make the modifying elements spaced from and in line with each other.

A further object of the invention is to provide means for taking up wear of the stylus bar, during the reproduction of a record.

In the drawings Fig. 1 is a front elevation of an improved sound box. Fig. 2 is a rear view of the same. Fig. 3 is a vertical section on the line 3-3 of Fig. 1. Fig. 4 is a view similar to Fig. 3, but showing the diaphragm convexed to alter its tone. Figs. 5, 6 and 7 are views of diaphragms showing different means of applying these improved



modifying elements. Fig. 8 is a detail view of the connection between the stylus lever and diaphragm. Fig. 9 is a view similar to Fig. 3 of a slight modification. Fig. 10 is a view of a diaphragm showing the modifying elements radially disposed, as shown applied in Fig. 1. Fig. 11 is a detail section of a diaphragm having the modifying elements embossed therein. Figs. 12 and 13 are views of a different form of diaphragm modifying means. Fig. 14 is a face view of the same.

Commerce is both a fruit and a force of civilization—both a cause and effect. Of the power of commerce in modern times there can be no sort of doubt and in no previous period of the world's history was trade ever so extensive or so profitable. —Colonel Samuel C. Dobbs, of Atlanta, Ga.

RECORD BULLETINS FOR AUGUST, 1913

COLUMBIA GRAPHOPHONE COMPANY.

SYMPHONY DISC RECORDS.

Double. Single.
A5479 La Gioconda (Ponchielli). "Cielo e mar"
(Heaven and ocean.) In Italian, with orch. 36534
Martha (Flotow). "M'appari" (Ah! so pure.)
In Italian, with orch. 36459

SYMPHONY DOUBLE-DISC RECORDS.

First Recordings by Lucille Weingartner Marcel,
Mezzo-Soprano.
A5482 Otello (Verdi). Ave Maria (Hail, Mary.) In Itar-
ian, with orch.
Thou Art a Child (Weingartner.) In English, with
orch.
Two Concert Numbers by Morgan Kingston.
A5476 Hiawatha. Onaway, Awake, Beloved (Cowen). In
English, with orch.
Eleanore (Coleridge-Taylor.) In English, with
orch.

Two New Numbers by Olitzka.
A1344 Ich Liebe Dich (I Love Thee.) (Grieg.) In Ger-
man, with orch.
Pique Dame (Tchaikowsky.) Romance de Pauline.
"Oh jeunes filles" (Oh! damsels fair.) In French,
with orch.

12-INCH BLUE LABEL DOUBLE-DISC RECORD.
A5480 The Beggar Student (Müllacker). Vocal Gems,
Columbia Light Opera Co. orch. accomp.
The Beggar Student (Müllacker). Shall I Tell Her?
Grace Kerns, Soprano, and Reed Miller, Tenor,
orch. accomp.

10-INCH BLUE-LABEL DOUBLE-DISC RECORDS.
Two More Irish Ballads by Chauncy Cleot.
A1337 Mother Machree (Ball and Olcott). With orch.
My Beautiful Irish Maid (Olcott). With orch.

A1340 Santa Lucia. Neapolitan Street Song. Reed Miller,
Tenor, in English, orch. accomp.
The Low Back'd Car (Lover). Andrea Sarto, Bar-
itone, orch. accomp.

A1341 When I Know That Thou Art Near Me (Abt). El-
sie Baker, Contralto, and Frederick Wheeler, Bar-
itone, orch. accomp.
Oh! That We Two were Maying (Smith). Grace
Kerns, Soprano, and Craig Campbell, Tenor, orch.
accomp.

A1336 Serenade (Drdla). Cristeta Goni, Violonist.
Silver Dew-Drop. Romance. (Holst). Quartet for
violin, flute, 'cello and harp. George Stehl,
Marshall Lufsky, Louis Heinie and Charles
Schuetze.

A1306 As I Sat Upon My Dear Old Mother's Knee
(Skelly). Will Oakland, Counter-Tenor, orch. ac-
comp.
With All Her Faults I Love Her Still (Rosenfield).
Will Oakland, Counter-Tenor, orch. accomp.

A1346 The Flower Garden Ball (Schwartz). Dolly Con-
nolly (Mrs. Percy Wenrich), Contralto, orch. ac-
comp.
There's One in a Million Like You (Schwartz).
Manuel Romain, Counter-Tenor, and Peerless
Quartet, orch. accomp.

12-INCH DOUBLE-DISC RECORDS.
A5477 Marche Slav (Tchaikowsky). Prince's Band.
Scotch Symphony (Mendelssohn). Prince's Band.
A5481 Peg o' My Heart—Waltzes (Valse Mauve) (Ben-
edict). Prince's Orchestra.
The Purple Road (Reinhardt and Peters). Waltzes.
Prince's Orchestra.

A5478 Tango Argentina (Currie). Dance music. Prince's
Band.
Roll On, Missouri (Carroll). Turkey-trot Dance
music. Prince's Band.

10-INCH DOUBLE-DISC RECORDS.
A1347 Chic, Chic, Chic, Chicken (Stamper). Ada
Jones, Soprano, orch. accomp.
And Johnny Goes, Too. Ada Jones, Soprano, and
Walter Van Brunt, Tenor, orch. accomp.

A1339 The Midnight Attack (Holst). Prince's Band.
Independence Guard-March (Martin). Prince's
Band.

A1343 Sunshine and Roses (Van Alstyne). Peerless Quar-
tet, orch. accomp.
How Could I Know? (Brown and Grant). Peerless
Quartet, orch. accomp.

A1345 At the Old Maid's Ball (Perlin). Byron G. Harlan
Tenor, and Arthur Collins, Baritone, orch. ac-
comp.

I'm on the Jury (Le Boy). Walter Van Brunt,
Tenor, orch. accomp.
A1342 Snow Deer (Wenrich). Albert Campbell, First
Tenor, and Henry Burr, Second Tenor, orch. ac-
comp.

Rainbow Smiles (Barron). Albert Campbell, First
Tenor, and Henry Burr, Second Tenor, orch.
accomp.

A1338 Medley of Snyder Hits. Prince's Orchestra.
Medley of Remick Hits. Prince's Orchestra.

THOMAS A. EDISON, INC.

No. 9.

BLUE AMBEROL CONCERT.

28168 Andante cantabile—Quartet, Op. 11 (Tchaikow-
ski) String Quartet. The Hoffmann Quartet
28169 The Sweetest Story Ever Told (R. M. Stults)
Tenor, orch. accomp. Orville Harrold
28170 Simplicity Waltz, Op. 427 (Johann Strauss)
Armand Vecsey and His Hungarian Orchestra
28171 Agnus Dei (Bizet) Soprano, orch. accomp. Marie Rappold

BLUE AMBEROL REGULAR.

1780 Favorite Airs from "Erminie" (Jakobowski) orch.
accomp. Edison Light Opera Co.
1781 My Hero—The Chocolate Soldier (Oscar Strauss)
Soprano, orch. accomp. Elizabeth Spencer and Chorus
1782 Garland of Old Fashioned Roses (E. Clinton
Keithley) Tenor, orch. accomp. Manuel Romain
1783 Ship of My Dreams (Alfred Solman) Mezzo-so-
prano and tenor, orch. accomp. Helen Clark and Harry Anthony (John Young)
1784 Welcome Home (Irving Berlin) Comic song,
orch. accomp. Anna Chandler
1785 Chanson Triste (Tchaikowski). Victor Herbert and His Orchestra
1786 Last Night was the End of the World (Harry
Von Tilzer) Tenor, orch. accomp. Charles W. Harrison
1787 As I Sat Upon My Dear Old Mother's Knee
(J. P. Skelly) Counter-tenor, orch. accomp. Will Oakland and Chorus
1788 Mary and John (The Lovers' Quarrel) (W.
Forest) Waltz song, orch. accomp. Walter Van Brunt

1789 She Sleeps 'Neath the Old Ohio River (Alfred
Solman) Tenor and baritone, orch. accomp. Harry Anthony and James F. Harrison
(John Young and Fred J. Wheeler)

1790 Jim Lawson's Medley of Reels. Violin, orch.
accomp. Charles D'Admaine
1791 You Can't Play Every Instrument in the Or-
chestra—The Sunshine Girl (John L. Golden)
Comic song, orch. accomp. Maurice Burkhart

1792 You're a Great Big Blue-Eyed Baby (A. Seymour-
Brown) Male voices, orch. accomp. Premier Quartet

1793 Whistling Jim (Theodore Morse) Coon song,
orch. accomp. Ada Jones
1794 Beautiful Beckoning Hands (John R. Bryant)
Sacred, organ accomp. Edison Mixed Quartet

1795 Dream of the Tyrolienne (Herd Girl's Dream)
(Aug. Labitzky) Violin, violoncello, flute and
harp. Venetian Instrumental Quartet

1796 Snookey Ookums (Irving Berlin) Comic duet,
orch. accomp. A. Collins and B. G. Harlan
1797 Famous Songs in Irish Plays. Tenor, orch.
accomp. Walter Van Brunt

1798 Where the River Shannon Flows (James L. Rus-
sel) Sentimental song, orch. accomp. Will Oakland and Chorus
1799 Sweet Dreams of Home (H. Engelmann) Bells,
orch. accomp. Charles Daab

1800 Oh, You Silvery Bells (George Botsford) orch.
accomp. Ada Jones and Billy Murray
1801 Then You'll Remember Me—The Bohemian Girl
(Balfé) Tenor, orch. accomp. Charles Hackett

1802 My Little Persian Rose Medley Two-step (for
dancing). National Promenade Band
1803 Down on Uncle Jasper's Farm (Jimmie V. Mon-
oca) Rube duet, orch. accomp. Steve Porter and Byron G. Harlan

1804 On Parade Medley. National Guard Fife and Drum Corps
1805 Father O'Flynn (Old Irish Medley) Baritone,
orch. accomp. Frank Croxton

1806 Ragtime Violin (Irving Berlin) Male voices,
orch. accomp. Premier Quartet
1807 Glowworm (Paul Lincke). Edison Concert Band
1808 And the Green Grass Grew All Around (Harry
Von Tilzer) Comic song, orch. accomp. Premier Quartet

1809 Jesus Lover of My Soul (J. P. Holbrook) Mixed
Voices, organ accomp. Edison Mixed Quartet

1810 Invercargill March (Alex. F. Lithgow). New York Military Band
1811 When the Roll is Called Up Yonder (J. M.
Black) Sacred, orch. accomp. Edison Mixed Quartet

1812 Aloha Oe (Farewell to Thee) (H. M. Queen Lili-
uokalani) Hawaiian Song. Toots Paka's Hawaiians
1813 I've Got the Mumps (Franklin and Green) Char-
acter song, piano accomp. Irene Franklin

1814 The Talkative Waitress (Franklin and Green)
Character song, piano accomp. Irene Franklin
1815 I Want to be a Janitor's Child (Franklin and
Green) Character song, orch. accomp. Irene Franklin

1816 I'm A-Bringing Up the Family (Franklin and
Green) Character song, piano accomp. Irene Franklin
1817 She's My Daisy (Lauder) Scotch comic song.
Harry Lauder

1818 Good-Bye, Till We Meet Again (Lauder) Scotch
comic song. Harry Lauder
1819 Just a Wee Deoch and Doris (Morrison and Cun-
liffe) Scotch comic song. Harry Lauder

1820 It's Nice When You Love a Wee Lassie (Lau-
der) Scotch comic song. Harry Lauder
1821 I Love a Lassie (Lauder) Scotch comic song.
Harry Lauder

1822 A Wee Hoose 'mang the Heather (Wells and
Lauder) Scotch comic song. Harry Lauder

VICTOR TALKING MACHINE CO.

No. POPULAR SONGS. Size.
17360 Floating Down the River on the Alabama (A
Von Tilzer) Heidelberg Quintet 10
Ragtime Regiment Band (Brown-Morris) Heidelberg Quintet 10

17367 My Turkish Opal (Gillespie-Williams) Peerless Quartet 10
San Francisco Bound (Irving Berlin) Peerless Quartet 10

17358 Come and Kiss Your Little Baby (Brown-A. Von
Tilzer) Ada Jones-Billy Murray 10
Mirandy and Me (Benham-Vanderveer) Helen Clark-Walter J. Van Brunt 10

17359 Sunshine and Roses (Kahn-Van Alstyne) Edna Brown-James F. Harrison 10
Just say Again You Love Me (Selden-Gold-
stein) Charles W. Harrison 10

17374 We've Got a Parrot in our House (Pretty Poll!)
(Gilbert-Muir) Collins-Harlan 10
Let Her Go, Let Her Go, Let Her Go (Bayha-
Jentes) Billy Murray 10

17372 The Curse of an Aching Heart (Fink-Pianta-
dosi) Will Oakland 10
Down Old Harmony Way (Oppenheim-Cooper) Peerless Quartet 10

17365 Teasing Moon (Murphy-Marshall) Heidelberg Quintet 10
Just a Dream of You, Dear (McNamara-Klick-
man) Hayden Quartet 10

NEW DANCE RECORDS.

17262 Last Night was the End of the World Waltz (H.
Von Tilzer) Victor Military Band 10
Melinda's Wedding Day—Medley One-step. Victor Military Band 10

17375 Snookey Ookums One-step. A. Pryor's Band 10
You're a Great Big Blue-Eyed Baby Medley. Arthur Pryor's Band 10

36038 Good-Bye, Boys, Medley One-step. Victor Military Band 12
When I Lost You Medley Waltz. Victor Military Band 12

35304 Nights of Gladness—Boston (Auchliffe) Victor Military Band 12
Maori-Tango (Tyers) Victor Military Band 12

BLACK LABEL RECORD.

31886 Gems from "Rigoletto" (Verdi) Victor Opera Co. 12
35305 Song Medley, No. 5, "Remick Review" Victor Mixed Chorus 12
Song Medley, No. 6—"Snyder Specials" Victor Mixed Chorus 12

17373 Un peu d'amour—Melodie (A Little Love) (Si-
lesu) Victor Concert Orchestra 10
Danse Styrienne—Czardas (Michaels) Victor Concert Orchestra 10

35303 Extase (Ganne) (violin-'cello-piano) Tollefsen Trio 12
Andante (Hollman) from "Six Morceaux" (cello) Rosario Bourdon 12

35306 Thais—Meditation (Massenet) (Violin) Maximilian Pilzer 12
Humoresque Op. 101, No. 7 (Dvorak) (Violin) Maximilian Pilzer 12
17368 Military Escort March (Lindsay) Victor Military Band 10
On the Wing Gallop (Lemoire) Victor Military Band 10
17357 Buffalo News March (Lampe) (Xylophone) William H. Reitz 10
Dance California (Gregory) (Bell solo) William H. Reitz 10
17363 Serenata (Alexander) (Mandolin, piano accomp.) William Place, Jr. 10
Lakes of Heavenly Blue (Tyrolean Air) (Mil-
locker) (Zither) D. Wormser 10
17364 Come Where My Love Lies Dreaming (Foster)
(violin-flute-harp) Neapolitan Trio 10
Thou'rt Like Unto a Lovely Flower (Du bist wie
eine Blume) (Degele) Neapolitan Trio 10
17366 Love's Old Sweet Song (Bingham-Molloy) Elsie Baker 10
John Anderson, My Jo (Robt. Burns) Elsie Baker 10
17356 Shall We Meet Beyond the River (Hastings-Rice)
Harry Macdonough-Percy Hemus 10
Almost Persuaded (Bliss) Harry Macdonough-Percy Hemus 10
17369 Love's Smile Waltz (Barciolli) (whistling) Guido Gialdini 10
Froljic of the Coons (A Pickaninny Gamboi)
(Gurney) (Banjo) Fred Van Eps 10
17371 Washington's Farewell Address (delivered Sept.
19, 1796) Harry Humphrey 10
Webster's Reply to Hayne Harry Humphrey 10
35307 North Carolina Minstrels Victor Minstrel Co. 12
Jimmy Trigger or, The Military Hero. Golden and Hughes 12

PURPLE LABEL AND BLUE LABEL RECORDS.

Lucy Isabelle Marsh, Soprano.
60103 His Lullaby Healy-Jacobs-Bond 10
55040 Angel's Serenade (Braga) Victor Herbert's Orchestra 12
Largo from "Xerxes" (Handel) Victor Herbert's Orchestra 12

RED SEAL RECORDS.

Enrico Caruso, Tenor.
87161 Lasciatl amar (Let Me Love Thee) (In Italian.) Leoncavallo 10
Geraldine Farrar, Soprano; Louise Homer, Contralto.
87506 Sandmännchen (The Little Sandman) In Ger-
man Becker 10

Johanna Gadschi, Soprano.
88443 Tannhäuser-Zurück, von ihm! (Away from Him!)
—Act II) In German Wagner 12
Louisa Tetrazzini, Soprano.

88432 Pastoral from "Rosalinda" (In Italian) Francesco Veracini 12
Johanna Gadschi, Soprano; Pasquale Amato, Baritone.
89068 Aida—Su dunque! (Up Then!) (Duet from Act
III, Part II) In Italian Verdi 12

Alma Gluck, Soprano; violin obligato by Efrem Zim-
balist; piano accomp. by Eugene Lutsky.
88433 Ave Maria In Latin. Gounod 12
John McCormack, Tenor.

64332 Mother o' Mine In English. Kipling-Tours 10
John McCormack, Tenor.
64303 Mefistofele—Dai campi, dai prati (From the
Fields) (Act I) Boito 10
Lucy Isabelle Marsh, Soprano; John McCormack,
Tenor.

74345 Carmen—Parle-moi de ma mère (Tell Me of
My Mother) (Act I) In French Bizet 12
Herbert Witherspoon, Bass, piano accomp. by
Rosario Bourdon.

74348 Der Lindenbaum (The Linden Tree) Op. 89, No.
5) In German Schubert 12
Evan Williams, Tenor.

64327 Ah, Love but a Day... In English. Browning-Prothero 10
Mischa Elman, Violinist; piano accomp. by
Percy B. Kahn.

74339 Ave Maria. Schubert-Wilhelmj 12
Efrem Zimbalist, Violinist; piano accomp. by
Eugene Lutsky.

74338 (1) Le Cygne (The Swan) (Saint-Saens); (2)
Waltz Op. 64, No. 1 (Chopin) 12

VICTOR CO. TO HAVE FINE EXHIBIT.

The Victor Talking Machine Co. is planning to have an elaborate exhibit of its products at the Panama-Pacific International Exposition, which opens in San Francisco in 1915. A large party of Jerseymen left last week for San Francisco to arrange for the State to exhibit at the exposition and to complete plans for the erection of the New Jersey State building.

EDWARD D. EASTON TO EUROPE.

Edward D. Easton, president of the Columbia Graphophone Co., accompanied by Mrs. Easton and Miss Easton, sailed June 25 on the new Hamburg-American ocean palace, the "Imperator," for a six weeks' trip abroad. This is the maiden voyage of this world-famous steamship from New York, and the passenger list contained the names of a large number of prominent people.

REMARKABLE SUMMER BUSINESS.

Business at the offices of the New York Talking Machine Co., 81 Chambers street, New York, continues to steadily increase over the corresponding months of last year, and Manager Williams, in a recent chat with The World, stated that this month's business was considerably ahead of last June. The call for Victor dance records is one of the remarkable phases of the record business, for, notwithstanding the fact that the summer season is always the banner time of the year for this type of record, the orders received this year break all previous records.

Leading Jobbers of Talking Machines in America

SANGER BROTHERS
Dallas, Texas

VICTOR
Distributors

"We ship the same day."

Edison Phonograph Distributors
for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

You should
get this
sample package
of
Puritone Needles
sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries
from Convenient Shipping Centers all
over the United States.

Distributors

Atlanta, Ga., Columbia Graphophone Co., 132 Peachtree St.
Baltimore, Md., Columbia Graphophone Co., 305-307 North Howard St.
Birmingham, Ala., Columbia Graphophone Co., 1818 Third Ave.
Boston, Mass., Columbia Graphophone Co., 174 Tremont St.
Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
Chicago, Ill., Columbia Graphophone Co., 101 N. Wabash Ave.
Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Graphophone Co., 913 Euclid Ave.
Dallas, Tex., Columbia Graphophone Co., 1403 Main St.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Graphophone Co., 114 Broadway.
Hartford, Conn., Columbia Graphophone Co., 719 Main St.
Indianapolis, Ind., Columbia Graphophone Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
Louisville, Ky., Baldwin's Music Store, 425 South Fourth St.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Graphophone Co., 25 Church St.
New Orleans, La., Columbia Graphophone Co., 933 Canal St.
New York City, Columbia Graphophone Co., 89 Chambers St.; Columbia Graphophone Co., 35-37 W. 23d St.; Columbia Graphophone Co., 39 W. 125th St. (Brooklyn) Columbia Graphophone Co., 1372 Broadway.
Omaha, Nebr., Columbia Graphophone Co., 1311 Farnam St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
Pittsburgh, Pa., Columbia Graphophone Co., 101 Sixth St.
Portland, Me., Columbia Graphophone Co., 550 Congress St.
Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
Rochester, N. Y., Columbia Graphophone Co., 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
Springfield, Mass., Columbia Graphophone Co., 208 Worthington St.
St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
St. Paul, Minn., Columbia Graphophone Co., 20 E. Seventh St.
Terre Haute, Ind., 23 N. 6th St.
Toledo, O., Columbia Graphophone Co., 220 Superior St.
Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.
Wilmington, Del., Columbia Graphophone Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., Wholesale Department, Woolworth Building, New York.

Headquarters for Canada

Columbia Graphophone Co., McKinnon Building,
Toronto, Ont.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the August List.

Landay
BROS INC.

VICTOR JOBBERS Exclusively

What you want always in stock

400 Fifth Avenue
27 W. 34th Street
563 Fifth Avenue
153 W. 42d Street

New York

1856 WURLITZER 1913

VICTOR

DISTRIBUTERS

VICTORS EXCLUSIVELY

We make a specialty of getting the order
out on time—every time.

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

CHASE & WEST DES MOINES IOWA

Machines **Victor** Everything
Records in stock all
Cabinets the time.

WHOLESALE TO IOWA TRADE

Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

OLIVER DITSON COMPANY
Largest VICTOR Talking Machine Distributors East of Chicago.
Creators of "The Fastest Victor Service." Let us tell you more about our service.
BOSTON

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

Quick Service for all points in the Northwest. Machines, Records, Supplies.

VICTOR DEALERS
TRY US FIRST

We carry the Largest Stock of VICTROLAS, RECORDS and CABINETS of any Distributor in the South.
THE CORLEY COMPANY, Richmond, Va.

Every time you think of profits,
think of the

Edison Phonograph

Good substantial profits don't come from single isolated orders. They come from repeat orders; from pleased customers who return to your store to buy more after their first purchase.

Every part of the Edison line is a profit bearer. There is no end to the repeat orders you will get if you handle it enthusiastically. Your jobber will supply the information and the goods. Write now.

Thomas A. Edison, Inc.

59 Lakeside Ave.

Orange, N. J.

The TALKING AND NOVELTY NEWS MACHINE WORLD

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, August 15, 1913



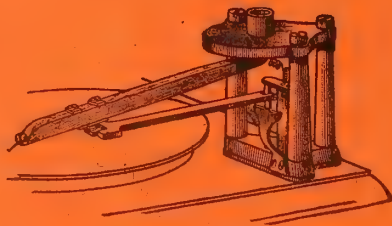
A Corner of the Music Room
in the White House

Photo copyright by Waldon Fawcett, Washington, D. C.
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VITAPHONE

CABINET INSTRUMENT



The Vitaphone reproducing device, with solid wood vibrating arm, has the indefinable quality of allowing only the musical tones to pass to the diaphragm. The Vitaphone plays every make of disc record, sharp and clear, without surface noise or nasal twang.



VITAPHONE
TYPE No. 50
\$50.00

Made in Quartered Oak

OTHER TYPES
FROM \$15.00 to
\$250.00

Catalog, Discounts and Terms on Request

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 8.

New York, August 15, 1913.

Price Ten Cents

THE SERVICE IDEA IN BUSINESS BUILDING.

The Manner in Which a Western House Renders Real Talking Machine Service to Its Customers Beyond the Simple Testing and Sale of Machines and Records—How the Social Bureau Works to Make Customers for the House with Marked Success.

To build up a successful talking machine business and to draw to a store a regular following of men and women who would not think of buying their records or supplies at any other store or recommending to their friends to do otherwise, it is necessary for the dealer and his associates to be something more than mere automatons. In the first place he must secure the confidence of his trade—become friends with each of his customers and be willing to at least show a desire to be obliging upon all occasions. It is the little attentions that do not bring in any real money at the time which do more to build up a permanent business than the actual sales themselves.

This all brings to mind the policy of a Western house in keeping its stock in first-class condition by refusing to send goods out on trial and yet proving most accommodating to its customers and prospects on every possible occasion. For instance, the house in question will not send records on trial to any customer, no matter how large his purchases. They will, however, send a cultured young man, versed in social etiquette and an entertainer of ability, to the house of the customer with a dozen or two of the latest records for selection. The young man looks after the machine personally and has all to do with the handling of the records while they are out of the store. Between selections he carries on a pleasant conversation and makes himself generally agreeable, but he holds on to those records! If a further hearing is desired before purchasing, the young man calls again and still gives his personal attention to the demonstration.

Under the foregoing plan there are no opportunities open for the long-drawn-out discussions growing out of the return of damaged records. The prospect cannot come back with a badly scratched record and say that it is the way he received it and get away without paying. Every record sent out is paid for in advance, and tested and examined to insure its perfection, and there is no loophole left. The cost of the demonstration is offset by the absence of quarrels with customers and consequent loss of trade.

This same house also conducts what may be termed a social bureau as an adjunct to its sales organization. There are many customers who have

a limited library who desire to give a talking machine recital in addition to other entertainments at their homes on a certain evening. They are not in a position to lay out a hundred or more dollars for records for that particular occasion, but the company has already impressed them with the fact that such a sudden outlay is not really necessary, although a good library, built up by degrees, is most desirable.

Upon application one of the young salesmen is sent up to the customer's house on the specified evening with probably \$200 worth of first-class records in his case and with a machine, if necessary. The young man is selected for his attractive presence and his ability as a "mixer" in society. He shows up faultlessly attired in evening clothes and with the essence of grace, looks after the playing of the records, entertains the guests in other ways and makes himself as pleasant as possible to the young folks, without mentioning business at any time. As he prepares to go he may, perhaps, hand his engraved personal card to a few of the young ladies, with an invitation to call and hear some records at the store, the invitation being extended as though it was strictly a personal matter. The effectiveness of the system is best indicated when it is stated that on very few occasions has such a free concert in a home failed to result in a sale of one or more outfits. The young lady, for instance, calls at the store to see the pleasant young man she met on that particular evening. He drops everything and is most attentive, showing the new machines, trying some new records and entertaining in other ways. The young lady grows enthusiastic and promises to bring her mother and father down and enjoy a treat when the opportunity offers. It is not long after that before the father is booked for an outfit.

Much the same system is worked with the parents themselves if they are approached first and with the young men, the result being that after the sale is made the salesman is in the position to be considered a real friend of the family and finds numerous opportunities to work the same game in new fields on the endless chain system. The fact that the salesmen work on a commission basis and are safeguarded in holding their own particular customers adds zest to the pursuit of the prospect.

time is recorded by a voice every quarter of an hour, and the effect on the hearer is extraordinary. One hears, suddenly in clear accents: "Three o'clock," "A quarter past three o'clock," and so on.

It will talk all night, if wanted; it will talk in the daytime. If nerves or conscience trouble the owner he can switch off the machinery, and the clock will continue to perform its duties in silence.

TALKING MACHINE EXPORTS.

The Figures for June Presented—Reports Show Increase for the Month.

(Special to The Talking Machine World.)

WASHINGTON, D. C., August 7.—In the summary of exports and imports of the commerce of the United States for the month of June (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for June, 1913, amounted to \$216,478, as compared with \$144,170 for the same month of the previous year. The twelve months' exportation of talking machines, records and supplies amounted to \$2,805,978.

BUYS KOHLER & CHASE DEPARTMENT

P. H. Beck Now Owner of Big San Francisco Department—Has Had Long Experience in Trade—Mr. Beck's Successor as Head of Byron Mauzy Department is Mr. Nichols.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., August 4.—The talking machine business located on the mezzanine floor of the Kohler & Chase store, which is one of the leading departments of San Francisco, changed hands the past month, P. H. Beck succeeding Mr. Scott as owner. Mr. Beck is well known here, having been identified with the trade for a good many years. He began his career with Sherman, Clay & Co. about sixteen years ago and remained with them until a year and a half ago, when he assumed the management of the Byron Mauzy department. He has just resigned that position to engage in business for himself. He announces that he will carry a complete stock of Victor and Columbia products. He finds business starting off encouragingly.

To fill the vacancy by Byron Mauzy's caused by the resignation of Mr. Beck, Mr. Nichols, formerly with Kohler & Chase, has been engaged to take charge of the talking machine department. Mr. Mauzy says that business kept up as well as could be expected the past month, and that the talking machine department did better than most of the other sections of the store.

NEW DEPARTMENT IN OAKLAND.

Is a Prominent Feature in Elaborate New Store of Kahn Bros.—In Charge of W. B. Norris.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., August 4.—With the opening of Kahn Bros.' new store in Oakland on last Saturday, August 2, that city has another first-class talking machine department. It is an exclusive Columbia department, with W. B. Norris in charge. Mr. Norris comes from Sacramento, Cal., where for the past three years he had been with Kirk, Geary & Co. The department is located on the third floor of the building and has been fitted up in an attractive and convenient manner. Several demonstration rooms have been installed and the most modern display facilities have been provided. On opening day thousands of friends and customers of the house visited the store and extended congratulations to the management on the completion of its new establishment.

VICTROLAS ON THE SEA.

Handsome Machines with Well Selected Supply of Records Furnish Entertainment for Passengers on Old Dominion Liners.

The manner in which the talking machine can be made to add to the comfort of steamship passengers is well illustrated in the case of the ships of the Old Dominion Line, plying between New York and Norfolk, Va. Each of the ships is equipped with a high-grade piano; the "Hamilton," for instance, has a Kranich & Bach, and a Victrola XVI. finds a prominent place in the main social hall. When there are amateur pianists on board who are willing to play for their own amusement and the the entertainment of their fellow passengers the presence of the piano is much appreciated, but in many cases when there is no one to be found who will play, the hour of Victrola music in the evening going South, and in the afternoon coming North, proves a strong attraction. The selections of records have been carefully made and range from ragtime to the more popular of the operatic numbers. The machines are looked after by the stewardesses.

The Wilson Avenue Talking Machine Parlors have been incorporated at Chicago; capital, \$2,500. Incorporators: V. L. Cunningham, Andrew J. Ryan, C. H. Cunningham.

EDISON LINE IN EILERS' STORE.

New Department in Remodeled San Francisco Store Said to Be Designed for That Line Exclusively—Complete Stock to Be Installed.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., August 4.—Eilers' Music House has provided for a talking machine department in its remodeled store in this city. A few machines are already on display and a complete stock will be installed in the near future. So far Edison products are shown exclusively, and it is understood that it will be an exclusive Edison department. Talking machine and player-piano concerts, which were inaugurated while alterations on the building were in progress, have been continued even after the work was all completed, and are still attracting considerable attention.

REAL SPEAKING CLOCK

Invented by a Berlin Genius Which Talks All Night if Wanted, but Is Easily Reduced to Silence—Side Line for Talker Men.

A German genius has evolved a speaking clock and a \$625,000 syndicate has been organized to exploit it. The clock is so arranged that

AN EXCELLENT SUGGESTION FOR SUMMER PUBLICITY.

How the Talking Machine Man Can Capitalize the Interest Displayed in Baseball in All Parts of the Country to Connect His Advertising with the National Game—One Dealer's Ability to Turn Mishap on Diamond to Good Account Worth Considering.

The grandstand and bleachers were filled to overflowing with wildly enthusiastic rooters. A great game was in prospect, for the home team was to cross bats with its deadly rivals, the Giants.

You know that supreme moment, Mr. Dealer, before a great game, when your nerves begin to tingle, and you indulge in exclamations far removed from those which grace your every-day conversation. Well, this moment had arrived.

The visiting team, having finished practise, was marching in toward the waiting throng, faces tense with the expectation of a hard-fought battle, when IT happened.

Jones, the pitcher de luxe of the Giants' aggregation of stars, threw his arm out.

You have heard of the chap who, after a drop of a sheer hundred feet, suffers nothing more than a sprained ankle or a severe shaking up; then again, of the fellow who topples from the insignificant height of a peach basket and breaks his neck. This catastrophe which smote the valuable Jones was something like the latter.

In a playful underhand toss of the leather sphere to his catcher, by way of finale, before entering the serious business of the first inning, something snapped in the vicinity of his right elbow, and he was out of the game for that day at least.

Talk about hard luck! After a half season's flawless pitching against the heaviest hitting teams of the league with not even a sore arm as a handicap, and then to have an underhand toss put him out; it was no wonder he maligned Fate behind her back.

There was an enterprising talking machine dealer occupying a seat in the grandstand, and he was treated to an inspiration by the same fickle Fate who turned Jones down.

She whispered in his ear and he raced to the 'phone in the ticket office.

"Seven thirty one Main—Elite Talker Shop, quick please! That you, Brown? Send a talking machine with all records and literature relating to baseball out to the Athletic Ground P. D. Q. Good-bye."

* * * * *

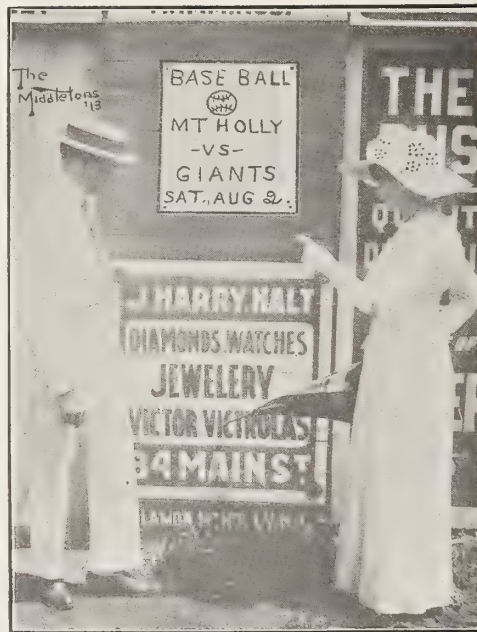
The distant sharp penetrating note of a Claxon horn heralded the approach of a delivery automobile, and in less time than it takes to write it down, Miss Ray Cox, dainty vaudeville actress, was entertaining the crowd with her side-splitting monologue, "The Baseball Girl."

Mrs. B. B. Fan, probably the most ardent

feminine rooter present, forgot her chagrin at the delayed game, and actually smiled.

When Ray had retired amid great applause, Messrs. DeWolf Hopper, veteran comic opera star and comedian, and Digby Bell, noted actor and elocutionist, made their respective bows (phonographically speaking) and rendered "Casey at the Bat," "The Man Who Fanned Casey" and "The Boy on the Right Field Fence."

By this time the audience didn't care a hang whether Jones was going to pitch or not. Those



How Publicity Pays.

baseball records were great and they wanted more of them.

However, when a huge megaphone bellowed from the diamond that Jones had been replaced by Green and the game would proceed at once, the crowd was content. There was no cheering, though, until the voice behind the horn extended a vote of thanks to the Elite Talker Shop for its highly appropriate and exceedingly entertaining concert. Then the storm broke loose.

While the enthusiasm was at fever heat, a small boy traversed the stand with attractive literature which was eagerly absorbed by all who were fortunate enough to reach the juvenile distributor.

Even Mrs. B. B. Fan helped herself to a handful.

Why go into details about the game? It was closely contested and well played throughout. While not as satisfying, perhaps, from the Giants' standpoint, as might have been the case if their idol, Jones, had twirled, it was *some* game at that.

But here's the point, Mr. Dealer: Had you been making the rounds of the cigar stores, pool rooms and saloons, in a certain New Jersey county seat, during the evening of that eventful day, in quest of writing material, as was The World representative, you would have found the rooters talking, not about the score, but of the talking machine entertainment.

Strolling into the sumptuously appointed Elite Talker Shop, J. Harry Stop, proprietor, you would have seen Mrs. B. B. Fan buying a talker outfit. "Everything with a baseball flavor, Mr. Stop, please. Your concert at the game this afternoon was delightful."

"Allow me to offer my most sincere congratulations."

"Isn't that just great?" she appealed to Mr. Fan as "The Baseball Girl" once more delivered her irresistible recitation.

"Oh, yes, indeed! I'll take that record, of course."

"That's a mighty clever idea of yours having your advertisement upon the signboard outside the grounds, too, Mr. Stop," she went on. "I saw ever so many people gazing at it as they were leaving after the game."

"As for me, I marched Mr. Fan right up to it, poked at it dramatically with my parasol and demanded a talking machine."

Now, honestly, Mr. Dealer, during the hot weather when selling talking machines is rather slow plodding, would not the baseball parks in the smaller towns offer you a superb advertising opportunity?

Even if Jones does not throw his arm out, there is always ample time between the arrival of the rooters and the umpire's "Play ball!" for a short concert and distribution of literature.

Have your publicity embodied in the score card and painted in flaring headlines upon the backstop and on the fence also.

Here's another advertising idea for you: Why not erect a huge talking machine sign out in the field "a la Bull Durham" and present a talker outfit to every batter who swats it. There's isn't any doubt about that creating enthusiasm, is there?

The movie airdome screen will also give your summer trade a boost. The Columbia people have some brand new glass slides for just this purpose. Why not take a chance?

HOWARD TAYLOR MIDDLETON.

Enthusiasm, like gold, should bear the stamp of the mint in order to be legal tender.

PLEASE

don't wait until the rush is on before stocking up on Victor and Edison Machines and Records.

NOW IS THE TIME

to prepare for the busy season. Now is the time to see that your record stock is brought up to high-water mark. Now is the time to accumulate a stock of machines of all types, so that later, when the rush is on, you will be in a position to supply your customers promptly. Think it over. Remember past experiences,

THEN TAKE ADVANTAGE OF EASTERN SERVICE

The service that means profits for you. The service that has back of it years of experience and the largest and cleanest stock of goods in New England. Concentration brings results. We concentrate on Talking Machines exclusively.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR

LABOR DISTURBANCES HURT TRADE IN CINCINNATI.

Despite Successive Industrial Upheavals, the Talking Machine Trade Is Holding Its Own Valiantly—This Is Demonstrated by the Reports from the Leading Jobbers of Cincinnati—Optimism Reigns Supreme as Far as Fall Trade Is Concerned.

(Special to The Talking Machine World.)

CINCINNATI, O., August 8.—Continued disturbances in the local industrial world and unusual heat periods have had their effect upon the talking machine business of this territory. Considering the time of the year and the unusual happenings in Cincinnati since last March, the trade appears to be pretty well satisfied.

Victor business for the past month at Aeolian Hall is reported as showing a gratifying increase over the corresponding period of a year ago. This is doubly pleasing in the face of local conditions, which have been badly upset through a series of strikes and a spell of the hottest weather in many years.

This company is gaining the reputation around town of being resourceful and untiring pluggers of the Victrola and Victor records. For instance, their Victor advertising has been increased instead of decreased during the heated term. The vacation idea has been worked and is still being worked for all there is in it. Results have shown right on the floor. The thought in the advertising has been that there are inexpensive vacation types of Victrolas that are very easy to carry along, and incidentally that they are easy to pay for on the easy payment plan.

Considerable mail order business has been secured through the firm's newspaper advertising. Aeolian record service has been strongly featured, with the result that many machine owners who secured their instruments elsewhere are coming to Aeolian Hall for records. To all appearances they are getting real service, too. Manager Ahaus, of the Victor department, is tireless in his efforts to live up to the letter of his advertising man's representations and has imparted a degree of real Victor enthusiasm to his sales force that it is a real pleasure to witness.

Notwithstanding that summer trade has been excellent, a tremendous increase of business is looked for at Aeolian Hall with the advent of cooler weather.

Manager Whelen, of the Columbia Co., when interviewed, stated that if there was any chance of getting the accumulation of freight out of the depots to fill orders which are piling up from all over the territory, he might say business was good. He further stated that as far as wholesale business is concerned the orders are coming in, but owing to the series of strikes in the city local business is pretty much at a standstill. Strikes have been so prevalent in Cincinnati in the last few months that it has simply paralyzed business, and it is a slap on the back to say "How is business?"

"However," stated Mr. Whelen, "inasmuch as all business houses seem to be in the same fix and we are getting our share of the business that is being done in the talking machine line, we will exist on the brilliant hopes for fall. Indications point to a large fall business, and we are daily receiving large orders for fall shipment."

L. C. Penn, traveling representative for the Columbia Co., on a visit to the Cincinnati headquarters, stated that conditions are the same all over the territory, but all the dealers seem to be very optimistic about the prospects for fall.

Mr. Whelen was very enthusiastic about the new Columbia models which are just being put on the market. He said: "One look at the same will prove to a prospective purchaser the aggressiveness back of the Columbia product. The new 'Leader' Grafonola at \$75 is a winner, and if the orders received are an indication of its popularity it will be a hummer. The new 'Favorite' at \$50 is taking the trade by storm."

The series of strikes has also affected the Dictaphone sales, but the Cincinnati sales force is sticking to the job and lining up good prospects for August. The Moose convention, which was held in Cincinnati the latter part of July, was reported through the medium of the Dictaphone, and all parties who were interested in the reporting of the convention are very enthusiastic over this system of reporting.

Manager Dittrich, of the Victor talking machine department of the Rudolph Wurlitzer Co., is enthusiastic over the completion of the new record rooms, which are equipped so that a change of air is possible every two and one-half minutes. In speaking of conditions, he said:

"In reviewing the business during the last month we have every reason to be satisfied with the results secured, as the business exceeded our expectations. The new style No. 10, stock of which we received from the Victor Co. in July, is sure to prove a big winner, and will do its share in building up the machine business to big proportions during the coming season.

"Dealers are clamoring for this style Victrola, and up to date we have been fortunate in securing sufficient stock to take care of a large proportion of our trade. The new Victrola made good in the retail way from the very beginning.

"On the 28th of July we opened up a new record department on the main floor of our establishment. New ideas in arrangements and lighting, entirely original and different from the old established lines, have been carried out, and resulting service, which is the quickest and most efficient possible, has been the subject of favorable comments on the part of our many Victrola customers. We look forward to a most successful August in both retail and wholesale, and feel satisfied that even the present conditions of the industrial war which has been waged for some time cannot possibly prevent the most successful and profitable month's business."

The Otto Grau Piano Co.'s Victor department is doing pretty well for a starter. Some machines have been sold during the past month, and a following has already been established on record business.

A BUSY PORTLAND HOUSE.

(Special to The Talking Machine World.)

PORTLAND, ORE., August 6.—The Portland Phonograph Agency, of which E. B. Hyatt is proprietor, this city, is enjoying a very excellent business in the various lines of talking machines and records it handles.

By reason of its attractive quarters, its up-to-date plan of doing business and its always capable sales force, business is steadily expanding, in spite of the hot weather and other ills which flesh is heir to.

Mr. Hyatt is quite optimistic regarding the outlook for fall and winter trade and expects to transact the largest volume of business in his career.

BILL NYE'S PROPHETIC VISION.

Many years ago, before the days of the phonograph, Bill Nye wrote a humorous suggestion that an automatic machine be used for the delivery of political speeches from car platforms. Bill Nye little suspected how soon talking machines would be reeling off political speeches all over this land of ours. They were used in the last presidential election as well as in the one four years before. When skillfully employed they avoided "repetition or the wrongful application of local gags," which Bill Nye claimed as a great advantage of his proposed political machine.

VISITED VICTOR FACTORY.

Herbert D. Berkley, of the sales staff of Landay Bros., Forty-second street and Broadway branch, New York, was a visitor at the Victor factory in Camden, N. J., recently; and under the able guidance of F. F. Gold made a thorough inspection of the entire plant. He was particularly impressed with all he saw, particularly the new record and cabinet buildings, and came away with intensified faith and enthusiasm.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.



The quality of the Columbia tone today really is beyond serious competition. When it comes to tone-control, however, a Columbia dealer is not merely beyond competition, he is almost beyond argument.



**Columbia Graphophone Company
Woolworth Building, New York**

THE TALKING MACHINE IN RELIGIOUS SERVICES.

The Rev. Clarence S. Wood, Rector of the Church of St. Luke in Roselle, N. J., Devises Plan of Bringing the Church and Its Music Into the Home—Has Big Possibilities in This Special Field of Activity—May Convert Non-Church-Goers.

Doing penance once a week, in the form of a Sunday morning church service, need no longer terrorize the Man-Who-Loves-to-Stay-at-Home. He may now go out and buy his sermon on Saturday night when he runs around to his barber's for a shave. In fact, he can buy the entire service in advance for less than he would feel constrained to put on the collection plate of a Sunday morning. He can attend church by proxy as he smokes his meerschaum and lounges.

All of which brings Roselle, N. J., again into the limelight. There are some folks who will recall the time when Roselle made her debut, twenty years or more ago. It was when Thomas A. Edison erected his first experimental station there. For months electricians were busy stringing the place with wires. One evening in the early nineties the Wizard himself turned the "juice" on, and thousands of little electric lights gleamed all over Roselle—the first town in the United States to be lighted in this fashion.

Now Roselle is responsible for the new phonographic church service—the first complete religious service that has ever been placed on a talking machine. It consists of the Litany service as used in the Church of England, the Roman Catholic Church and the Episcopal Church in America, with the Processional hymn, the Litany hymn and the Episcopal Litany service, and also the Recessional hymn. And so good are the records that one need only close one's eyes and picture the vested choir singing the service and the rector intoning in a clear, ringing voice.

The Rev. Clarence S. Wood, rector of the Church of St. Luke, is responsible for the idea. It occurred to him while he was spending a vacation on a little lake in the Green Mountains. Before the summer was over he was sure that there was a phonograph in every cottage about the lake. "And they were worked overtime," he said, "although I must confess that I, too, enjoy the music when it is not overdone.

"But it did grate on me Sundays to hear a battalion of phonographs doing ragtime from early morning until far into the night. I recall one Sabbath afternoon in particular, when it seemed to me that every phonograph on the lake was screeching 'It's a bear! It's a bear! It's a bear!'

"The tune stayed in my mind all that night. When I was preparing for the next day's fishing excursion, and all through the day, while I was waiting for the fish to bite, something was simmering in my brain about a church service by phonograph. I could not get away from the idea.

"I began to arrange mentally a church service which would appeal to the ill and those who were prevented from attending church on account of physical infirmities, as well as to the summer vacationist who never enters a church during his vacation period. Upon my return to New York I immediately offered the idea to a big phonograph

house. The suggestion was vetoed at once. I then went to another house. The people there were exceedingly courteous, but they, too, were conservative and rather reluctant about taking the matter up. To convince them that it would make good required twenty interviews, covering a period of three months.

"At last I was successful. My boy choir was transported to town to sing for the manager of the company. The choir is well trained, and as soon as the manager heard the boys he knew that their voices were up to the standard. The boys were a little frightened at first, but by the time they were engaged to sing in earnest for the actual records they were in fine trim, even the younger ones, of ten and twelve years, entering into the spirit of the occasion with a real vim. Singing into a horn was a new experience to these youngsters.

"This is, I believe, the first attempt to use the phonograph for evangelization. It affords me much

satisfaction to know of the comfort the service will bring to invalids and all who are deprived of their beloved church service. I am really quite overjoyed. Many New York hospitals are already arranging for phonographs and records to be installed for Sunday morning church service."

PROGRESSIVE VICTOR DEALERS.

William K. Kaplan & Co., the prominent Victor dealers of Jamaica, N. Y., have built up an excellent business in their territory by means of special concerts in which the Victor Victrola and the noted artists who have made records for the Victor Co. have been heard to splendid advantage.

The Kaplan warerooms at 316 Fulton street, are most attractively arranged, and the window display is always so neat as to arrest the attention of passers-by. We can vouch for this, because the company has favored us with some photographs which testify to its labors in this connection.

Keeping up one's courage is to a great extent a matter of habit. Lots of men are chronically down in the mouth just because they have formed the habit. Right beside such men you will find others 50 per cent. worse off and a 100 per cent. more cheerful.

THE HALL-STEPHENSON CO.'S COLUMBIA DEPARTMENT.

(Special to The Talking Machine World.)

KNOXVILLE, TENN., August 6.—The accompanying photograph will give some idea of the attractiveness of the new Columbia department of the Hall-Stephenson Co., one of the prominent furniture houses of this city. This store started to handle

a marked success from the time it was first opened to the public.

A number of sound-proof demonstration booths, tastefully furnished, are in constant use, and within the short period of six months, the Hall Stephenson Co. has succeeded in acquiring a well de-



Columbia products last December, and under the capable management of M. C. Hendel, formerly connected with the Atlanta headquarters of the Columbia Graphophone Co., the department scored

served prestige for its Columbia department throughout Eastern Tennessee. Sales of the higher-priced machines are closed with pleasing regularity in this department.



Every whim and fancy of the entertainment buying public is met and satisfied by the

Edison Blue Amberol Record

You've got to have variety to make

sales. We know it. That is why the Blue Amberol, month after month, is producing selections of such amazing scope, from opera to ragtime, surpassing any record on the market.

The whole country is becoming familiar with the wonders of this four-minute, clear-toned, practically unbreakable record that never wears out. Play it and play it up to your customers.

THOMAS A. EDISON, Inc., 59 Lakeside Avenue, Orange, N. J.

Edison leads the procession always. His first instrument was a forerunner of the Amberola, the perfect hornless machine of today.



Edison has thought faster than his public and when the demand for hornless machines came he was prepared.

Amberola VI

is a model of beauty and convenience and sells for \$60. You can talk it to your customers, advertise it and, what's most important, sell it. Tie up with Edison. Build your business as he builds his, by getting there first every time.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.



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NEW YORK, AUGUST 15, 1913.

THERE is a decided tendency on the part of many business men to relax efforts during the summer months, and as a consequence thereof there is a sale shrinkage which is not pleasing, particularly when there is no shrinkage in overhead expenses.

Selling organizations can be arranged so that vacations can be enjoyed by the individuals and yet have the working efficiency of the staff well maintained.

Expenses go on just the same whether business is dull or not, and every talking machine dealer is naturally interested in keeping the earning capacity of his business well maintained. In order to do this effectively, systematic summer plans should be made.

The talking machine, unlike many other products, has a summer demand as well as in winter, for the talking machine is used through the vacation season in a way that eclipses any other home accessory.

Sales of other musical instruments, such as pianos, drop off in summer, because people naturally seek outdoor entertainment, and here is where the talking machine comes in as a trade-creating factor.

It can be used on yachts, in camps, at lawn parties and outings in such a manner that it gives pleasure and entertainment to parties everywhere.

There is also a good farmer trade to be gotten during the summer months, and it is a period that should be productive of good business returns for the progressive talking machine men.

It is not necessary to wait until the busy fall months arrive—efforts should be put forth during the heated period to show the entertaining qualities of the talking machine to interested parties.

There is no product of human brain which can be fitted in in so many ways as the talking machine, and if these facts are well borne in mind by the dealers in different parts of the country, summer business can be materially increased.

The "good old summertime" should be made "good" in a business sense, and it can be if systematic plans are carried. Good, prompt, effective work along progressive lines will increase the net profits in a material sense.

AT no time in the history of this trade has the talking machine and its development been receiving closer consideration from great inventive minds than to-day. A number of important improvements, now hatching, so to speak, will be introduced to the trade at an early date.

In view of the wonderful perfection of the modern talking machine it would seem as if improvements were hardly possible, but this is an age of progress, and in the inventive world, as in the

commercial field, standing still means going backward. The talking machine is a fascinating study and opens up a world of possibilities that enthuse and interest, and it is therefore not surprising that it is receiving such consideration from those of a creative and inventive turn of mind.

NO matter whether times are good or bad, calamity howlers are always stalking abroad throughout the land.

They are in evidence in every trade and in every profession, but once in a while it pays to sit down and study reports so that we may be better able to determine whether the pessimists are simply talking facts or fallacies. The figures just given out by the Internal Revenue Bureau, charged with the collection of the corporation income tax, show that during the calendar year 1912 the net earnings of the corporations of the country were \$3,304,000,000, exceeding all previous records by \$400,000,000. Such startling sums do not suggest that the corporations have practically suffered, however much their managers have suffered in their feelings.

For several years it has been continuously asserted by those opposed to the country's tariff policy that this policy throttled and killed our foreign trade, that it particularly interfered with and prevented the sale abroad of goods manufactured in America. Yet official figures given out recently show that last year the exports of manufactured goods, excluding foodstuffs wholly or partly manufactured, aggregated \$432,528,006. In 1904 the total was \$225,717,951. In eight years, during the period of largest complaint of a restricting policy, the exports of manufactured goods have doubled. This does not suggest that the tariff laws have stood in the way of developing a demand for American goods abroad.

For several years the railroad managers on all possible occasions and in every conceivable tone of voice have declared that they were on the verge of bankruptcy, that drastic and discriminating laws and wage increases with no corresponding increase in rates were slowly pushing them toward the precipice of insolvency, that their credit had been shattered almost beyond restoration, and that it was impossible for them to borrow money for necessary improvements.

Yet the computations of income for the year ended June 30 show that the railroads of the United States during the preceding twelve months had the largest gross and the largest net earnings of their history. It also appears that during the last ten years the railroads of the United States have raised more money for investment in improvement and extension than was similarly invested in any previous decade.

It is not true that the corporations have suffered in their incomes because of the Sherman law agitation and the attacks on what is called predatory wealth. It is not true that our foreign trade has been stifled by tariff laws. It is not true that the railroads have been squeezed close to death by regulatory legislation or that they have been unable to attract new capital.

All over the world, affecting every class of security, there has been a rise in interest rates. The indulging cause for this has been the rise in commodity prices, in turn caused by an overabundant production of gold. In consequence there has been a constant tendency to exhaust supplies of liquid capital, for those did better who bought things instead of making loans which could be discharged when due in dollars, or pounds, or francs, or marks of diminished purchasing power. Although affected much alike, each business in every country has deemed itself specially a victim and has sought for immediate explanations. In England the blame is laid on Lloyd George and his social legislation; in Germany on the Kaiser and his over-preparation for war; in France on the extravagance of the government and on the economic troubles of Russia.

In this country it is sadly agreed by business men when they come together that the fault is with politicians and demagogues who are continually stirring up the people. Yet, looked at in the large, there has been no decade in which employment has been so universal, the world as well fed and clothed, and no decade in which men of enterprise and managing genius with something really valuable to sell to the world have amassed fortunes more rapidly.

These are facts worth remembering when one is inclined to view things through indigo-hued glasses.

THE suggestion made by Louis F. Geissler at the recent jobbers' convention, that the talking machine men in various cities form local associations, is one that should be acted upon promptly, for it is through co-operative work that much good may be accomplished in the retail field.

We should suggest the forming of State associations. Of course, it would be impossible to build up organizations in some of the States where the population is thinly scattered, but in the larger and more populous States it should be easy for the talking machine dealers to form State organizations, the object of which should be to hold the trade on an ethical plane so that right influences and methods should prevail.

Time and time again we have seen measures introduced in various State Legislatures which have been detrimental to substantial business interests.

Some of these have been nothing more or less than hold-up measures—blackmailing schemes, if you will—but at the same time they have required effort on the part of the interests attacked to eliminate them, and it is to be regretted that there is a tendency, not merely in our various State Legislatures but in the National Congress as well, to enact measures into law which are not calculated to have a beneficial effect upon legitimate business interests.

On the contrary, they are in the main originated by men who have no knowledge of the fundamental laws of business, only they figure to pose in the limelight as advocates for measures which will aid the people.

They seem to think that anything which antagonizes or depresses legitimate business interests must popularize them with the working class of their constituency.

This indeed is poor logic, because if the manufacturers are not prosperous the workmen cannot be. Nevertheless, these measures are introduced from time to time, and the probability is that these conditions will grow worse rather than better.

Hence, if the talking machine dealers had good State organizations they could do police duty—they could watch out for these measures in the various Legislatures which might be detrimental to their own interests.

Undoubtedly the jobbers in the various cities will be glad to aid such a move on the part of the dealers, because they are also vitally interested in seeing trade stability maintained.

It is a move quite worth while.

Of course the organizations could meet in the larger cities where the greater number of dealers carry on business, but at the same time it would be very pleasing to the small dealer located in the inconspicuous town to feel that he was a part of the State organization, and unquestionably he would take pleasure in being present at least once a year.

It would not be necessary to have frequent meetings, but, if the dealers had a State organization and had a meeting two or three times a year, they could hold themselves together so that they would be ready for any emergency which might arise, and in the meanwhile it would be possible for the organization to exert a helpful influence in the trade.

Let the talking machine dealers get together in the various States, and anything that The World can do along lines of promoting interest or aiding in the formation of associations will be done.

THROUGHOUT life there are a great many traits and characteristics that go to mark the business man, some have faithfulness, others determination, others energy, and so on. But to actually determine the relative value of these characteristics is a most unusual proceeding, and one that reflects great merit upon the man who did this.

In his remarkable book, "How to Get and Keep a Job," Nathaniel C. Fowler, Jr., has made quite plain the actual value of persistency. He did this by talking with or writing to two hundred and ninety-eight American men who had made a great success in life, a success that put them really in the leadership of their class of work, whether it were trade, business or profession.

Mr. Fowler's question was alike to each one of these men. It was, "To what one thing, or to what two or three things, do you attribute your success?"

When all these replies were rounded up and tabulated, Mr.

Fowler found that persistence led the list. That the ability to persistently stick to their task, whether it was selling cabbages or finding new microbes, was what made them successful was the claim of sixty-six of these men. This is the manner in which the author tabulated his list:

Persistency, stick-to-it-iveness and constancy, 66; application, 59; hard work, etc., 54; industry, 28; faithfulness, 22; concentration, 20; earnest desire to succeed, 19; diligence, 14; determination, 8; energy, 8; making a total of 298.

This shows not only that persistency is the most valuable thing for a man to have who would succeed, but that those characteristics which are closely allied with it, such as constant hard work and application, are a close second in value.

To the young man who would honestly succeed, then, the first thing to tell him is, "Be persistent." The writer explains that he came in contact with thousands of successful business men, men who were, in the common phrase, "self-made," men who achieved something worth while through their own efforts, not through capital inherited or otherwise given them, and that he found every one of these men to be persistent.

Nearly all these men selected their walk in life before they reached maturity, before they were out of their "teens," and that by sticking persistently to their plans they built up successes for themselves.

THE keynote of the speeches at the recent dinner of the Association of National Advertising Managers to publishers given in New York City was that the prices of wares, the quality of which is guaranteed by the reputation of a single concern producing them and which are put out and advertised to be sold at definite figures, should not be cut by large dealers, who by selling a well established commodity might seek to give the impression that other goods in their shops were selling at an equal ratio of economy.

Louis D. Brandeis, the efficiency expert of Boston, dwelt upon the right of a manufacturer who has created a particular kind of goods to fix the price at which these goods should be sold, and added: "To do that it is only necessary to make clear why you have that right. I can conceive of nothing more prejudicial to that right than to rail generally against the power of the Sherman law, as if both involved the same principle.

"It is because we have failed to distinguish between a manufacturer's right to fix a price on his own particular goods and the fixing of prices by a monopoly that the danger exists. What you manufacturers need to protect your rights is to draw that distinction. Your position is a clear one and extremely beneficial to business at large. You say, 'That which I create, that which is mine, I have made valuable to the consumer, because I have endowed it with reliable qualities.' That has no monopoly. You fix the price at your peril. If it is too high the community won't buy it, or some one else will come in and share your prosperity. It gives to the man who creates a reward.

"That is the aim of trade—to reward success. But the moment you endeavor by a combination of power to restrain individual effort and take away incentive to create and the incentive to buy you close the avenues of competition. The danger arises and it is against that that the Sherman law is directed. The law of human nature and of trade is such that when you withdraw incentive then you have in a true sense restrained trade. Then success is purchased at the expense of the community."

THE motto to "never do nothing for nobody for nothing," while it might apply to the sort of people implied by the wording of the motto, itself does not fit into modern business conditions, at least in a literal sense. On another page of The World this month there is published a story of how a western house has incorporated the service idea into its business with remarkable success in the matter of real business results. The service itself is not productive, directly, of monetary return, but it is productive of other results that could not be purchased with any amount of money—friendship. The indirect results are those that count on the credit side of the ledger, for the friendship of customers, friendship growing out of some appreciated act of service freely offered, is the best sort of foundation for business building. Cold-blooded buying and selling are not the sole factors in modern successful trade, for the personal element still obtains strongly.

McMENIMEN AN EDITORIAL WRITER.

Popular General Manager of Vitaphone Co. Presents Some Strong Truths Regarding Value of Advertising as a City and Business Builder in Editorial Column of Plainfield, N. J., Paper.

Harry N. McMenimen, general manager of the Vitaphone Co., Plainfield, N. J., who is personally acquainted with every distributor and jobber and with the great majority of the dealers in talking machines throughout the country, has taken a little flyer into the newspaper game through the medium of the editorial columns of the Plainfield Daily Press, which on Saturdays are conducted by representative citizens of the city.

Mr. McMenimen chose for his subject that of advertising and made a strong plea for an advertising campaign conducted by the citizens of Plainfield for the purpose of attracting new industries and desirable residents from other and larger cities. Of the advantages of self-advertising as applies to the individual or the community, Mr. McMenimen said:

The duck waddles to her nest, lays an egg and then waddles away. The hen goes to the nest, lays an egg, gets up and cackles and cackles and cackles. You can hardly give duck eggs away, but hen's eggs bring 50 cents a dozen.

It was once said that P. T. Barnum knew how to advertise, that Hammerstein knows how to advertise and that Gillette knows how to advertise. These three and Theodore Roosevelt are the six best advertisers that the United States has ever known.

The above are striking examples of self-advertising.

What Plainfield needs is a similar kind of advertising through people who know the beauties and advantages of Plainfield, "The City-by-the-Hills," backed up by a persistent campaign apportioned where it will do the most good.

On the subject of advertising in general Mr. McMenimen has some very sound and interesting views to express, as follows:

Back of every advertisement must be merit, not only in what is offered, but a clean-cut, original and truthful statement of facts.

There are just three processes the human brain must go through before making a purchase of anything:

Confidence.

Interest.

Desire.

Confidence is the corner-stone. One could not sell a five-dollar gold piece on the busiest corner in New York City for 50 cents, for people would not believe they were genuine, not knowing the honesty of the seller, and in this respect advertising does its best work in establishing confidence.

After this comes the interest for what is offered, and after the interest has been centered, then a desire to acquire is the final step in consummating a sale.

The producer is the successful business man and the one who gets the business and completes the transaction. Other help is necessary and worthy of sincere respect, but they never get the big plums on the salary tree, because they are on the side of expense and not income. The bigger the sales the larger the reward, and how much greater the efficiency the salesman or clerk would get out of their ability if they would but keep in mind these three great principles of salesmanship.

Never in the history of the world was real ability, honesty and hard work given a greater reward than to-day, and if the clerk would but stop to consider the tremendous advantage and aid that advertising supplies him with and would but grasp the real principles of advertising we would see in the next decade in every locality successful merchandisers that would make it practically impossible for the large stores of the metropolitan cities to in any way detract or secure the business from the smaller centers.

With advertising, parcel post, greater selling efficiency and broader methods accepted and practised by the merchants of the smaller towns, presents an opportunity of making money to-day which has been undreamed of in the past.

In A Fair Sized City You Can Add \$3,000 A Year By Selling Music Rolls

Music rolls come out every month like records; there is an endless opportunity to sell some rolls to every player owner in your field.

Music rolls blend admirably with your record department; you do not have to increase your selling force. The margin of profit is large. The exchange library system will secure hundreds of customers, not only for the rolls but for the talking machine records. Music rolls will help you total the net profits. And your investment is hardly anything.

The Herbert Co.

NEWARK, N. J.

is one of the largest roll manufacturers in the country. It has a well equipped and efficient music roll factory, and Herbert Rolls are made "correct" in every particular. Attention is given to the paper, one being used that is strong, yet light enough for the best work. The perforations are square; the arrangements perfect. Herbert Rolls are ideal and will please the best music lover.

You will find out the many good points about Herbert Rolls after you determine to make roll money. The main question now is: "Will you sell them?" Let us mail you catalog and our story, because we know you are somewhat interested in a proposition which, at an investment of several hundred, will permit several thousand dollars yearly profit.

The Herbert Co.

Newark, N. J.

DETROIT STORES CLOSING SATURDAY NIGHTS.

Hope to Continue the Practice Throughout the Year—Trial Shows That No Business Is Really Lost—Grinnell Bros. Enlarge Talking Machine Department—The Columbia Co. Active Throughout the State—Manager Andrew Is Going After Record Business.

(Special to The Talking Machine World.)

DETROIT, MICH., August 10.—Detroit talking machine dealers, for the first time in the history of the business in Detroit, are closing their shops Saturday nights. Indications seem to point to a general satisfaction with the move. It affects principally the sales of records, and the Saturday night closing seems to have simply hurried a large part of the shoppers into doing their buying in the afternoon and induced others to wait till Monday. This latter effect is a good thing, for Monday usually was a bit dull under the old conditions.

The dealers and all their employees are hoping that the plan works out the same after the vacation season is over, for when they have done a fair and square day's business for six days in a week, they find the unaccustomed Saturday night's rest a large satisfaction and benefit, and return to business Monday morning in much better condition to do good work than when they were compelled to add half a day's work to the ordinary quota at the weariest part of the week, when all the factories and offices in the city and a large part of the stores were closing at noon.

Besides the fact that no trade appears to be lost, the move looks to be permanent because of the attitude of the State Labor Department and the big department stores and other retail establishments. There is nothing in the situation in the talking machine stores which comes under the ban of the labor commissioner. But the big stores in general lines of business have been violating the law which limits the number of hours which a woman or child shall work in a week to fifty-four. In trying to obey this law, these stores have brought about a general disorganization of forces in the retail sales departments, by irregular hours of their employees. So they decided to start a campaign for Saturday night closing.

The talking machine dealers are pleased with the developments. The prospective buyer of a machine will buy anyway. He will make a special trip to a store for the purpose. But records are purchased incidentally. They are a small item in a shopping trip. In the past they have been bought Saturday nights because that was the heaviest shopping time of the week. With that cut off, the general shopping will be done some other time, and the talking machine stores will sell their records at whatever time that happens to be.

Grinnell Brothers, Victor distributors, have leased half of the basement of the Fisher Building, a new structure adjoining their own building on the north, and will enlarge their talking machine department about fifty per cent. In fact, the extension means to the trade here practically the opening of a large new talking machine store, for there will be a new street entrance and two more elevators, conveying patrons from the stores above.

Something of an idea of the extent of the addition to the Victor space can be told in the statement that no less than nine new demonstrating rooms will be added, each of the nine being almost twice the size of an ordinary demonstrating room. Grinnell Brothers believe in ample space for showing a talking machine, as the records and the instruments can be much better judged in a large room than if the purchaser is close to them.

"Our reason for the enlargement," said Manager Harry Rupp, "is right out there." He pointed to the present quarters, where every one of the fifteen demonstrating rooms was in use and patrons were awaiting their turn. "More business than we can take care of with our present accommodations," he added.

The contractor who is building the demonstrating rooms and doing the decorating is slow with his work, and a job promised for August 15 probably will not be finished before September 1. But the new rooms will be ready for the fall business, and that is the principal desire.

"We intend to use these rooms exclusively for

the sale of Victors," said Manager Rupp. "All the record business will be kept on the other side. Even parties buying machines in the new rooms will be requested to make their selections in the other department, which will become a good deal of a record department, though, of course, some machines will be sold there."

Besides having a street entrance, the new department will be connected with the old by two doors which have been chiseled through the basement walls, one large one connecting the salesrooms and a small one connecting the office with the new store. The wholesale business will not be affected by the new departure. This wholesale business, by the way, is being largely extended, both in Detroit and up-State. Only the larger cities are entered in "the provinces."

The Columbia Co. also is active throughout the State, lining up prospective new accounts for the autumn activities. Throughout the States the talking machine seems to be growing in popularity to an astonishing degree. The only worry of the jobbers is whether they will be able to take care of it all, and because of that, they are making preparations right now. In a short time orders for holiday supplies will begin to go forward, several months in advance of the time they will be needed. This year has been a very gratifying one for the Columbia people. Up to July 31 the business had been equal to that of 1912 up to October 31, placing the Detroit branch three months ahead of last year. Though most of the increase came prior to July, the summer trade has been very good, especially in records.

A unique experience fell to the lot of a Columbia salesman recently. He was sent to the home of a regular patron with thirty new records. The madame took twenty of them. On the return trip the conductor of the street car which the salesman boarded asked him what was in his package and on being informed asked to see the titles of the records. He purchased six of the ten. The salesman inquired casually if the motorman had a talking machine also. The conductor said he thought the motorman had one. So the salesman stalked through the car and sold the other four records to the motorman. Selling without demonstration speaks well for the reputation of the goods.

E. K. Andrew, manager of the talking machine department of the J. L. Hudson Co., has come to the conclusion that a record project is more valuable than a prospect for a machine, and is going after such business systematically. Every owner of a machine is perforce a continuous record prospect. Mr. Andrew has commenced to make an index of them, and of the records sold to them, for follow-up purposes. He plans to write to them, or to telephone them, about once a month, calling attention to the fact that on such and such a day they bought such and such a record, and that certain new ones received, of the same nature, ought to please equally well.

"People like to be remembered, and to be the recipient of such little attentions," said Mr. Andrew. "When we call them up, or write to them in such a way, they feel that they are personally acquainted here, and therefore they are much more likely to buy here than elsewhere. It is a certainty that no matter how many records they may have, they will buy more sometime, and if we keep acquainted with them we will get the business. It's well worth the time and money expended."

Some time this month Mr. Andrew will tour to the East in a motor, and probably will visit the talking machine factories and some of the big Eastern stores. It will be his vacation trip. Max Strasburg, of the Victrola Shop, also will take an automobile vacation in Eastern parts in August. Frank B. Johnson, of Grinnell Brothers, is spending his vacation in Toronto, as the guest of W. R. Fosdick, president of the Canadian Talking Machine Dealers' Association. They are old pals. Manager Harry Rupp, of Grinnell Brothers talking machine department, will take his two weeks in the latter part of August, after the new store gets in something like shipshape order. S. E. Lind, city sales manager for the Columbia, went to Cleveland as the first instalment of his rest period.

A \$200 Victrola almost caused international war last week. Max Strasburg sold the machine to a Detroit baking company, which offered it as a prize for something or other at the annual grocers' picnic. It was won by a Hebrew. But it developed that he had sold his business two weeks before, and therefore under the rules was not eligible. So the prize was awarded over again. This time a Polish individual copped it. But the Hebrew didn't quite see the justice of disqualifying him, so when the steamer which conveyed the picnickers docked, he and half a dozen friends sauntered up to the Victrola, attached their tentacles in various places on the heavy machine, and proceeded to kidnap it. They got away before the Pole could recruit an army.

United States Government Agent's Report

This is a report that is not biased, but facts given as found in their true condition.

Please see pages 48 and 49 of the June 15th issue of the "Talking Machine World," subject, "Foreign Market for American Talking Machines." On page 49 see what a French company is doing with a permanent needle, viz., "One of Uncle Sam's agents reports frankly that one maker of French Disc Machines has profited considerably by the circumstances that it uses a sapphire point, obviating the necessity for needle changing."

You have the same opportunity here with our Permanent Jewel Needle to combat this advantage, and increase your business both at home and abroad.

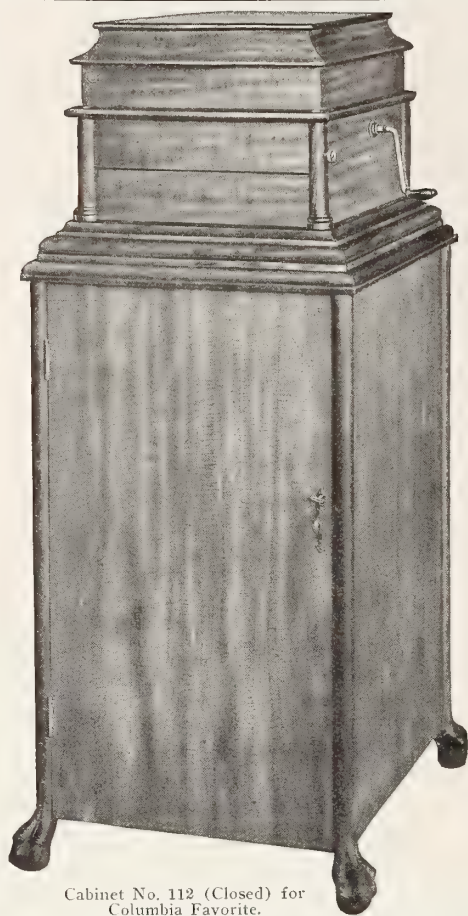
Those of our Jobbers and Retailers who handle our needle are increasing their orders right along.

If you do not care to stock them before a rigid trial, we will be pleased to send samples on approval of the three tones—soft, medium and loud.

Permanent Phonograph Disc Needle Company, Inc.

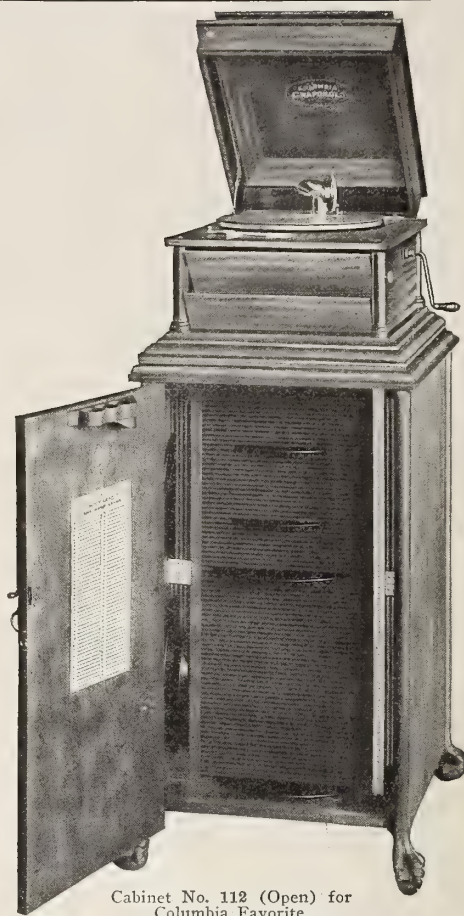
1128 N. WINCHESTER AVENUE

CHICAGO, ILL.



Cabinet No. 112 (Closed) for
Columbia Favorite.

S A L T E R FELT- LINED



Cabinet No. 112 (Open) for
Columbia Favorite.

DEALERS! HERE IS THE BEST PROPOSITION OF THE YEAR.

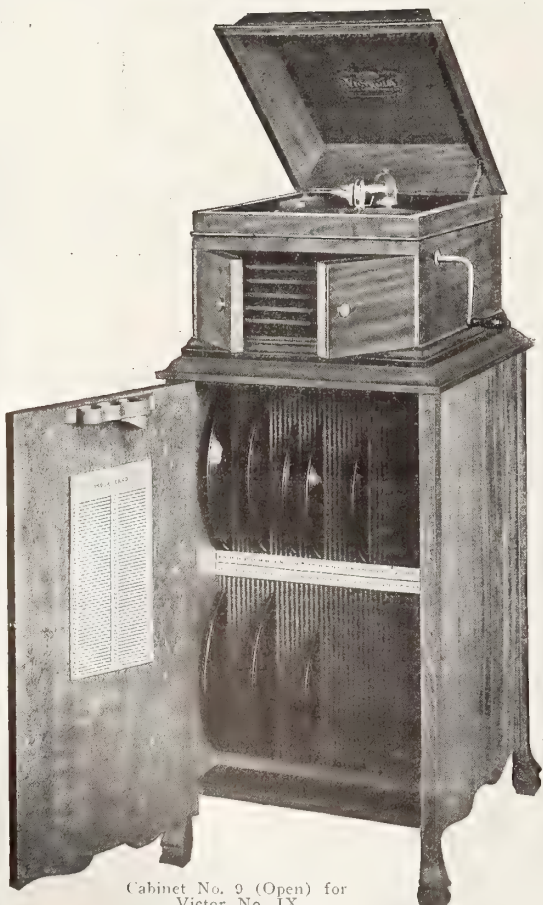
You have many customers who are owners of either the Columbia Favorite or the Victor Number IX who have no means of caring for their records.

Two of the latest felt-lined Salter Cabinets have been designed especially for these machines and match perfectly in every way. The top edge of the cabinets have been built so as to fit the machines and hold them securely in place.

The felt-lined shelves prevent warping and scratching of records, and an index that is simple and accurate enables one to secure the desired selection instantly.

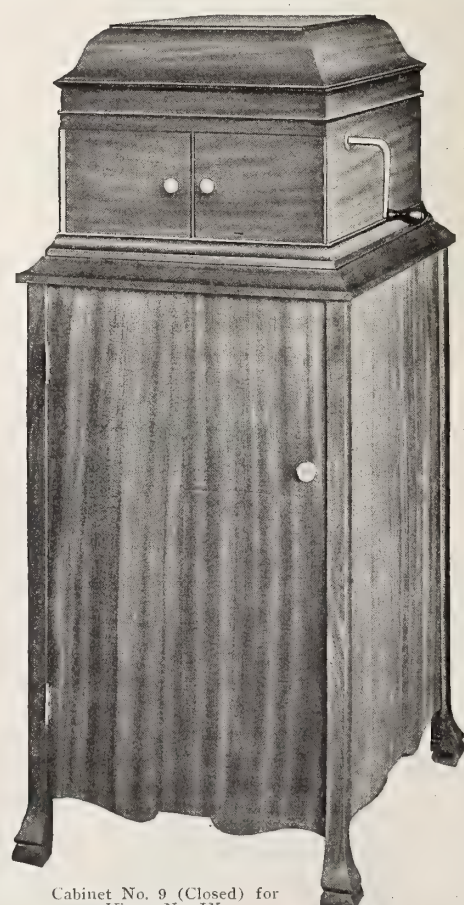
Write for detailed information on this proposition and a catalogue on the complete line.

SALTER MFG. CO., 337-43 N. Oakley Blvd., CHICAGO



Cabinet No. 9 (Open) for
Victor No. IX.

C A B I N E T S



Cabinet No. 9 (Closed) for
Victor No. IX.

VICTOR IN MOTOR TRUCK PARADE.

H. A. Weymann & Son Attract Much Attention in Philadelphia Parade with Display of Ten Victrolas, Models XVI, Not Forgetting the Featuring of the Victor Dog—Some Excellent Publicity for the House and the Products.

(Special to The Talking Machine World.)

PHILADELPHIA, Pa., August 11.—One of the annual events in this city is the Motor Truck Parade and Industrial Exhibit, promoted by the Philadelphia Inquirer, one of the prominent newspapers of the city. The third occurrence of this event was staged



H. A. Weymann & Sons Victrola Display in Motor Truck Parade.

last Thursday and attracted the largest number of exhibitors of any motor truck parade ever held. Representative houses from practically every line of mercantile life were entered in the parade, and the attractive appearance of the trucks, together with the originality and unique design of the displays, made the parade a pronounced success.

COLLECTING OVERDUE BILLS.

Credit Man Shows That Prompt Collections Are Necessary for Permanent Success.

"Each day that an unpaid bill runs over the date when due it becomes harder to collect," said recently a credit man connected with a local wholesale concern to the New York Times. "Shortly after I became connected with this house a solicitor for a large collection agency interviewed me, and I decided to give him some of our business. There were a number of back accounts on file that needed clearing up, so I handed them to him. He looked at them and handed them back, saying that he judged them rather old and did not care to test his firm's ability on such prospects. They had resisted various attempts at collection. This I foolishly explained to him, and it seemed to strengthen his opinion that they were hardly worth troubling with.

"Had those accounts been properly handled at the beginning they would either have been collected or the customers would have had no more goods. As matters stood, a bill of goods was shipped them the month previous. It is difficult to keep the customers of a large house prompt in the matter of payments, but it can be done. It is worth while doing, too, because it is the only way to success. I have had no accounts outlawed since I have been connected with my firm. Losses are bound to occur in business failures, but I speak only of houses carelessly allowing accounts to run for indefinite periods uncollected.

"The house that does not collect promptly does business at its own expense, while the house that collects efficiently does business at its customers' expense.

"There need be no concern about the 'worthy dealer in trouble' whose luck is temporarily against him. Their numbers are small and the house's judgment can govern those cases. Sympathy is all right in deserving cases, and we are not hard

One of the most prominent and artistic displays in the entire parade was that presented by the well-known music house of H. A. Weymann & Son, who are also Victor-Victrola distributors. So well was the Weymann display arranged and balanced that it attracted immediate attention from the spectators who thronged the streets. The Weymann entry was really one of the most popular in the 627 entries on parade.

A Willcox truck was the key-note of the Weymann exhibit, and the decorations were devoted to the exploitation of the Victrola XVI, accompanied by the world-famous trade-mark of the Victor dog.

Ten Victrola XVI were displayed, and, as will be seen by the accompanying photograph, the exhibit was well worth the attention and commendation it received.

It might be added that H. A. Weymann & Son did not enter this parade from a publicity standpoint, but were influenced rather by civic pride and their desire to be represented in any event that the "City of Brotherly Love" takes pride in. At the same time, however, the advertising value of such a display as the house of Weymann presented is undoubtedly considerable, and the Philadelphia public will remember for some time to come

the beauty and attractiveness of the Weymann display in the motor truck parade.

Publicity of this kind is most profitable and far exceeds that which is expected from other sources of exploitation. It emphasizes the progressiveness of the house, as well as sets forth its modern delivery equipment.

on deserving retailers. Only, we have our running expenses to meet every week. Is there any reason why the people we serve should not meet theirs? We are careful to investigate the facts in cases where allowances are made. That is the only way to permanent success."

Hot weather would be much easier to stand if there were no thermometers.

TRADE IN THE HOOSIER STATE.

Talking Machine Dealers Generally Satisfied with Existing Conditions and Are Preparing for an Unusually Active Fall Trade—New Addition to Columbia Co. Staff in Indianapolis—Conference Regarding Use of Victors in the Schools—Some Personal Items of Interest.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., August 9.—A certain amount of drowsiness is hanging over the talking machine business in the Hoosier capital. Meanwhile a booming fall trade is expected by all. Preparations are being made right along for rushing business when the thermometer gets the habit of being normal again. One day recently it was 114 in the street and 102 on the top of a twelve-story building, where it is supposed to be a trifle cooler.

A. W. Roos, of the Columbia Co., says the collections for July were 30 per cent. better than the collections of July last year. H. M. Wright, formerly of Kansas City, Mo., has taken a position in the sales department of the Columbia store here. He comes here with a good record and is living up to it. He has been in the talking machine business for a number of years.

Mr. Corneal, of the educational department of the Victor Co., visited Indianapolis last week. He was here Thursday afternoon when a terrific wind and rain storm vented its wrath and tore things up in general. It was planned to have a meeting at the Claypool Hotel for the purpose of discussing the use of the talking machine in the public schools. On account of the rain there were only three who attended the meeting. W. S. Barringer, of the Stewart Talking Machine Co.; Alexander M. Stewart, owner of the Stewart Talking Machine Co., and Miss Lazurus, of the talking machine department of the Aeolian Co., attended the conference.

Miss Lazurus leaves next week for New York. From there she will go to the Victor factory. Miss Lazurus has received a fall shipment of machines and is looking forward to an extensive fall trade.

W. S. Barringer, manager of the Stewart Talking Machine Co., is making shipments to dealers throughout the State, and expects a large State trade in the next few months.

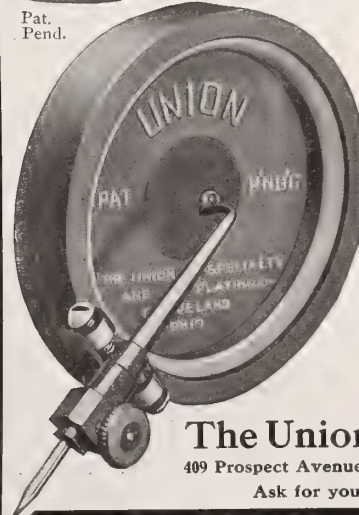
Walter E. Kipp, of the Kipp-Link Phonograph Co., State distributors for the Edison Co., left this week for the factory. The Kipp-Link Co. is making good with the new Edison disc phonograph, but it is handicapped on account of the lack of disc records.

JOBBERS—



SELL

Pat. Pend.

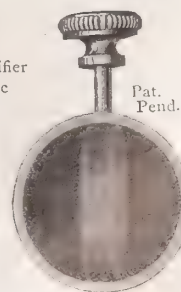


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for Edison Disc
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bronze. 1.00



Pat. Pend.

The Union Specialty & Plating Co.

409 Prospect Avenue, S. W.

CLEVELAND, OHIO

Ask for your copy of "Two Phonographs for One"



**For quality, variety, interest and activity
the Columbia Record List for September
is a symphony!**



**Columbia Graphophone Company
Woolworth Building, New York**

NEW MACHINES FIND FAVOR ON PACIFIC COAST.

Various Talking Machine Houses Look for Lively Fall Trade in New \$75 Models—Wiley B. Allen Co. After Mail Order Business—Victrolas Featured with Player-Pianos—New Lines Make Appearance—Hauschildt Co. to Remodel Quarters—News of the Month.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., August 6.—Business for July, while quiet in comparison with some preceding months, ran ahead in many instances of the corresponding month of last year in spite of the fact that vacations were still in order at the various music houses and no very active campaigns were in progress either in the wholesale or retail talking machine quarters. A good many dealers in this section are beginning to place advance orders for future delivery in anticipation of the holiday season, notwithstanding the fact that it is generally conceded that the factories are in much better shape to supply their demands than they were last year.

Much Interest in New \$75 Machines.

A notable feature in the local trade, as it is a recent development, is the interest being shown in \$75 machines. Heretofore that price of machine has not been particularly popular. The cheaper \$50 machines were in big demand and the \$100 models sold well, but there seemed to be almost an even break between the two prices. With the introduction of the improved \$75 machines—the Columbia Leader and the new model No. X Victrola—the distributors of both Columbia and Victor products report large orders for these new styles, and the \$75 machine promises to become a big factor in the fall business.

Developed Good Mail Order Business.

The Wiley B. Allen Co. has devoted particular attention lately to the development of mail order business in its talking machine department and has succeeded in working out a system for handling this part of the business which is bringing very good results. Manager Black says business has been very good the past month considering that the vacation period was just at its height.

An Effective Combination Display.

Sherman, Clay & Co. recently arranged an attractive window display in which Victrolas and player-pianos were featured together, showing harmonious effects for the living room. They are finding that these two branches of their business work in very nicely together, as they often sell the same customer both a Victrola and a player-piano. Two additional stories are being added to the Sherman-Clay Building, but the work is being handled in such a manner as not to inconvenience any departments of the business.

New Line Attracts Attention.

Peter Bacigalupi & Sons report very good progress with the Boston Talking Machine Co.'s Little Wonder machine, for which they are distributors in California. They were visited recently by special representative E. C. Howard, of the Boston company, who looks after the Western trade. He had covered his territory quite thoroughly and was pleased with the results. Peter Bacigalupi, manager of the Bacigalupi department, is out on a hunting expedition this month.

Hauschildt Co. to Make Improvements.

The Hauschildt Music Co. plans to make extensive improvements this fall, which will include the installation of a new front to its building and the remodeling and redecorating of the interior. The talking machine department on the second floor will be renovated, as well as the other sections of the store. A new front was installed at

THE GOOD SALESMAN

Must Be Retailing Expert—Needs Magnetism and Self-Control.

Whether salesmen any longer have the opportunity of making big money as salesmen is frequently discussed. There are many who say that personality is a larger factor than ever, and that this, together with the science of salesmanship, will always maintain the value of selling power.

A prominent manufacturer said the other day that a salesman had to be better posted along scientific lines to-day than ever before. He must study his customers' competition and be expert in retail merchandising, as well as a keen reader of character. He must have the knack and judgment of knowing what his trade wants, and must aid his customers in making selections. He must be a close student of his own lines, and be able to point out superiorities and inferiorities. He must also have personal magnetism and the power of making friends. Besides these, absolute control over his temper and actions is necessary. Disagreeable scenes often come up, and the salesman of to-day must either be clever enough to smooth them over or else school himself in making as graceful an exit as possible. A clever salesman will never quarrel with a customer or a prospective one. It makes a bad name for his house, and besides it does not pay, because he knows that the day may come when he will sell that man a bill of goods.

"With such qualifications," remarked the manufacturer, "the modern expert salesman will command more money than ever, because personality and unusual efficiency are necessary in all lines of business."

"More salesmen in the near future will probably become partners, because the type of man successful in the selling field embodies qualifications and executive characteristics that have not been thought necessary in the past."

"Old-time salesmen rarely open a new account, but go on, season after season, evidently without knowing that new merchants are constantly starting in business. There are plenty of such men pattering along just where they were fifteen years ago, simply taking orders from the customers they have without trying for new ones. In the same houses men have been made partners who entered long after the order takers started. Order takers would never be anything else anywhere. They never get ahead. It is the salesman with plenty of

the Oakland store not long ago and open-air concerts are now being featured daily.

Planning for Strong Fall Campaign.

W. S. Gray, local manager for the Columbia Graphophone Co., is getting ready for a very active fall campaign, in which he will devote particular attention to the record end of the business. Fred Anglemier, wholesale manager, reports a normal business for July, with signs of improvement toward the end of the month.

Talker Men on Vacations.

J. S. Baley, manager of Babson Bros.' San Francisco branch, is enjoying a vacation at present.

A. R. Pommer, manager of the Pacific Phonograph Co., is also among the vacationists.

energy and a desire to get ahead that can rise to a partnership. To men of this calibre selling goods offers greater opportunities than ever in all lines of business."

RECORD FOREIGN TRADE.

Imports and Exports Both Greater Than Ever Before, Records Show.

(Special to The Talking Machine World.)

WASHINGTON, D. C., August 5.—Figures of the total foreign trade of the United States during the fiscal year 1913, just completed by the Bureau of Foreign and Domestic Commerce, show total imports of \$1,812,621,160, against \$1,653,264,934 in 1912, and total exports of \$2,465,761,910, against \$2,204,322,409 in 1912. Of the total imports \$825,331,166 were dutiable, against \$771,594,104 in 1912, and \$987,289,994 entered free of duty, against \$881,670,830 in 1912.

Of the total exports \$2,428,421,508 were of domestic production and \$37,340,402 foreign merchandise exported. The excess of exports over imports was \$653,140,750. Imports of both free and dutiable goods show larger figures than in any preceding year, and the figures of exports, domestic and foreign, are in each case considerably larger than ever before.

The total foreign commerce for the year was valued at \$4,278,383,070, as compared with \$3,857,587,343 in the prior year, an increase of \$420,795,727, of which increase \$159,356,226 was in imports and \$261,439,501 was in exports.

EXCELLENT VICTROLA PUBLICITY

Received by the E. W. Owen Co., of Mankato, Minn., Through Supplying an Instrument to Bethany College for Demonstration.

The E. W. Owen Co., of Mankato, Minn., an aggressive Victor dealer, received some excellent publicity recently by furnishing a large Victrola and a supply of records for use at Bethany College in a demonstration by the college's instructor in music. The Mankato papers devoted suitable space to the use of the Victrola at the concert, and one of the newspaper reports read in part as follows: "By means of the Victrola, the interpretation of some of these classic pieces as the masters have interpreted them are brought directly to the students, and they have almost the same advantage as they would in hearing the great musicians themselves."

LIVERPOOL DEALER ON BUSINESS METHODS ABROAD.

Jake Graham, Who Ranks Among the "Progressives" in England, Visits New York—Carries Record Stock of Leading Companies—Discusses Conditions—Appreciates Value of Window Publicity and Printers' Ink—Better Class of Trade Pays—Interesting Chat.

One of the best known talking machine dealers in the world, Jake Graham, of Liverpool, England, arrived in New York last week for an extended visit. Aside from his business prominence, Mr. Graham is one of the most popular dealers, personally, in Europe, and so well liked is he that very few of his friends or even acquaintances call him by any other name than "Jake." A former member of the theatrical profession, Mr. Graham has a host of friends in musical and theatrical circles, and it is this wide acquaintance of Mr. Graham's that has assisted him considerably in scoring his remarkable success.

The most interesting feature of the business conducted by Mr. Graham in his immense place at Liverpool is the fact that he carries in stock at all times every single title on the record lists of the following companies that he represents: Gramophone, Edison Blue Amberol and Edison Standard, Rena-Columbia, Zonophone, Pathé, Jumbo, Odeon and Meister-Beka. It can be readily seen from this formidable list of records handled by Mr. Graham that he is undertaking a stupendous task and incurring an enormous expense in making good his advertised slogan of having in stock every title of all the companies noted above. Mr. Graham also carries in stock at all times every model of the various machines manufactured by these companies, besides a number of other makes of machines and records which the British public constantly demand.

"During my entire fifteen years' experience as a talking machine dealer," stated Mr. Graham in a chat with *The World*, "there is one principle that I have always endeavored to live up to, and that is to concentrate my business as much as possible on the better class of trade. Although I have, of course, found it necessary to do a certain percentage of my business with the cheaper grade of products, it has been my constant aim and endeavor to build up an essentially high-class business. I believe I have succeeded in this desire.

"Since I arrived in this country a few days since, I have been trying to get in intimate touch with the opinions and problems of the trade on this side of the Atlantic. At the present moment, the main topic of discussion in talking machine circles seems to be the one-price system, which has so successfully been upheld in this country. I am a staunch believer in this method of merchandising, and have no use whatever for price cutting in any line of trade.

"It is a well-known fact, of course, that the market abroad in the talking machine trade is an absolutely open one, with no legal bars by the government on the price maintenance question. The leading manufacturers in England, as in this country, are maintaining fixed prices to the best of their ability, and at the same time are strictly living up to the letter and spirit of the law. This high-class method of price maintenance by the prominent manufacturers has helped the talking machine business in England wonderfully.

"Contrary to the generally expressed opinion in this country, there is very little, if any, price cutting by the better class of talking machine dealers in England. The dealer who is in business to make money and build up a profitable business realizes that price maintenance is his only safe way of doing business, and this phase of the problem abroad is growing better each season.

"A far more serious problem in England to the legitimate talking machine dealer than that of price maintenance is the incalculable harm that is being done our business by the 'side liners,' who merely handle talking machines and records during seasons, and at the close of the busy period of the year relegate their stocks to the basement till next year or sell it to some second-hand dealer. This class of trade is not apparent in this country, but in England, one can find in the busy seasons of the year talking machine shops

in the dingiest and dreariest looking spots in the various cities. Any kind of a price is offered by the storekeeper to a prospective customer, and it is indeed discouraging to note the damaging influence that this side-line merchant has on the legitimate talking machine trade.

"It is this class of trade that has helped make popular the commonly termed 18d. record, which is a two-sided disc record retailing for about 35c. It is hardly necessary to comment on the material harm that such a cheap record does to the trade, but a number of companies are manufacturing this record in England at the present time and several more are thinking of joining their ranks in the very near future. Apart from hurting the legitimate record trade of the high-class dealer, this record business injures the entire industry, as



Jake Graham as Seen by a Liverpool Cartoonist

it is impossible to produce a meritorious double-faced disc record to retail at 35c.

"This is my first visit to America, and I am simply amazed at the wonderful and well-nigh unbelievable heights that the talking machine industry has attained in this country. My visits to the Victor, Edison and Columbia factories have been revelations to me, and I can readily understand after going through the immense plants of these manufacturers how their productions show such splendid gains in construction year after year.

"From a store standpoint, those retail establishments that I have seen in this city have many superior points in comparison with our stores on the other side. Plate-glass, sound-proof demonstration rooms are rarities indeed in England talking machine stores, and I know of but two or three stores in London which are equipped in this manner. Although my establishment is popularly termed the largest talking machine store in Great Britain, as far as stock is concerned, I still have a number of radical improvements to make in the furnishing of my store, including the construction of several sound-proof demonstration rooms.

"At the same time, however, I am gratified indeed to note the steady gains that the talking machine business is making in England. I started fifteen years ago with a dining room as my place of business and with a few machines in stock to attract diners. Removed over two miles from a car terminus, there was certainly an uphill job ahead

of me, and the first year or so was exceedingly difficult. At the present time my show window is one of the largest in England for a single store window, outside of the best-known department stores, and my stock of machines and records is complete in every detail.

"From the first year that I entered the talking machine business I was convinced that the only way to achieve success in this field was to carry in stock every title of every manufacturer I represented, and this is what I am doing at the present time. With the large quantity of manufacturers now in the talking machine record field in England, the talking machine dealer who does not carry every title of every manufacturer is placed at a serious disadvantage, and I attribute a considerable portion of my success to my complete stock. It requires a very substantial investment and an enormous amount of room, but it is well worth all this trouble.

"I am and always have been a firm believer in 'printers' ink.' I advertise constantly in the magazines and newspapers, and do not believe that it is possible to score a success in any line of business without advertising. I also utilize to excellent advantage my large show window. As a matter of fact, window dressing in England is still in its infancy, and when a few years since I engaged the services of a window dresser for my window, the public looked upon it as a rather nonsensical idea. Since that time, however, I have introduced some of the most novel displays ever presented by the talking machine trade. These displays are changed at frequent intervals, and when special occasions warrant appropriate and timely displays are always produced. I consider this a handsome investment, and intend to still further develop it along the proper lines.

"I would like to say a word here for *The Talking Machine World*. We dealers in the talking machine industry abroad, regard this paper as a chum and companion rather than a trade magazine. Personally, I could not do without it, and look forward to its coming every month with keen pleasure and anticipation. As soon as it arrives I go through it carefully and mark many articles of particularly helpful interest that I think my staff could peruse with interest. I mark these items: 'Read these and inwardly digest them for our mutual benefit.' My clerks and salespeople pay careful attention to these articles, and the value of *The Talking Machine World* is at once apparent."

Mr. Graham is frequently mentioned by the trade and local press of England, and one of the recent cartoons used in the newspapers is shown herewith. According to his present plans, Mr. Graham will stay in this country for a month, then proceed to Honolulu by way of Valparaiso. He intimated that he was so much impressed with America that he might stay here indefinitely, leaving his business at home in the capable hands of his daughter, who is an expert and experienced hand in the talking machine trade.

Mr. Graham has been making his headquarters in New York at the Columbia executive offices, in the Woolworth Building.

HEARD VOICES OF HIS KINFOLK.

An interesting incident is noted in the Edison Phonograph Monthly that is indicative of the value of the human interest feature in merchandising talking machines. The incident is sent by Ben Childers, of Pulaski, Tenn., an aggressive and wide-awake Edison dealer.

On June 19 B. M. Falk, of Schneidemuehl, Province of Posen, Germany, celebrated his seventieth birthday. Like many other elderly Germans, he has a number of relatives in this country. The American kin of Herr Falk, consisting of his brother and several nephews, decided to send to the old gentleman their congratulations by phonograph.

Accordingly, Sol Chon, one of the nephews, went to the store of Mr. Childers and filled a record with his congratulations in German. All the other relatives made records of a similar character, and on his birthday the old gentleman received these many messages of congratulations and well-wishing on Edison records.

Our Tone Control Message re-inforced by the "Leader"—the instrument that is doubling the \$75 trade.

August 23, 1913 THE SATURDAY EVENING POST

Tone plus tone control

The perfect natural purity of tone which has made the Columbia Grafonola famous is a carefully analyzed effect, intended and inevitable. Its causes are carefully calculated. A convincing example of the triumph of Columbia tone is

The New "Leader"—a complete and completely enclosed Columbia Grafonola ready for delivery on approval by 8500 Columbia dealers—easy terms if desired.

\$75



Columbia tone control by means of changeable needles

Load tone Columbia needle "Ideal" Columbia needle No. 1 Fibre Columbia needle

Medium tone Columbia needle Home light tone Columbia needle No. 2 Fibre Columbia needle

Tone quality is only one of the important features of the Columbia Grafonola.

You get more than the singularly perfect quality of tone—you also get the means of controlling it—of varying it to suit your personal taste or the exigencies of the immediate surroundings.

Columbia tone control by means of the tone-control "leaves"

Every genuine Columbia Grafonola is equipped with the exclusively Columbia tone-control "leaves," (not mere doors.) These, in conjunction with the wide variety of Columbia needles, provide a means of tone-control which, for efficiency and simplicity of operation, is not equalled in any make of "talking machine."

With any Columbia Grafonola you can get tone sufficient to flood a large hall—or you can subdue it to the acoustic requirements of your 6 x 10 "den."

COLUMBIA

Important Notice

The Columbia New "Leader" Grafonola, like all other Columbia Grafonolas, will play other makes of disc records. The voice of every artist who has ever made disc records, with an exception, will be at your command. (It is not all Columbia records that can be played on any other make of machine.)

Graphophone Company, Box 408, Woolworth Bldg., New York

Toronto, 363 Spadina Avenue Prices in Canada plus duty

Dealers and prospective dealers write for a confidential letter and a free copy of our book "Music Money."

This message goes out with the Saturday Evening Post circulation of August 23d.

Selling a "Talking Machine" without proper tone control now = a = days is like selling a piano with the soft pedal sawed off and the loud pedal nailed down.

A Columbia dealer doesn't have to put across anything of that sort. He has the goods—and he has them right.

We rather fancy that you "Talking Machine" men who are still on the other side of the fence will be mainly interested in that advertisement because of the "Leader"—because you can't match it. You have not got the goods.

A lot of people are going to want the "Leader." They'll want it bad.

Maybe you can sell a customer a something similar kind of an instrument at the even \$100—but that's as close as you can get to it, and that margin of \$25.00 is going to loom large.

And the customer won't find it outside of a Columbia dealer's.

What do you think you had better do about it?



Columbia Graphophone Company

Woolworth Building, New York

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world.

Prospective dealers write for a confidential letter and a free copy of our book "Music Money."

There are still one or two strips of exclusive territory open to live men who can grow.

Trade Conditions in The Dominion of Canada

Crop Conditions Interest Talking Machine Men—Important Permanent Phonograph Disc Needle Agencies—Pushing Edison Line in London—The Unprogressive Salesman—Talking Machines at Western Fair, London—Picnic of Berliner Forces—Talking Machines in Canadian Schools—Columbia Grand Display in Toronto—Other News.

(Special to The Talking Machine World.)

TORONTO, CANADA, August 8.—The one subject nearest the hearts of the talking machine men in the Western provinces is the crop situation. For on that depends in great measure the volume of the sales to be made this coming fall and winter. Also it will to a great extent determine the relative proportion of cash and time sales. Your correspondent is informed by one of good judgment, who has covered the province of Saskatchewan and seen the crops at first hand, that the talking machine men have every right to feel highly pleased. He says: "Cool nights to fill the heads, occasional showers and plenty of warm sunshine in the daytime will bring safely through the time of danger the greatest crop Saskatchewan ever harvested. The grain is starting to turn. On light land the stock is already golden and the head turning. On heavy land the gold is creeping up from the roots. Ten days more should see a good many binders busy and three weeks will see pretty nearly every machine in Saskatchewan busy."

The Provincial Department of Agriculture has estimated the total grain crop of the province at 270,000,000 bushels. The department says the following estimate is conservative: Wheat, 125,557,000 bushels, at 22 bushels to the acre; oats, 121,435,000, at 46 bushels to the acre; barley, 10,137,000 bushels, at 33 bushels to the acre; flax, 13,539,000, at 14 bushels to the acre. That is a 17 per cent. increase for wheat, 13 per cent. for oats, 25 per cent. increase for barley and a slight decrease for flax. These figures are for only one province, but seem typical of every part of Western Canada.

Phonograph Disc Needles in Canada.

Important arrangements have been made by the Permanent Phonograph Disc Needle Co. of Chicago to extend the sale of its needles in Canada. The following well-known firms will act as distributors in the different provinces: Music Supply Co., Toronto, for Ontario; Layton Bros., Montreal, for Quebec; Doherty Piano Co., Ltd., Winnipeg, for Manitoba and Saskatchewan; the same firm's Calgary branch for Alberta; and Fletcher Bros., Ltd., Vancouver, for British Columbia.

A "Grand" Display in Toronto.

Few window displays have been attracting as much attention in Toronto as those in the Hydro-Electric System's two large windows at their Yonge street store. A very recent one was a Columbia "Grand" Grafonola, which certainly ranks high in the musical instrument field. "Hydro Harnessed to Harmony" was the title of the display. It contained a large, carefully prepared window card giving a view of Niagara Falls, where the electric power which was operating the "Grand" was generated.

Added Talking Machines.

The John Roper Piano Co., Ottawa, one of the most important piano houses in Eastern Canada, has taken on "His Master's Voice" lines. It is pretty safe to wager that with this firm's taking that step Victrola and Victor record sales will be largely increased in Canada's capital and the surrounding community.

Gone to Seattle.

C. L. Gray, manager of the Mason & Risch branch at London, Ont., which has an excellent Victrola department, is on an extended trip through the West to his home in Seattle. Prior to his leaving his staff tendered him a banquet at the Tecumseh House. In referring to this banquet one of the local dealers said:

"F. H. Fetherston, who has charge of the talk-

ing machine department, also spoke on the Victrola business in London, which is steadily increasing, and which Mason & Risch hold as a main factor to their Canadian business. Under Mr. Fetherston's supervision this end of the business has been well looked after in London, and he only hopes for as good business in the future as he has had in the past."

In the absence of Mr. Gray the manager's chair will be occupied by W. E. Arthur.

Featuring the Edison Line in London.

The advance list of Edison records was a prominent feature in William McPhillips' large show window on Dundas street, London, who is president of the London Piano Merchants' Association and has been selling musical instruments for thirty years. Mr. McPhillips' early antagonism to talking machines in general amuses even himself. The account of how he placed his first minimum order against his own judgment, and the promptness with which the goods sold, resulting in his complete conversion in this respect, is an interesting and amusing story. The basement of his store is divided into sound-proof rooms for Edison phonographs, and on Saturday evenings particularly they can scarcely handle their record trade. Mr. McPhillips has been called the "Dean of the London Trade" and is very well known all through Western Canada.

Doing the Impossible.

Occasionally one runs across a talking machine salesman who treats with indifference all suggestions regarding the "use of the mailing list," "studying each customer's tastes" and any other subject that involves application to details. Such a salesman would profit by coming in contact with a party your correspondent met the other day. He had just returned from a holiday trip. He had piled up energy that could not be contained. He was sitting at his desk mapping out a fall campaign. Before him was a file containing clippings of suggestions along a variety of lines taken from trade papers. With this to work on, he had on his desk this homely stated matter-of-fact yet all-important principle of which I obtained a copy for the hundreds of salesmen who are readers of The Talking Machine World.

THE THING THAT COULDN'T BE DONE.

Somebody said that it couldn't be done,
But he with a chuckle replied,
That "maybe it couldn't, but he would be one
Who wouldn't say so till he tried."

So he buckled right in with the trace of a grin
On his face. If he worried he hid it.
He started to sing as he tackled the thing
That couldn't be done—and he did it!

There are thousands to tell you it cannot be done,
There are thousands to prophesy failure;
There are thousands to point out to you one by one,
The dangers that wait to assail you.

But just buckle in with a bit of a grin,
Then take off your coat and go to it;
Just start in to sing as you tackle the thing
That "cannot be done"—and you'll do it.

At London Fair.

A 60x75 foot addition is being made to the main exhibition building at the Western Fair, London, to accommodate more exhibitors than last year. All the music dealers in London are arranging to have an exhibit, and in a number of cases Edison, Columbia and Victor lines will occupy a prominent place in the display. This fair will be held from September 5 to 13, and it always has a good attendance of farmers. London being in the center of an excellent agricultural district, such an event should greatly assist in increasing the popularity among farmers of the lines of talking machines featured in the exhibit. A member of the trade informed your correspondent that, apart from accidents, that district would this year harvest the best crops they have had in fifteen years.

Berliner Gramophone Co. Picnic.

The factory of the Berliner Gramophone Co., Ltd., of Montreal, was closed for a day recently upon the occasion of the first annual picnic and excursion of its employees. The steamer "White Star" was chartered to take the party to Lavaltrie,

where a very keenly contested list of sports furnished much amusement for all present. Perhaps no one of the party enjoyed the day more than Mr. H. S. Berliner himself.

Music for the School Room.

The discussion of talking machines in schools is practically in its infancy in Canada. The question is, however, figuring in the thinking and planning of many dealers and their salesmen. The distribution of a carefully prepared forty-page illustrated booklet on this subject, therefore, would appear very opportune on the part of the Toronto headquarters of the Columbia Graphophone Co. By way of introducing this booklet the Columbia Co. says:

"In all well organized schools, large and small, it is an established practice to devote some time daily to musical instruction. The larger cities and towns employ music supervisors. Smaller places are obliged to entrust the singing lesson to the regular teacher, who must get along without expert supervision. Ninety-five per cent. of schoolrooms are without a musical instrument. Even with supervision and a musical instrument the regular teacher finds it difficult, if not wholly impossible, to impart to each day its quota of interest and variety of program. We have been repeatedly requested by teachers and others interested in educational matters, users of the Columbia Grafonola in schools or classrooms, to make an excerpt from our large double-disc record catalogue of standard selections that might be used with profit in the graded and secondary schools along cultural lines."

The music recommended by the Columbia Co. for the use of schools is divided into the following classes: (1) Patriotic records; (2) folk dance records; (3) marching; (4) grades 1, 2 and 3, instrumental; (5) grades 4 and 5, vocal and instrumental; (6) upper grammar grades, vocal and instrumental; (7) high school, vocal and instrumental; (8) Columbia universal graded course for public schools.

The school "Grafonola-Mobile" is a new design of the Columbia Co. It is a portable record retainer cabinet designed to wheel anywhere in the school or home.

Trade News Briefs.

A. G. Farquharson, Canadian manager of the Columbia Graphophone Co., recently visited Montreal and Ottawa in the interests of his firm.

Mr. Laurie, the Columbia Graphophone Co.'s auditor, paid the Canadian headquarters at Toronto an official visit.

James J. Gourlay, of Edmonton, Alberta, an enthusiastic talking machine man, has returned from a trip for the benefit of his health to the coast cities of the United States.

A 24-foot square space was occupied in the new building at the Brandon Manitoba Fair by J. J. H. McLean & Co., Ltd., of Winnipeg. Their exhibit contained an attractive display of Victrolas. This firm added "His Master's Voice" department a few months ago and are having good success in both Victrolas and records by Victor artists.

J. E. Keenleyside, London, Ont., secretary of the London Piano Merchants' Association, is featuring Columbia graphophones, Grafonolas and records with good success. Mr. Keenleyside has lived all his life in London and therefore is well known in the city and surrounding country. His son, Gordon Keenleyside, is with his father and takes an active interest in their Columbia department.

A feature of the Doherty Piano Co.'s exhibit at the Winnipeg (Manitoba) Fair was the display of Edison phonographs, which caused much favorable comment from visitors. D. S. Cluff, general manager of the Doherty firm at Clinton, Ont., visited Winnipeg during fair time and spent a great deal of his time at the exhibit.

Sapphires comprised nearly two-thirds of the value of gem minerals produced in the United States last year.

SUMMER SUGGESTIONS.

An Important Suggestion for Making Oneself Comfortable in City or Country Home.

Summer, with its attendant deluge of flies and mosquitoes, has brought forth many suggestions as to the best way of ridding ourselves of the pests, but it remained for Health Commissioner Lederle, of New York, to receive a distinctly original plan. A Brooklyn man wrote him suggesting that every owner of a vacuum cleaner attach a phonograph horn to it, the idea being that the inquisitive insects will be drawn into the horn and then into the dust bag of the vacuum cleaner. The inventor does not say anything about bait, but doubtless takes it for granted that a tempting morsel will be dangled before the aperture of the horn.

The plan is a good one with the slight exception that a very small percentage of the people own vacuum cleaners. To the vast number of Edison owners we offer a simpler and more effective plan.

At the approach of dusk, carefully remove all plants and flowers in the room. Cover the phonograph horn with fly paper and play "The Palms" (1503). The insects, finding no other foliage upon which to light for the night, will immediately be attracted by this, and will be caught by the fly paper. One of the great advantages of this system, says the Phonogram, is the fact that the record after luring its victims to their mucilaginous death, will drown out the last final despairing buzz which is so repulsive to one of delicate sensibilities.

AIDS THE SINGING TEACHER.

How the Edison Home Recording Device Aids in Instilling the Rudiments of Singing.

A prominent singing teacher in New York City is thoroughly alive to the possibilities of the Edison home recording device as an aid in her work. Every one of her pupils is required to make records during the course of training.

Her method with each new pupil is to work with the aspirant for several months until she has thoroughly drilled him in the rudiments of singing. She finds that at the end of this time the pupil very frequently begins to feel quite well advanced in this most difficult art and, though politely tolerant of the teacher's criticisms, does not always seem to believe that his shortcomings are quite so numerous or quite so bad as the criticisms indicate.

When the teacher feels that the rudiments have been sufficiently mastered to warrant the correction of a few of the worst faults, she calls upon the Edison. The pupil must be thoroughly convinced that these various faults exist. Then, and only then, will he make a consistent effort to overcome them. This teacher has found that the making of a record is the only means of removing the doubt from the pupil's mind regarding these shortcomings.

After the overconfident one has sung his favorite selection in his own inimitable way, he frequently stands triumphantly before the machine,

waiting the moment of his vindication, when the newly made record is to be played and he will have proof positive that his teacher's criticisms have been unjust. The record is started and then what a fall his pride takes! There is his own voice, slurring words, dropping consonants; the breathing is all wrong—everything is just as the teacher had told him. Does he believe her now? There is nothing else to do. And so he begins to work with renewed energy to correct these faults which he never would have fully acknowledged, says the Phonogram, if the Edison had not so forcibly impressed them upon him.

BUSINESS THROUGHOUT COUNTRY ON A SOUND BASIS.

Leading Men of the Nation Review Conditions—Look for Busy Fall and Winter—Demand Settlement of Vexatious Tariff Question—Report Should Stimulate Piano Men.

Bank presidents, railway presidents, manufacturers and merchants in widely separated sections of the country presented through the columns of the New York Sun on Sunday last a comprehensive review of existing business conditions, and a forecast of fall and winter seasons now approaching.

Those who recorded their deliberate judgment regarding the economic and industrial situation of the United States included not only financial authorities of unquestioned reputation, and those operating nation-wide industries, but men at the head of factories supplying articles of individual household use, as well as department stores and other retail establishments which come in direct contact with consumers day after day, week in and week out.

Examination of this presentment of conditions as they actually exist indicated that some sections of the country are more buoyant than others; that certain lines of business are more active than others, and consequently more confident.

Two things stand out with luminous distinctness in this national broadside of business judgment:

First—Business men all over the land demand that their Representatives and their Senators at Washington settle the vexing questions of tariff and currency so as to permit an early return of general prosperity. Also is heard the demand that Government officials cease persecuting the railways, and allow them to conduct the transportation of freight and passengers on sound business principles.

Second—The business men of the United States, both great and smaller, who voiced their opinions are absolutely convinced that basic conditions of the country are sound; that unsettled conditions here and there are temporary.

Between the lines of the matter of fact state-

ments may be read the unquestioned belief that a long continued slowing up of general business is impossible in a country with a population of more than 90,000,000, who are accustomed to abundant food, adequate shelter, excellent clothing, the best of fuel, and who must have steady employment wherewith to purchase such necessities as well as to provide innumerable comforts, luxuries, amusements and educational facilities which the American people possess to an extent never approached by any other nation in history.

In the symposium referred to the Middle States led off with a roster of optimistic opinions given by bankers and business men in all lines. This was followed by views of the men in New England, the West and Northwest, the South and the Pacific Coast States, and the tenor of each and all of these opinions was distinctly favorable, showing not only an increased trade at the present time as compared with last year, but a hopeful feeling regarding prospects for the fall and winter.

While the tariff comes in for a severe scorching as a menace or disturbing element to some industries, yet it occasions no fear that there will be any slacking up in the present industrial advance.

There is a universal complaint of tightness of money, particularly in the Middle West and Pacific Coast States, but it is expected that as soon as the crops are garnered there will be a marked easement in monetary conditions.

This review of the business situation throughout the United States is most authoritative and imposing and interesting to members of the music trade industry because it represents the opinions of the very leaders in their respective communities—men whose opinions can be received with authority and assurance.

A STRIKING ADVERTISEMENT.

"Tone Plus Tone-Control" is the illuminative title of the regular monthly advertisement of the Columbia Graphophone Co. in the Saturday Evening Post. This advertisement will appear on page one of the August 23 issue of this publication, and will feature the new Columbia "Leader."

With tone as the subject, the advertisement gives some forceful selling arguments, in addition to presenting the many distinctive features of the "Leader." The advertisement is well balanced and artistically illustrated and displayed.

THE IMPROVED TELEGRAPHONE.

A new form of Poulsen's telegraphone has been patented, says the Scientific American, in which a thin wire of tungsten steel is made to run rapidly between the poles of a small electro magnet in the receiving circuit of the telephone. In order to magnify the sounds a Brown telephone relay may be employed.

GRAMOPHONE AND ORGAN.

The novelty of a gramophone, says the Leeds Mercury, in church was seen at Finningley recently on the occasion of a cyclists' service held by Dr. Lewis, the rector. While the gramophone gave four selections in the chancel, Dr. Lewis accompanied on the organ, to the intense interest of the congregation. After all, the "talker" is not such a power for evil as some smug-faced Chadbands would have us think.



Made of
Blue Felt
Embossed
in Four
Colors.

A very
Pretty
Pennant.

Decorate Your
Victor Parlors
and Booths!

VICTOR
Pennants
Each
15c. Postpaid

Write for Special Prices in Quantities

I. DAVEGA, Jr., Inc.
125 WEST 125th ST., NEW YORK CITY

Victor Distributors and Edison Jobbers



The "Leader" at \$75 has the quality—quality of appearance, quality of workmanship, quality of tone. That is enough to ensure a market for this new instrument.



Columbia Graphophone Company
Woolworth Building, New York

PITTSBURGH A VERITABLE HIVE OF TRADE ACTIVITY.

Mills and Factories Very Busy and Working Men Have Big Surplus to Buy Talking Machines and Records—What a Run Around the Trade Reveals—Rousch's Big July Business—Vacations Being Rapidly Closed Up—Preparing for Fall Campaign.

(Special to The Talking Machine World.)

PITTSBURGH, PA., August 8.—On account of the great activity in the mills and factories of the district Pittsburgh dealers are very much alive to the possibilities for the coming fall and winter. Pittsburgh leads the world in the manufacture of iron, steel, glass, electrical machines, and other products, and when the mills and factories are working extra forces at the present time the talking machine dealers are seeing right in preparing to share in the prosperity.

There seems to be no let-up in business at the Columbia store; in fact, they have not experienced the usual drop in business expected in the summer, July showing the largest volume of business for this midsummer month than has been experienced in the history of this store.

The Grafonola "Leader" caused a great stir in the trade, and many were quick to appreciate its merits and value as a business producer.

The fall outlook is exceedingly bright and it is impossible to find a pessimistic dealer. Clifford R. Ely, wholesale representative of the executive office, paid Cleveland and Pittsburgh stores a visit in July, and, as usual, did not return to the executive office empty handed.

George S. Hards, manager of the Victrola department of the W. F. Frederick Co., is preparing for an immense fall business, and in the last ten days over 300 machines selling for \$100 and up have been received and placed in storage. Thomas E. Russell, of the Butler, Pa., branch of the W. F. Frederick Co., spent some time at the Pittsburgh headquarters, talking over business and getting instructions for the coming fall campaign.

The W. F. Frederick Co. store is spending considerable money just now in the street cars, featuring Victrolas and the player-pianos.

J. E. Hornberger, manager of the Victrola department of McCreery & Co., Pittsburgh store, denies the rumor circulated last month that the Victrola department was to be discontinued.

After the remodeling of its building on Wood street, the S. Hamilton Co. will have one of the largest, most convenient and handsomest talking machine departments in western Pennsylvania. The entire first floor and balcony, with a frontage of 45 feet and depth of 100 feet, will be given over to the department, the space being divided into a number of soundproof booths for demonstrating purposes. Owing to the discontinuance of the sheet music and small goods departments of the store there will be more room for the handling of talking machines, and the stocks of both machines and records will be increased materially. The company handles the Victor, Columbia and Edison lines.

J. C. Rousch, president of the Standard Talking Machine Co., reports that the dealers in his territory are realizing the importance of placing

orders for November and December delivery at this time. "The July business for this company was two and one-third times better than July of 1912," states Mr. Rousch, who attributes a portion of this to the early ordering, as well as to the improved conditions. Many dealers in this district have discussed the new Victor contract with Mr. Rousch, all coming to the conclusion that it is fair and equitable, and to show their faith they are signing them more promptly than any previous contracts sent out, realizing that the new contracts are for their protection and the foundation of their business depends on the maintenance of the one-price system.

Alexander Kramer, president, and John Miller, treasurer of the Talking Machine Shop Co., spent two weeks of their vacation together at Lake Chautauqua. They have just returned, and are completing arrangements for an enlarged fall and winter business.

H. Kleber & Bro. report summer business picking up the last two weeks. Orders for their fall and winter stock have been placed. Last year this concern was among the few who were far-sighted enough to place orders early, and at the height of the season they had plenty of machines when they were scarce elsewhere.

L. O. Kleber, of Kleber & Bro., has just returned from a visit to the farming territory adjacent to Pittsburgh and reports crops in elegant shape, with the farmers receiving the highest prices ever known, which demonstrates to Mr. Kleber that this is a fertile field for the talking machine trade after harvesting time.

LATEST POOLEY CABINETS LIKED.

The Self-opening Envelope System Has Taken with Dealers Who Report Increasing Public Appreciation of These Specialties.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., August 11.—The Pooley Furniture Co., of this city, is having enormous success with the latest Pooley cabinet innovation—the self-opening envelope system. Dealers speak in most favorable terms of the constructive feature of this cabinet.

In a chat with Earl Pooler, of the Pooley Co., he said: "The dealers seem to be very much interested in our new cabinets and small files, and from the large number of advance orders already booked we feel certain of a heavy fall trade. In spite of the expected large fall business, I am glad to say that we will be in a position to fill all orders promptly. Thus the dealers can feel confident of being able to make sales quickly and with profit."

The time has come when, in even inconspicuous places, the inefficient storekeeper must make way for the efficient merchant.

NEW OFFICERS FOR BUEHN CO.

Special Election Held to Fill Vacancy Caused by Death of Edward E. Buehn—Business Reported Excellent in All Departments.

(Special to The Talking Machine World.)

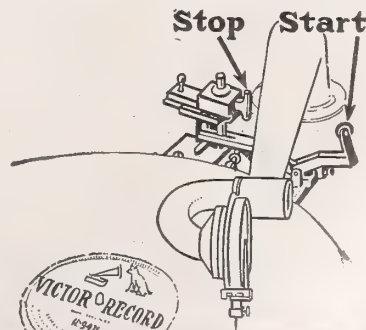
PITTSBURGH, PA., August 9.—At a recent special meeting of the Buehn Phonograph Co., Inc., a change of officers was made on account of the death of Edward E. Buehn. Mrs. Isabelle Buehn, widow of the former president, was elected president, Albert A. Buehn was elected treasurer and general manager, and Joseph Gallup was elected secretary. Albert A. Buehn will pay a visit to the Edison factory shortly. Mr. Buehn says business is brisk, calls for the Amberola VI being very good; the disc record end is also good, and the outlook for a big fall trade is keeping Mr. Buehn busy placing orders.

Henry J. Buehn, of California, is now employed as a road man for the Buehn Phonograph Co., of Pittsburgh.

If you offer the public accommodations, don't tie a string to them. Don't hand out the directory with a sour face and don't change a five as if it hurt you.

**Simplex
Automatic
Start and Stop
Device**
LISTED BY 95%
OF VICTOR JOBBERS
WHY?

STANDARD GRAMAPHONE APPLIANCE CO.
173 Lafayette Street, New York, N. Y.



THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON MASS., August 11.—W. O. Pardee, of the Pardee-Ellenberger Co., was in town to-day, having just returned from his trip to Europe, which he took in company with his family. Your correspondent found him at the hospitable office of the company in Batterymarch street earnestly engaged in conversation with Manager Silliman over business prospects. Speaking of his European trip, Mr. Pardee said that he and his family went first to Scotland, and after passing along the East coast reached London, where a week of sightseeing was indulged in. Crossing the English Channel, they went to Holland, taking in some of the smaller places somewhat off the beaten path usually pursued by travelers. Belgium was the next place visited, and then they set their faces toward Paris. All through the trip delightfully cool weather was experienced, which made traveling a real comfort. The President of France was considerate enough to time his visit to the world's metropolis so as to be there the same time as Mr. Pardee, who had the good fortune to meet him several times—on the street.

Mr. Pardee expressed himself as extremely hopeful for the fall business. While away he did not come in contact with commercial life—just forgot business entirely, as he expresses it. In the field of Edison products, he says the call already is very large, and the only serious question lies in the supply of goods—whether the company is to be able to fill all orders on time. Mr. Pardee says he has talked with a number of dealers, and they are especially sanguine over the prospects. The Pardee-Ellenberger Co., he reports, is extending out into new fields throughout New England and a number of new dealers have been taken on. The company's traveling force also has been enlarged, the principal addition being Robert C. Peck, who has long been with the phonograph business and knows it thoroughly. He will devote his attention to Northern New England.

Incidentally, the local quarters, under the management of Mr. Silliman, have so outgrown the demands made upon them that additional space has had to be taken on the floor above.

The Grafonola on the Stage.

A handsome Columbia \$500 Grand Grafonola plays an important part in Philip Bartholomae's

roaring three-act farce, "Kiss Me Quick," which opened the season at the Shubert Theatre on Monday evening, August 4. The instrument is introduced in Act II, and in the early part of the action reference is made to the instrument by several of the characters. Toward the end, however, special interest is directly focused on this handsome Columbia product. One of the characters, Joe Randall, capably played by Arthur Aylesworth, is expected to sing an aria from grand opera. He stands in front of the machine, which is hidden behind curtains, and while the Grafonola sings forth, the principal character, Gladiola Huntley, played by Miss Helen Lowell, the star, gradually advances, enthralled with his (?) singing. Suddenly, as he continues to go through the pantomime of singing a female voice on the Grafonola takes up the cue and the curtain falls on a scene of merry confusion. The farce, which is one of the brightest seen in a long time, is filling the Shubert Theatre at every performance. Incident to the production of "Kiss Me Quick," one of the windows of the Columbia Co.'s Tremont street store is filled with pictures of the scenes of the farce, several of the pictures indicating the location of the Grand Grafonola in the scene. It is of special interest to know that the record is a special one, running one minute and ten seconds, made for Mr. Bartholomae's piece.

Promoting Foreign Language Study.

Harry Rosen, of 3 School street, whose summer business has been unusually large, is developing a deep interest in the possibilities of the talking machine as a means of studying languages, and he believes that this machine's wonderful possibilities for such a purpose have not begun to be appreciated as yet. The Cortinaphone method, called the original phonographic language system, is carried by Mr. Rosen's office, and he constantly is finding calls for the equipment whereby some foreign language can be properly learned. Mr. Rosen also sees a great future for the talking moving pictures and believes they, too, can be developed in more important ways. Miss Tilly Cohen, Mr. Rosen's chief clerk, is taking her vacation at Bar Harbor, Me. Mr. Rosen is planning for a business and pleasure trip in September.

Rearrange Eastern Co.'s Establishment.

Manager Taft, of the Eastern Talking Machine

Co.'s Tremont street establishment, has found it necessary to rearrange the second floor of the building in order to better facilitate business, which promises to start with a rush early this fall. Carpenters and painters already have been put to work, and when finished, toward the end of the month, this floor will present a handsome appearance and be equipped with several new business devices.

Some Successful Demonstrations.

The Columbia Co. has been giving some most successful demonstrations of the \$500 Grand Grafonola at a number of the resorts along the fashionable North Shore. These have been successfully carried out under the immediate management of W. E. Getchell, ably supplemented by Miss M. B. Jones, who has proved herself a valuable adjunct to the Columbia's Boston forces.

Victrolas for Playground.

The Eastern Talking Machine Co. has provided the South Framingham playground with two Victrolas, and it is quite the thing for the children to perform folk dances to the strains of these instruments.

Why the "Eastern" Boys Have Been Glum.

The boys of the Eastern Talking Machine Co. are crestfallen over their defeat on the diamond a few days ago. The game was played between a nine of the Eastern's best players and the All-Interscholastics, of Brookline, who defeated their strenuous adversaries by 3 to 2. The game was umpired by Manager Taft, and the Eastern nine was made up of Spillane, McDonald, Read, Fitzgerald, Maguire, Reese, Doherty, Price and Desmond. Some game, that.

Mid-Summer Business Excellent.

The Eastern Talking Machine Co. reports business as very good this midsummer season, and there are a number of orders coming in from summer homes at seashore and country. One order from a distance was received at the office yesterday. It was from Mrs. Henry McCall, daughter of Thomas W. Lawson, the Boston financier. Her home since her marriage has been at Princeville, Ore. The order was for a large number of Victor records.

Vacations Now Under Way.

Vacations are on at the Eastern Co.'s quarters. A. W. Chamberlain, the manager of the wholesale department, starts to-morrow for Newfound Lake, N. H., and let the fish beware. Mr. Chamberlain is taking the addresses of his friends, so that he may send them some of the results of his vacation. He and Mrs. Chamberlain will go up to Newfound Lake in their handsome car.

Southport, Me., promises to be a lively place toward the end of the month, for quite a bunch of Eastern employees will be there. At the middle of the month George Reese, Mr. Desmond, Mark Read and Jeremiah Spillane will start for the camp, which is known as "Tisours," and a week later friend Fitzgerald will steal away. All of the boys will carry a liberal supply of provisions, and for a fortnight there'll be something doing every minute. E. A. Welch, of the Eastern staff, already is at the camp enjoying his fortnight. Myer Price, of the Victor department, is in New York. S. J. Freeman starts off on August 11.

Business with Edison Line Active.

Frederick H. Silliman, manager of the Boston office of Pardee-Ellenberger Co., is about starting for Friendship, Me., with his family after a busy season, business in the Edison line having kept right on at a rapid pace with scarcely any let up for months.

Anton Heindl a Visitor.

Anton Heindl, manager of the foreign record department of the Columbia Graphophone Co., was a visitor to Manager Erismann's office a few days ago. The Boston store of the Columbia Co. has lately fitted up a fine department, to be devoted exclusively to these foreign records, and at the present time there are in stock as many as twenty-eight different languages. Each language has a

Edison Blue Amberols

are of wonderful beauty, tonal smoothness and clarity. They will make new customers, win back old friends and put dollars in your pocket.

Won't Break or Scratch

nor will they show surface wear. They are made properly. Will you permit our Special Representative to explain the New Selling Plans, which allow you to sample the Blue Amberol Record to your customers free?

And we'll back it up with exclusive P-E Money Making Service without cost. Write us to-day.

The Pardee-Ellenberger Co., Inc.
BOSTON NEW HAVEN

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

catalogue of its own, the front page of each booklet being emblazoned with the flag of the particular country. For the head of this department Manager Erisman has selected Austin Fordham, a nephew of George W. Lyle, general manager of the Columbia Co.

Making Some Remarkable Strides.

The dictaphone department of the Columbia Graphophone Co.'s Boston establishment has been making some remarkable strides lately and some important equipments have been installed in large concerns. One of the latest places to see the value of the dictaphone as a business proposition is the large shoe factory of George E. Keith at Montello, a part of Brockton, wherein forty-one machines have been installed, for which the shoe concern sent the Columbia a check for \$3,941, this for only the initial order. The facts concerning this large equipment are used as a window display, and pictures of the large factory and items of interest pertaining to the footwear products are shown in the window, around which there has been quite a crowd ever since the display was put in.

Where H. R. Skelton Is Summering.

H. R. Skelton, the hustling field man for the Thomas A. Edison Co., Inc., has taken a cottage at Brant Rock, on the South Shore, and has installed his family there. Mr. Skelton is enjoying several weeks' vacation following his long trip to the Pacific Coast.

Business Good in Brockton.

Charles Feldman, head of the United Talking Machine Co., of Main street, Brockton, was in town to-day, and spoke most enthusiastically of the summer's business. His company has been placing a number of high-priced Columbias and Victors lately in the homes of some of the leading Brockton citizens. Mr. Feldman's establishment is one of the live, active stores of Brockton.

Movements of Columbia Employees.

Fifteen of the employees of the Columbia Co. have already been on their vacations. Those just returned include "Jack" Shaughnessy, head of the bookkeeping department, and James Holohan. Two still away at this writing are James McDonald and Roy Sylvester, both of whom went to Savannah by the boat.

Damaged by Fire.

The quarters of the Conclave Phonograph Co., in Portland street, were damaged by fire to the extent of \$500 lately. The fire started in the basement, and an elderly woman, the mother of one of the proprietors of the store, was asleep on the top floor and had to be taken out by firemen.

Returns from Vacation.

William Jackson, manager of the Victor department of A. J. Jackson & Co., Boylston street, has returned from Provincetown, down at the tip of Cape Cod, where he spent a splendid vacation.

Busy Times at Steinerts.

At this writing Herbert L. Royer, manager of the Arch street quarters of the M. Steinert & Sons Co.'s Victor business, is wondering if he is going to be able to get a vacation. The demands of the office have been such that he has not been able to start at the time he intended. However, he has been enjoying some delightful trips in his speedy car while Mrs. Royer has been up in Canada.

Henry A. Winkelman's Outing.

On August 15 Henry A. Winkelman, manager of the Victor department for the Oliver Ditson Co., will start for his vacation, which will be spent at Swan's Island, Me. He will be away until after Labor Day. Just now Paul Carlson, of Mr. Winkelman's staff, is in the Pine Tree State. Mr. Winkelman reports a brisk summer business.

Resumes Activities.

George Lincoln Parker, of the Colonial Building, a Boston dealer for the Victor and the Edison disc machines, has returned from a month's vacation spent at Little Compton, R. I. He resumes his

active business duties in the best of health and spirits.

BURTON H. CORBETT NOW PRESIDENT

Of the Boston Talking Machine Co.—Widely Known for His Business and Administrative Ability—Important Future Plans.

(Special to The Talking Machine World.)

BOSTON, MASS., August 12.—It will be of interest to the talking machine trade to know that Burton H. Corbett, formerly with the Robert-Johns Co., of Chicago, has allied himself with the Boston Talking Machine Co., of this city. He has been elected president and has already assumed the duties of his new position.

Mr. Corbett's wide knowledge of business affairs and his well-known executive ability cannot fail to be of great advantage to this concern.

The Boston Talking Machine Co. is not merely a manufacturer of talking machines, but pays special attention to the production of up-and-down cut records which are played with the sapphire point reproducer. The company is operating under the license of the Macdonald patent. The sapphire point is permanent and can be made to repeat a record without a change of needle or stopping the machine.

A TIN HORN TRAGEDY.

A Tale of a Voice in the Night and a Bullet—An Innocent Talking Machine Suffers Fatal Injury—Harrowing Details of Catastrophe.

Ed Polk, of Kentucky, was a peaceably inclined man. When he and Jim Callahan, who lived over the mountain, got into trouble over the land corners on the timber tract, and Jim refused to settle except by "fillin' the hide of that measiy Ed Polk full of buckshot the next time ever he set eyes on the hound," Ed was considerably perturbed. He managed to avoid Jim for a month. Things were in this status quo when Ed went to Middlesboro and there heard his first phonograph.

Ed was mightily taken with it. After he had absorbed quantities of "red eye" he acquired a phonograph and a flour-sack full of records and rode back over the mountains.

It was nigh to ten o'clock at night when he came

to the house of Jim Callahan. It occurred to Ed's peaceable mind to placate Jim by serenading him, and accordingly he tied his horse down the road and crept up by the rail fence alongside the melon patch. Putting on a cylinder record he hoisted the machine on the fence and lay down. The strains of "Turkey in the Straw" reached the sleeping Jim Callahan's ears at sixty yards.

After a minute there was a light in the attic room, and a shadow moved back and forth across the window pane. Ed shrewdly guessed that this was a decoy waved by another of the Callahan family to draw fire, while below somewhere the muzzle of Jim's squirrel rifle searched hungrily for a "bead" on the author of the song. Cautiously he reached up when the record was ended, and, putting on another cylinder raised the machine again. The machine ground out a lover's tearful ballad to an air charged with suspense. Then Jim Callahan, aiming by his ears, took a pot-shot and put two bullets through the box, which fell about Ed's head, and Ed made the best of a hurried getaway.

Five minutes later Jim, reconnoitering by way of the smokehouse, ventured down to the fence. He found the strange-looking machine and turned it over with his rifle barrel. The cylinder revolved and a cracked and ghostly voice came forth:

"Good-by, Goo-oo-ood-by-y-y-y."

Jim jumped clear over the fence.

"I was danged sure I got him," he exclaimed, astonished. "But whoever thought that blab-mouthed mudsplutter Ed Polk 'd transmigrate his soul into a tin horn!"

PHONOGRAPH PARTY AT NEWPORT.

The German Embassy attaché introduced an innovation following a dinner given recently in Newport when he gave a "phonograph dance" for a of the talking machine delighted everyone present.

Advertising is the editor-in-chief of the commercial world—the interpreter which sets to print the needs of mankind—the sap of the business tree distributing to the millions of consuming leaks.—Douglas N. Groves.

If your needles are
made by Bagshaw
—they are made right

We guarantee Bagshaw-made
Needles to be the best
for any record

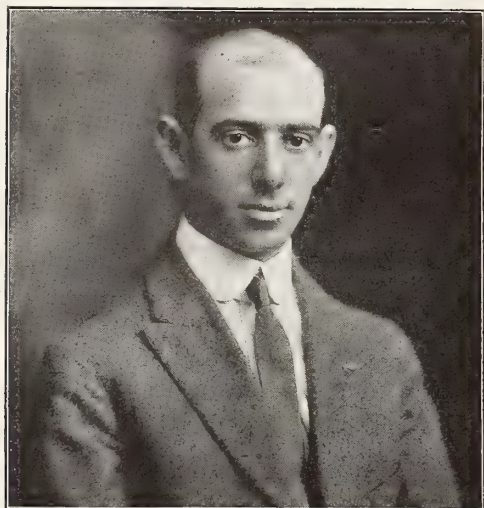
Over 63 million talking machine needles shipped in ten consecutive working days to customers in the United States. This is the world's record, and shows at a glance the magnitude of our facilities.

W. H. BAGSHAW
Established 1870
LOWELL MASS.

RETAIL STORES AND METHODS IN PARIS AND BERLIN

The Subject of Some Interesting Remarks by Max Landay, Who Has Just Returned from Abroad—Wherein Merchandising Methods Differ from Those Prevailing in New York—Price Cutting in Talking Machine Trade Not So Frevalent in Europe as Supposed.

Max Landay, the popular head of the firm of Landay Bros., Victor distributors, returned to New York August 6 on the steamer "Imperator" after a ten weeks' trip abroad. Mr. Landay was accompanied on this trip by Mrs. Landay, and it was in the nature of a honeymoon trip that this journey was planned. The countries visited included England, Scotland, Germany, France, Belgium, Austria, Holland and Switzerland. Contrary to his usual custom, Mr. Landay devoted very little time to business while touring the Continent, but in Berlin and Paris he visited a number of the leading retail establishments in order



Max Landay.

to get an accurate understanding of retail merchandising conditions in the talking machine business in Europe.

"From a hurried observation in Berlin and Paris of retail stores and their methods," states Mr. Landay, "I find that the sale of talking machines is not conducted in the same energetic and modern spirit of merchandising in these cities as is apparent in this country. As a matter of fact, I was distinctly disappointed with the state of conditions in the retail talking machine business in these two large and prosperous cities, and I could not see any noticeable change or improvement in business

methods or conditions since my last visit to the Continent in 1906.

"In the matter of furnishings and equipment of retail stores, the establishments in Berlin and Paris cannot be compared for an instant with the attractive warerooms conducted by talking machine dealers in this country. Whereas, in the United States, ten or twelve sound-proof demonstration booths in one establishment are a common occurrence, on the other side two rooms are the limit, and these are very seldom sound-proof. In the great majority of places such a thing as a demonstration booth is unknown, and in such a prominent place in the 'Odeon,' in Berlin, there is not a single demonstration room.

"It goes without saying that merchandising under such antiquated conditions must necessarily be done under serious disadvantages, and instead of the customer receiving every convenience and attention, as in this country, one is obliged to wait around until another customer has been served or be contented to listen to a desired record with the hum of many others ringing in one's ears from other machines. There is one big room for the sale of machines and records, and it is the custom to keep the records standing on shelves, while the machines are promiscuously displayed on tables.

"No specializing is at all apparent, and the methods of the average talking machine store in these cities are far behind the times. Window dressing is an unknown art, and it is really a puzzle to me how the dealers manage to close the business that they do. Certain stores are showing a tendency to advance in the right direction, and perhaps the rest will follow suit and go after business with high-class, energetic and modern merchandising methods, always bearing in mind that any innovation or improvement that conduces to the convenience of the customer is always worth tenfold the time and expense involved in its installation. Tenfold is conservative, as the benefits to be derived are really incalculable.

"Talking machines must not be considered as a novelty, as is a general rule on the Continent, but as a staple. There is a wonderful market for development abroad, if the dealer will go after it in the proper manner by concentrating on his talking machine business and not devoting his time to a



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

large number or even several other articles of merchandise.

"Price cutting abroad is not as general or apparent as is commonly supposed in this country. The leading manufacturers are maintaining prices as rigidly as in this country, and as a result are experiencing very little, if any, difficulty with their trade. The Gramophone Co., in Berlin, reports a splendid business, and particularly with the many new dealers' accounts that they have been opening during the first part of the year. The officials of this company assured me that they had no trouble with the competition of cheap and price-cutting products, as their machines and records embodied merits that defied competition successfully.

"Business conditions abroad are satisfactory, and the war scare in the Balkans has finally subsided once and for all. Prosperity seems certain for the ensuing year and financial matters are encouraging.

"As far as our own business here is concerned, I would like to go on record as predicting for Landay Bros. the biggest year in our history. It is unusual to predict this in August, but our business is showing such a remarkable increase in both Victrolas and Victor records that I feel safe in stating that the fall of 1913 promises to be the most prosperous season ever enjoyed by our house, and we have already registered some record breakers. The enthusiasm and satisfaction of our customers is most gratifying, and every sign points to a banner year in every one of our stores."

"IF"

If you can keep your head when all about you
Are losing theirs, and blaming it on you;
If you can trust yourself, when all men doubt you,
But make allowance for their doubting, too;
If you can wait, and not be tired by waiting,
Or, being lied about, don't deal in lies;
Or, being hated, don't give way to hating,
And yet, don't look too good or act too wise.

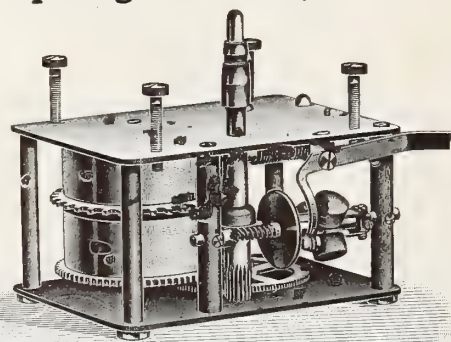
If you can dream—and not make dreams your master;
If you can think—and not make thoughts your aim;
If you can meet with Triumph and Disaster
And treat those two imposters just the same;
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to, broken,
And stoop to build them up with worn-out tools.

If you can make one head of all your winnings
And risk it on one turn of pitch and toss—
And lose, and start again at your beginnings
And never breathe a word about your loss—
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the Will which says to them, "Hold on."

If you can talk with crowds and keep your virtue;
Or walk with kings—nor lose the common touch;
If neither foes nor loving friends can hurt you;
If all men count with you, but none too much;
If you can fill the unforgiving minute
With sixty seconds' worth of distance run—
Yours is the earth and everything that's in it,
And—what is more—you'll be a man, my son.

—Rudyard Kipling.

We Build All Mechanical Parts For
Talking Machines
Spring Motors, Etc.



LET US QUOTE YOU PRICES

Mermod & Company

505 Fifth Avenue

New York

ACTIVITY IN SOUTHERN CALIFORNIA.

Both Jobbers and Dealers Well Satisfied with General Conditions—Moneta Music Store the Latest—Travelers Make Excellent Reports—Vacationists Getting Back to Business—All Lines in Demand—Outlook Is Excellent.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., August 5.—Summer trade in the talking machine field in this territory has kept up most remarkably; in fact, much better than anticipated, except the latter part of July, which has fallen off somewhat; nevertheless jobbers and dealers are very well pleased with the present conditions of trade.

Wm. Hobbs Richardson, department manager of the talking machine department of the Southern California Music Co., has returned from a three weeks' trip to Sacramento by automobile, taking with him Mrs. Richardson who enjoyed the trip equally as well.

Ray Baldwin has opened up the Moneta Music Shop, 4522 Moneta avenue, of this city, carrying a full line of pianos, sheet music, small goods and Columbia Graphophones. Mr. Baldwin has already proven himself to be a live talking machine dealer by his recent rates.

The Birkel Music Co. reports through A. Graham Cook that trade in the Victor line has been very brisk of late, for summer trade has been unusually good this season.

The Geo. L. Smith Drug Co., of Norwalk, Cal., is very successful selling the Edison Blue Amberol. Mr. Smith is very much pleased with the results the Edison machines and records are bringing.

J. F. Stidham, local manager of the Columbia Graphophone Co., states that business in the Columbia line has not fallen off but a very little, cash receipts showing an increase over the corresponding month of last year.

The Andrews Talking Machine Co. is doing its share of business judging from the way they have been turning out the goods.

Harold Jackson, traveling representative of the Southern California Music Co., returned from a hustling trip to San Francisco and Stockton then down the valley. He states Edison dealers are well pleased and are taking hold of the new Edison disc line very rapidly.

The Wiley B. Allen Music Co. states that the talking machine business has been excellent for this season, although a little lull in trade the last few days of July, otherwise a little above the average.

Through the illness of M. S. Rundell, of New York, C. H. Rundell, his brother, was detained several weeks in that city, and is now at his desk at the Southern California Music Co. W. G. Bailey, of the same concern, has returned from a month of vacation visiting his old home, Jackson, Mich.

NEW SYNCHRONIZING DEVICE

Invented by German to Make Practical the Operation of a Talking Machine and Player-Piano in Conjunction.

One of the latest devices for synchronizing the playing of the talking machine and player-piano in order that they may be used in conjunction with one another has recently been invented by W. Vollman, of Berlin. The method of the German inventor is described as follows:

For insuring synchronic running of the piano player provided with music rolls and time lever, and of a talking machine, an indicator device is provided which has two separately driven hands, one of which is controlled by the piano player, and the other electrically by the talking machine, so that the person playing can see, by watching the indicator device, whether the piano player and the talking machine are working in unison, and in the event of the piano player running in advance or lagging behind, can regulate the working of the player by means of the time lever, so as to cause it to synchronize with the working of the talking machine.

A SECRET TOO GOOD TO KEEP

THE "SECRET" IS A "HABIT" GOOD TO KEEP.

There is little, if any, excuse for a modern merchant, at least in the talking machine business, not being always busy. It's an old story with us that "Blackman is always busy—either with business, or getting business."

SOW IN THE SUMMER AND REAP IN THE WINTER.

This applies to our business, for the aftermath of a strenuous busy season with a shortage of goods, causing a loss of profits, should disclose ways for improvement and preparation to avoid a repetition.

WHERE IS THE MAN WHO CAN'T IMPROVE?

He was never born or probably has passed away. The dull summer months are often as dull as you make them. It is the time to improve your system, get in touch with your customers, find your weak points, secure a new field of operation, and generally improve your efficiency and service.

HAS YOUR JOBBER STOOD THE TEST OF HOLIDAY DEMANDS?

If not, now is the time for you to investigate the records of service among different jobbers.

HERE IS THE "BLACKMAN RECORD"—THINK IT OVER.

We gave service for the third holiday season on the "Reciprocity plan," that is, those who always gave us "first call" or might be termed "Regular Dealers" received first attention, and we spared no effort to protect them on sales.

UNDERSTAND US RIGHT—READ CAREFULLY!

We did not have all the goods needed or wanted, but the Dealer who was a Blackman Dealer during the summer months and gave us first call when goods were not scarce, was not permitted to lose a single actual sale.

WE DID NOT "ROB PETER TO PAY PAUL."

"Peter" was the regular Blackman Dealer. "Paul" was the one who said he would be some day, if we would "Rob Peter," but as we had to draw the line, and could not serve both, Peter was favored, and some of the Pauls were sore.

"ON THE LEVEL, ISN'T THAT THE RIGHT POLICY?"

If every Jobber treated his regular Dealers in that manner and adopted a system which we have of seeing that every machine during a strenuous time of shortage, was sent only where needed, and to protect actual sales first, the same number of machines would go further, and it would help Dealers, Jobbers, and the factory.

HERE IS THE "MILK IN THE COCOANUT."

If you are not now a regular Blackman Dealer, put us to the test by patronizing us during the summer months, and you will have earned a membership card in the "Peter class," and we agree that "Paul" should be on the outside looking in, when there aren't enough goods to go around.

WE ARE GETTING IN SHAPE FOR INCREASED BUSINESS.

We positively will not take on new business at the expense of the old trade, but with increased space, stock, and better facilities for service in general, we can now handle additional business under the Blackman Policy.

IT'S THE STYLE NOW, AND THE PROPER THING, APPARENTLY, FOR CORPORATIONS TO BE INVESTIGATED.

Investigate us, Mr. Dealer—our policy, our methods, and if you find a "Trust," it will be one of the good kind—the kind that will make you stick—stick to us, us to you. You see, there is a difference in "trusts."

WE BELIEVE IN "OPEN CO-OPERATION."

Take out a good policy and then "sit tight" until you can find a better one. We believe in the "Blackman policy." It "protects" you during the holidays, and the "premiums" are no higher than those charged for "policies" that do not carry out their mission. We're here to serve you on Victor or Edison, and now is as good a time as any.

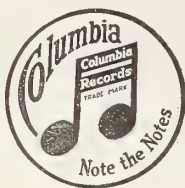
Yours for service,

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK





Columbia profits, whether on records or instruments, never give you a moment's uncertainty. You never need have any anxiety as to percentages. They are positively fixed and you know before you sign your contract what rate of profit will come to you.



Columbia Graphophone Company
Woolworth Building, New York

EDISON DISC PHONOGRAPH JOBBERS MEET IN NEW YORK

Hold Session at Hotel Knickerbocker for Purpose of Planning Strong Campaign for Business and Discussing Various Trade Matters—Question of Permanent Association Tabled—Visit Edison Factory and Are Entertained by Officials—Those Who Attended.

What may be considered the first concerted country-wide wholesale campaign in the interests of the new Edison disc phonographs and records, had its foundation at the Hotel Knickerbocker, New York, Tuesday of this week in the gathering of a score of jobbers of Edison disc products exclusively following the call recently sent out by H. H. Blish, of Harger & Blish, Des Moines, Ia.

In calling this the first campaign one will still bear in mind that Edison disc products have been exploited successfully in various parts of the country for a considerable time past. At first, however, though machines were plentiful, it was impossible for the plant to keep up with the record demand. Facilities for making both machines and records, however, have been increased to a point where both jobbers and dealers are able to have their orders filled without delay, and as this fall will be the first season that such a desirable condition has existed, the jobbers thought it well worth while to get together and map out a live campaign along the most improved lines.

When the meeting of the jobbers was first contemplated it was planned to send out a call to only such jobbers as were located in the Mississippi Valley. As the importance of the meeting made it self-evident to the Edison representatives, however, it was strongly suggested that a meeting be held in the vicinity of the factory and all the jobbers invited. When the meeting was called to order it was found that with one or two exceptions every jobber east of the Rocky Mountains was either in attendance or represented.

The sessions began early on Monday morning and continued until the evening hours, and were of strictly an informal nature. Various phases of the Edison disc proposition were discussed at length and from all angles. Selling systems were suggested and analyzed, and every effort made to reach some sort of standardization in the matter of the wholesale campaign. The fact that all those present were engaged exclusively in the jobbing of the Edison disc products left everyone free to express decided opinions regarding various phases of the situation, including competitive and credit matters. At the time the call was sent out for the meeting it was strongly suggested that an association of the jobbers in the Edison disc line should be formed, with the view of perfecting a permanent organization. The matter was taken up at the sessions and was discussed at length, it being the consensus of opinion that the present time was not opportune for the forming of such an association, but that it would do well for the jobbers to organize some time in the future, when business conditions generally were a little steadier. The question of price maintenance and the recent important decisions in that matter were discussed informally. No decided opinions were recorded or definite action taken.

The jobbers without exception declared themselves as being thoroughly optimistic regarding the

business outlook in their respective territories.

Following the close of the session on Monday evening, the jobbers were entertained at a theater party and taken on a tour of the various prominent cabarets along Broadway by a number of representatives of Thos. A. Edison, Inc., including General Manager Chas. H. Wilson, Frank K. Dolbeer, manager phonograph sales department, and A. C. Ireton, his assistant; G. K. Phillips, sales manager, and C. P. Chew.

On Tuesday morning the jobbers were escorted to Orange, where they made a thorough inspection of the various departments of the Edison phonograph plant and watched the manufacture of machines and records under the guidance of the officials of the company, the tour being broken in the middle of the day with a luncheon at the Essex County Country Club.

Those present at the meeting were: H. G. Stan-

ton, representing R. S. Williams & Sons Co., Toronto; C. Robitaille, Quebec; F. H. Silliman, Pardee-Ellenberger Co., Boston, Mass.; C. E. Goodwin, Phonograph Co., Chicago; W. E. Kipp, Kipp-Link Phonograph Co., Indianapolis, Ind.; L. H. Lucker, Minneapolis, Minn.; M. Silverstone, St. Louis, Mo.; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; N. D. Griffin, American Phonograph Co., Gloversville, N. Y.; Frank E. Bolway and Frank E. Bolway, Jr., Oswego, N. Y.; W. S. Schmitt, H. D. Berner Co., Cleveland, O.; C. A. Keen, Hayes Musical Co., Toledo, O.; Albert A. Buehn, H. J. Buehn, Buehn Phonograph Co., Pittsburgh, Pa.; H. H. Blish, Harger & Blish, Des Moines, Ia.; W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn., and E. C. Dakin, S. L. Crosby Co., Bangor, Me.

George Schultz, of Schultz Bros., Omaha, Neb., had planned to attend the meeting, but broke his leg recently, which has confined him to his home for some time.

E. Percy Ashton, of the American Phonograph Co., Detroit, was in Denver, Colo., at the time of the meeting attending the conclave of the Knights Templars as a member of the crack drill team of Detroit.

DULL MONTHS OUT OF STYLE.

No Seasons in the Talking Machine Business for the Man Looking for Business, Says Arthur D. Geissler in Discussing Business.

Under the heading of "Dull Months Are Out of Style," Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., New York, and general manager of the Talking Machine Co., Chicago, the prominent Victor distributors, prepared the following cryptic and forceful remarks on a timely subject that is of interest to the trade:

"A dull month? Not on your life!

"Dull months are for dull people, not for live ones.

"If you were a carpenter and your saw was dull, would you say, 'I can't work this month, my saw is dull?'

"Not for one blessed minute!

"You'd get up in the morning and file that saw before breakfast. You'd put an edge on that saw that would make it eat its way through an oak board like a ten-year-old boy through a piece of pumpkin pie.

"The live merchant or manufacturer does exactly the same thing. The minute he sees the first faint sign of approaching dullness, he sharpens up his business tools and goes after more business. And he gets it, too.

"He uses more advertising and better advertising. He uses better illustrations and stronger copy. He plans new campaigns while his competitors sleep.

"The man who expects trade to be dull, and is willing it should be dull, will have it dull.

"The man who leans back in his chair and says, 'I'll take it easy now, for August will be dull anyway,' will get just what he's looking for. It's all in your mind."

EFFECTIVE VICTOR PUBLICITY

Put Out by Wanamaker, New York, Bearing on a Happening in Newport When a Talking Machine Furnished Music for a Society Dance at That Exclusive Resort.

Timely and appropriate newspaper advertising featuring the Victor-Victrola was presented this week to the public by the Victrola department of John Wanamaker, New York. This advertisement, which was headed "All the World Loves a Victor," used for its subject a recent newspaper clipping which appeared in the New York Sun, which read: "Newport, August 5.—One of the first phonograph dances in Newport will take place after a dinner Daniel von Heimhausen, of the German Embassy, will give this week for a party of young people at the Poplars."

With this news item from America's most famous watering place as a nucleus, a most impressive piece of copy was outlined. Victrola records were linked to the facts in the clipping and, combined with two small illustrations, the advertisement made a forceful and impressive appeal.

IN THE JUNGLE.

In the Fifth Avenue window of a certain dealer in phonographs there is a sign advertising the merits of music in general and of the dealer's machines in particular. It begins:

"Music hath charms to soothe the savage beast" (sic).

That statement challenges attention. You immediately think of the yowling cat in the back yard, and an investment in a talking machine seems to be a household necessity—as much so as fly screens. That and no more seems a nice little advertisement for music. But read the next line:

"Come in. We have just what is best for your taste."—Evening Post.

RECENT IMPORTANT CHANGES INTEREST ST. LOUIS TRADE

Failure of Bollman Bros. Piano Co., and Opening of New Department in Famous & Barr Store Serve to Change Situation—A Story of Repossessions—No Business Lull During Hot Months—Activities in the Various Lines—Some Interesting Personals.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., August 11.—The prospect of changed conditions in the downtown retail trade this fall is causing some comment. The collapse of the Bollman Bros. Piano Co. after President E. J. Piper had killed himself because of his duplication of notes as securities for loans was to become known, has revealed that the talking machine stock there belonged to the Koerber-Brenner Music Co., Victor jobber. While the talking machine department of this store has been open uninterruptedly, the collapse of the firm it was housed with and the closing of the piano store changes conditions as far as this store is concerned. It was accounted one of the leading talking machine stores.

Another new feature for the fall trade is an aggressive talking machine department in the Famous & Barr department store. This firm moves into a new building September 1 and will then have the largest retail store in the West. They will handle Victors and perhaps the Columbia line.

The new Victor contracts were received here August 4. There was considerable talk for a day or two, but this soon passed and signed contracts began to reach the local jobbers. The Victor dealers are a unit in hoping that the one-price system will prevail, and they regard the "license for use" contract as insuring continued price stability.

Famous & Barr Store to Sell "Talkers."

"The Famous & Barr Co. will handle Victor talking machines and probably the Columbia line in the new store," was the announcement made to The Talking Machine World correspondent by L. M. Monheimer, superintendent of merchandise for the department store. "As to the Columbia line we cannot say for sure, but we expect to handle it. The Victor line is certain. We expect that our store will be the best in the city, as we have been liberal with space, and the furnishings will be up to date." The Koerber-Brenner Music Co., Victor jobber, is handling the stock order.

The line to be handled by this department store when it enters its new building, seven stories of a full block building in the very retail center of the city, has been the cause of much speculation. It has been known from time to time that various propositions have been made and rejected from talking machine folk and the store owners. These are said to have involved chiefly proposals to lease the space. The store will be ready for business September 1.

Repossessions Tell the Tale.

It is reported that a department store handling the Victor line has been considerably embarrassed recently by a large number of repossessions. The selling campaign conducted by this store attracted some attention and the low amounts of the chattel mortgages run through and reported in the official court paper caused some comment at the time. It is gossip that the low terms offered attracted trade that the store chiefs did not consider desirable, to add to the troubles.

High Average of Sales During Hot Months.

St. Louis always has been considered a very dull summer town on high priced lines of merchandise, but talking machine men are not finding it so this year. With the beginning of the season most dealers bid for the low priced machine sales for boating or summer home use, and after that flurry was over they went back to seeking to sell only the best. With one accord the downtown dealers report a surprisingly high average of sales during the hot months. While the monthly totals will not rival those of the winter months, the average sales will, they say. If there has been a new feature of the trade it is the leap from a low priced machine to the top in average sales. "This is due to the greater appreciation of the talking machine as a real musical instrument," said one sales manager. "It is now a toy or a real instrument, not by any means a makeshift," he added.

Koerber-Brenner Location.

Secretary Rauth, of the Koerber-Brenner Music

Co., says his company is in doubt as to the future of their retail talking machine store being left homeless, or, practically so, through the collapse of the Bollman Bros. Piano Co., from which firm Koerber-Brenner leased space and made collections. "We did not originally own the store," said Mr. Rauth, "but last November we became impatient at collections and Piper turned the stock over to us. Fortunately we have contracts showing just where we stand, for it seems that Piper did not make entries on his books showing our transaction with him. Under the circumstances we are obliged to let the stock remain there until a receiver takes charge and we get permission for removal from him. We are considering another downtown location. Since the exposure of the Piper frauds, we have found that he has used copies of the notes given for sale of talking machines to loan companies as collateral and that some of them have been duplicated, but that does not affect us as the court certainly will allot the money paid on them to us. We, of course, did not know of Piper's dealings with loan companies or we would have taken the original notes from him and left duplicates there for collection notations. As far as our dealings with the firm were concerned, he came clean but that appears to have been only on the face of the returns. The store has been doing some business despite the disorganization of the Piper business and we hope for the best in the future."

The Bollman store had an excellent reputation and was regarded as the keenest competition in the city by other Victor dealers. Miss Vandeventer was in charge of the department and she is regarded as a splendid saleswoman by the trade.

The Bollman department was one of those that offended the Victor Co. in displaying and advertising discontinued Victor styles. The reduced price was announced in a newspaper advertisement. "It was while I was absent from the city," said Mr. Rauth, "I regretted it and would not have let it go through had I been here as I knew the Victor Co. was very strict about that sort of thing, but there was no attempt to do business unfairly."

Recent Visitors.

R. D. Wall, an Edison dealer at Mexico, Mo., was a recent visitor at the Silverstone Music Co. Mr. Wall was accompanied by his talking machine manager, M. S. Carter. The latter remained at the Silverstone warerooms several days to gather pointers in effective selling methods and to study the disc machine which Mr. Wall proposes to introduce to Mexico very soon.

O. K. Houck, of Memphis, who at one time was a talking machine jobber in St. Louis, was in the city the first of the month and called upon the local dealers.

Harry Levy's Vacation.

Harry Levy, of the Aeolian Talking Machine Department, returned August 5 from St. Paul and the North, where he spent his vacation fishing and looking after some business. Roy Thompson, Mr. Levy's secretary and aid, was in charge.

Very Satisfactory Event.

The opening of the Gas Exchange Building the first of the month was a very satisfactory event to the downtown talking machine dealers, most of whom are located near Eleventh and Olive streets. The fact that the Laclede Gas Co. had a daily traffic of six thousand persons in their exclusive office shows that the company has drawing power. In the new building a dozen gas appliance concerns have added their stocks to the display and have moved their downtown offices into the gas building, which should make it the largest time payment and home furnishing buyers' headquarters in the city.

Great Columbia Activity.

Salesmanager Duffy, of the Columbia Co., got away August 1 for a vacation that he proposed to spend in Michigan, but he was warned to play with one eye toward the telegraph office, as he might be

needed, for business was sorely taxing the sales force at the Columbia warerooms.

"Fully 95 per cent of our disc machine sales have been for \$250 machines," remarked Mark Silverstone, of the Silverstone Music Co., in discussing the summer trade. "I tell the inquirers that 'this is a music instrument, not a toy, and you must get the best or you will be disappointed.' Usually they have come to spend less. They listen, go away, think it over, come back and listen again, and then bring the rest of the family and finally they take the best." Mr. Silverstone has not been pushing trade on any sort of cheap machines for summer business, but holding to the ideal of selling the best. "The demand for the new Edison has been all that we could ask for it," he said. "We have been selling more than we expected to during the summer and we have excellent prospects. The cylinder machine trade has taken a boom with the new blue records, and things are going nicely along that line. O. A. Reynolds, formerly a dealer at Springfield, Ill., is traveling in Missouri this month reviving the cylinder trade, and he is doing a good job of it. He is making many new friends for the cylinder."

"Our new store, I am sorry to say, is still in the future," remarked Manager Irby W. Reid, of the Columbia Co. The store is still taking much of Mr. Reid's attention, but he has been unable to tell just where it will be. He has his eye on a site that appeared to him to be ideal, but it was already engaged. "We have been enjoying excellent trade," he remarked, "and the fall prospects are encouraging. Vacations are in order now for everybody except the manager; he will stay on the job."

Mark Silverstone Going East.

Mark Silverstone, of the Silverstone Music Co., was preparing the first of the month for his departure for New York on a trip that would include the meeting of Edison jobbers in New York City, their visit to the factory and a conference with Mr. Edison.

High Priced Goods in Demand at Thiebes.

Manager Robinson, of the Thiebes Piano Co.'s talking machine department, is elated over recent business, especially the class of machines that are being sold. "We are finding a steady output for outfits from \$250 up," he said, "and there has been a good trade on records." The Thiebes Co. has been placed in rather an enviable position through the failure of the Bollman Bros. Piano Co., which had a flourishing Victor department. The Bollman accounts all had been hypothecated with loan companies, and these were placed with President Thiebes for collection, and notices were sent to all time payment customers to pay at Thiebes. This has brought machine owners into the Thiebes store. Of course this opens a way for record business.

HAD ENJOYABLE OUTING.

Members of the Southern California Talking Machine Men's Association Visit Redondo Beach with Their Wives and Friends.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., August 6.—The Southern California Talking Machine Men's Association had a very enjoyable outing at Redondo Beach on Wednesday, July 16. It was ladies' night for the first time since the association was organized and everybody thoroughly enjoyed themselves. After a fine banquet at the Casino cafe, the different members with their wives and friends went the rounds, from the "Despairing Dip Through the Clouds" to the "Hair-raising Journey Through Chinatown," not to mention the "Merry-go-Round" and the dance pavilion. The following members and guests were present: Mr. and Mrs. Sibley Pease, Mr. and Mrs. H. Herbert Fish, Mr. and Mrs. J. H. Andrews, Mr. and Mrs. Ralph Weeks Pittcock, Mr. and Mrs. L. E. Newton, Mr. and Mrs. Frank Moreno, Mr. and Mrs. C. H. Craigie, Miss Honroe Back, Wm. Hobbs Richardson, Joseph Carter, V. B. Chattan, R. E. Daynes, C. H. Muers, L. A. Dornseiff, Wilber Spray, E. Holland and W. G. Bailey.

POSSESS THE POTENTIALS.

Animals are born with an intellect sufficiently alive for their needs. But the human animal is born without intellect—only with the potentials.

REPORTS ENCOURAGING PROSPECTS.

Arthur D. Geissler, Vice-President of the New York Talking Machine Co. and Well Versed in Conditions Throughout the Country, Most Optimistic Regarding the Business Outlook in This Trade—Supreme Court Decision Has Little Effect on Talking Machine Trade.

A most encouraging report of existing business conditions in the talking machine industry is given by Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor. Mr. Geissler is intimately versed with every detail of the business, and in expressing the following opinion and prediction for the fall discounts any rumors or forebodings that may exist regarding a pessimistic outlook for the coming season. In addition to being in close touch with the situation in the East, Mr. Geissler is also possessed of an intimate knowledge of conditions in the West, through his position of general manager of the Talking Machine Co., of Chicago, Ill., one of the most successful Victor distributors in the country.

In a chat with The World, Mr. Geissler remarked as follows: "The outlook for the talking machine business as a whole is very encouraging—our advance orders for both Chicago and New York are larger than last year. The first six months of this year have been greatly in excess of the last six months of last year, which months, as you know, have always been our largest heretofore. July has been remarkable, and if we could get all the stock from the factory that we need for immediate orders of the dealers who are taking advantage of the opportunity to stock up, realizing that the investment on carrying an ample machine stock for their fall business is much less than the loss of profit on one sale lost through lack of stock, our August would be the largest in our history and probably equal to a great many of our winter months.

"The talking machine business has been affected

by the recent Supreme Court decision less than any industry covered by that decision. In fact, I know of only one case—and that a very small case in the Middle West—where any attempt to cut prices had been made. There seems to exist a most remarkable underlying feeling of co-operation among the Victor talking machine trade."

HEADS LIVE PITTSBURGH CONCERN.

Alexander Kramer Making Excellent Record as President of the Talking Machine Shop—Heavy Business Increase Reported.

(Special to The Talking Machine World.)

PITTSBURGH, PA., August 7.—We print herewith a counterfeit presentment of Alexander Kramer, president of the \$15,000 Talking Machine Shop



Alexander Kramer.

Co., Jenkins Arcade, in this city. This company is setting a fast pace in the talking machine business since incorporated July 1, 1913. The first

fifteen days it transacted four times as much business as the old concern did in July of 1912. Mr. Kramer expects to do at least ten times last July's business before the end of the month.

DISCUSS ASSOCIATION MATTERS.

President-Elect Roush, of National Association of Talking Machine Jobbers, and Prominent Members of That Body Hold Conference in Columbus, Ohio.

(Special to The Talking Machine World.)

PITTSBURGH, PA., August 11.—President-Elect J. C. Roush, of the National Association of Talking Machine Jobbers' Association, has just returned to Pittsburgh from Columbus, Ohio, where he attended an informal gathering of members when matters of interest were discussed. Among those present were C. M. Roush, J. F. Bowers, Perry B. Whitsit, Frank Davidson, T. H. Towell and L. C. Wiswell. Mr. Roush would not talk for publication until after he takes hold of the office on September 15. The next issue of The Talking Machine World will contain the names of the committee appointments.

INTRODUCE THE PARLOGRAPH.

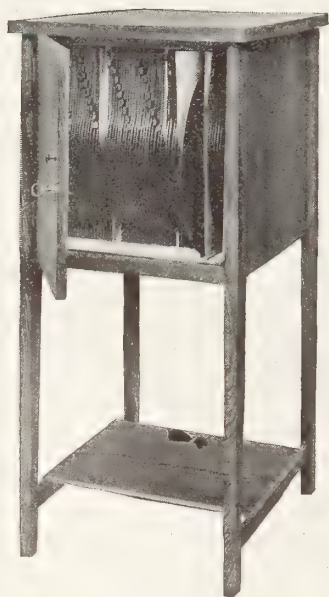
The American Parlograph Corporation, of New York, the incorporation of which was noted in last month's World, is bringing out on the American market a new business phonograph designated as the "Parlograph." This machine is manufactured by the Carl Lindstrom Co., of Berlin, prominent manufacturers of talking machines and records.

It is claimed by the company that the Parlograph embodies certain improvements in recording never heretofore presented to the trade. The machine has made a marked success in Europe and will be pushed in this country by an organized selling force.

Put-off is the banana peel on which many a man has slipped and fractured his ambition.

ANOTHER POOLEY INNOVATION

THE SELF OPENING ENVELOPE SYSTEM



STYLE 15

Finished in oak. Capacity, 60 active records, 10 in. and 12 in. Dimensions: 19 1/4 in. deep, 15 3/4 in. wide, 34 in. high.

Retail Price \$15.00

The only effective filing system ever offered in a low-priced record cabinet or in small files.

An Instantaneous Hit

A Big Seller

A Money Maker

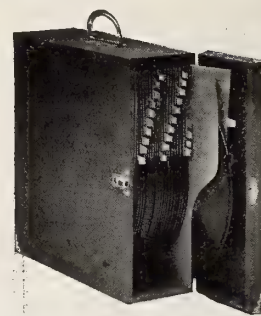
NOW is the time for you, Mr. Dealer, to investigate and place your order—not to-morrow or next day, but NOW. Remember, "the early bird catches the worm."

Write us for illustrated catalog, showing our several styles of record cabinets.

"Why Not Buy the Goods That Sell?"

POOLEY FURNITURE CO.

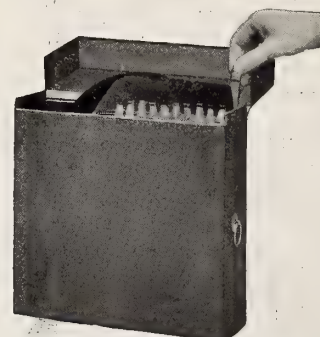
16th Street and Indiana Avenue



Style A Carrying Case

Capacity, 25 records, 10 in. and 12 in. Dimensions: 13 1/2 in. high, 13 1/8 in. long, 4 1/2 in. wide.

Retail Price \$4.00



Style A Unit File

Capacity, 20 records, 10 in. and 12 in. Dimensions: 12 3/4 in. high, 13 1/4 in. long, 3 3/8 in. wide.

Retail Price \$2.50

PHILADELPHIA, PA.

TO DISCUSS RECORD EXCHANGE.

F. K. Dolbeer to Address Members of Eastern Talking Machine Dealers' Association and Edison Dealers on Record Exchange Proposition at Meeting on September 3—New Victor Contract to Be Explained—Big Attendance at This Gathering Looked For.

On Wednesday, September 3, there will be held one of the most important meetings of the Eastern Talking Machine Dealers' Association, at which Frank K. Dolbeer, manager of the phonograph sales department of Thomas A. Edison, Inc., will address the members of the association and all other dealers in Edison phonographs who may attend and explain the company's position in the matter of record exchange, together with the manner in which the present exchange proposition works out for the benefit of the dealer. All Edison dealers, whether members of the association or not, are invited to attend the meeting, which will be held at Keen's Chop House, at 70 West Thirty-sixth street, at 10:30 a. m., and President J. G. Bremner, of the association, requests that dealers who will attend will advise him by postal at his address at 187 Broadway of their intention in order that adequate arrangements may be made for the accommodation of the party.

The meeting is the outgrowth of the visit of a committee representing the dealers' association to the Edison factory last week for a conference on the exchange proposition. After discussing the matter with Mr. Dolbeer, the committee reported to the executive committee of the association, and it was decided to afford Mr. Dolbeer the opportunity for explaining to the association and other dealers, as a body, the company's exact position in the matter and, so far as possible, its reasons.

A meeting of the association will also be held at Keen's Chop House on the afternoon of September 3, at which representatives of the Victor Co. have been invited to be present for the purpose of explaining to the dealers the exact meaning of the various provisions and clauses in the new Victor contract, which has just been presented to the dealers for their signatures. It is believed by the officers of the association that personal explanation of the terms of the contract will serve to remove any chance of misunderstanding arising from an improper conception of the meaning of the text itself.

NEW QUARTERS IN CLEVELAND.

H. D. Berner Co. Leases Entire Floor in Carlin Building—Company Incorporated Under New Name—Retail Store to Be Continued.

(Special to The Talking Machine World.)

CLEVELAND, O., August 12.—H. D. Berner and his associates in the H. D. Berner Co., this city, have taken a five-year lease of the Carlin Building, adjoining the Hotel Euclid. Mr. Berner and B. W. Smith are associated and have incorporated the Phonograph Co. The company handles the new Edison disc phonograph, and is taking the new quarters to obtain more space for its wholesale business, which is now in the Elastone Building. For the present the retail phonograph store in the Taylor Arcade will continue as heretofore.

GOES AFTER HIS BUSINESS.

A. H. Mayers Wins Success by Drawing Trade from Wide Territory to His Store.

The fact that the successful talking machine dealer must go after the business and not wait for it to come to his doors is indicated in the case of A. H. Mayers, who has for some years conducted a talking machine store at 790 Ninth avenue, New York, where he handles the Victor and Edison lines. Mr. Mayers does not depend upon the substantial trade that he draws from his own neighborhood, but carefully canvasses other sections of the city, as far away as the Bronx, and makes a large percentage of his machine and better class record sales through that method.

BREMNER CO. REMODELING STORE.

Offices Being Moved to Balcony to Make Room for New and Much Needed Record Booths—J. G. Bremner Optimistic Regarding Business Outlook—Expects Prosperous Fall.

The quarters of the Bremner Co., dealers in Victor talking machines, at 187 Broadway, are now being remodeled for the purpose of providing for several new record demonstrating rooms, which are badly needed in order to provide for handling the business of the company properly. The offices of J. G. Bremner, president of the company, at present located in the rear of the floor, will be moved to a gallery built over the present demonstrating booths in the front of the store and the old office space will be converted into demonstrating rooms.

Mr. Bremner reports a substantial increase in his business, the bulk of which is done with the busy men in the lower section of the city, which takes in the Wall street district, and he is thoroughly optimistic regarding the business outlook for the coming fall and winter.

INTRODUCES NEW FEATURES.

Rearrangement of Quarters and Installation of Information Desk by New York Talking Machine Co. for Convenience of Customers—Motorcycle for Long Island Salesman—Interior of Store Handsomely Refinished.

The New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor, made several changes and improvements in its headquarters this week that should tend to considerably convenience the company's retail trade, in addition to improving the appearance of the store. Service to its customers in every possible way was the force behind these changes, and the company is now well prepared to take care of its heavy fall and winter trade to the best possible advantage.

One of the new features in the establishment is the installation of an information desk or bureau in the front of the store for the convenience of the company's customers, who will now be enabled to visit any desired department with a minimum of time and effort. This bureau is in charge of a capable sales clerk, who has been instructed to provide for the convenience of the company's patrons in every possible way.

For the promotion and betterment of service for the Brooklyn and Long Island trade, the salesman covering this territory has been provided with a powerful and speedy motorcycle, which will enable him to take care of the wants of his trade with a maximum of promptness and convenience. This innovation is producing splendid results.

Improvements in the store proper include the refinishing of the company's demonstration booths in white ivory enamel, the renovating of the company's show window and the installation of a new set of demonstration record racks in white enamel. All of these changes were evolved for the better handling of the company's dealers' retail trade. The new set of record racks will be prominently displayed where the dealers may examine them carefully and thoroughly. The newly decorated rooms are artistic to a marked degree and will be furnished attractively and comfortably. The show window of the New York Talking Machine Co. has always been one of the most commendable in the local trade, and with the new renovations and decorations it will present truly original and attention-compelling displays.

Shepard & Bennett, of Malden, Mass., a comparatively new Columbia representative, is one of the most consistent newspaper advertisers in New England territory. This enterprising house carries substantial space in the leading newspapers during all seasons of the year, and as a result is closing a remarkably prosperous summer business.

Frank Szwarczanski, of Brooklyn, N. Y., is the name of one of the latest additions to Columbia representatives in near-by territory.

KEEN-O-PHONE CO.'S NEW PRESIDENT

A. R. Querns Elected to This Office with Frank Wallace, Vice-president—New Directors.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., August 12.—At a recent meeting of the Keen-o-phone Co., held in this city, Alexander R. Querns, of Querns Bros., the prominent merchants of this city, was elected president and Frank Wallace, vice-president of the company.

Five new directors were elected, including John H. Wallace, Thomas D. Querns, J. V. Cunningham and Alexander R. Querns. Other members of the directorate are Harry G. Querns, Charles Moeller, P. H. Hanes, Jr., Joseph Feldenhäimer, Alexander A. Uhle, M. D.; J. W. Cooper, H. W. Stoll, Morris Keen, Gustave Lyon and J. G. Gray.

J. V. Cunningham is general manager of the company and plans an active business campaign the coming fall and winter.

Mr. Cunningham, who left for New York this week to consult with E. Bauer, special representative of the Keen-o-phone Co. reports business prospects as excellent.

ORDERS FOR SOUTH AND SOUTHWEST

A feature of the many new accounts opened recently by the Columbia Co. was the unusually large number from the South and Southwest. An echo of this splendid business was heard last week when quite a number of visitors from Texas called at the offices the company to pay their respects to the wholesale department of the company.

If you can sell a million dollars' worth of merchandise by the Ananias route, you can sell a billion by the cherry tree route.—F. Irving Fletcher.

POSITION WANTED

Young man at present managing one of the largest Victor stores in the East will consider making a change about October 1. Must be Victor exclusively. Able administrator and successful business developer. Best of references. Address Box 150, The Talking Machine World, 373 Fourth Ave., New York City.

TALKING MACHINE SALESMAN WANTS POSITION.—10 years' experience; is open for a proposition—executive ability, road and store experience; Victor and Edison. Address "EXECUTIVE," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesman for side line. One of the most attractive articles for talking machine service on the market. Only salesmen who call on the talking machine trade need apply. Address M. J. 8, care The Talking Machine World, 373 Fourth avenue, New York City.

CASH PAID

For any quantity, new, broken or old of disc phonographs, records, cabinets, horns and parts of any make. Call or write to H. Walcer, 137 Orchard street, Room 3, New York City.

WANTED—Capable, experienced talking machine salesman and repairman, to work on outside on salary and commission in store handling Victor and Eastman goods exclusively. Address "Capable," care The Talking Machine World, 373 Fourth avenue, New York City.

Well Established Piano House

in best location of large Eastern City, wishes to sell Victor business, or take in active partner to take charge of same; business has shown big results and is growing rapidly. Great opportunity for party with \$3,000 to \$5,000. Address "G. A., 23," care The Talking Machine World, 373 Fourth Ave., New York City.

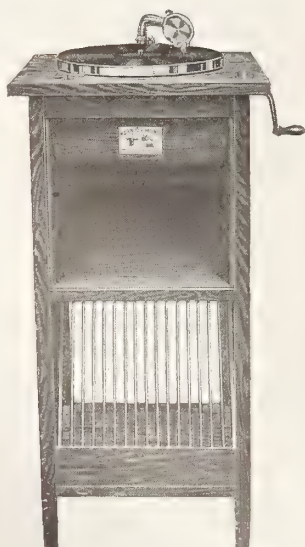
KEEN-O-PHONE



You can adjust the tone of the Keen-O-Phone to "fit" any room

THIS sounds strange, but it is a fact that with the Tone Modulator, an attachment only found on Keen-O-Phones, you can diminish the tone to almost a whisper while the next instant it can be swelled to concert hall volume. A simple twist of the finger and the tone can fit the sewing room or the living room at will.

THIS is only one of the exclusive features which add to the attractiveness of the Keen-O-Phone. Another eliminates the annoyance of changing needles, while a third secures a natural rendition of music. Your trade will enthuse over the Keen-O-Phone because it is a triumph in every way.



Style 1, \$35.

EVERY part which enters in the construction of the Keen-O-Phone is protected by United States and foreign patents, owned exclusively by us.

Prices range from \$35 to \$225 retail, with liberal discounts to wholesale representatives. We are prepared to make immediate deliveries of Records and Machines.

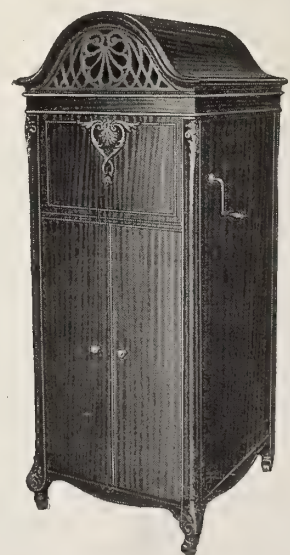
Ask us for the Keen-O-Phone proposition.

Keen-O-Phone Company

227 SOUTH BROAD STREET

Philadelphia

Penna.



Style 30, \$225.

A FINE IDEA OF RECREATION.

Cover of Publication Issued by Y. M. C. A. Campers in Arkansas Features a Columbia "Eclipse" as a Necessary Adjunct to Camp Comfort and Enjoyment.

An interesting publication was received this week at the executive offices of the Columbia Graphophone Co., 233 Broadway, New York, in the nature of the Pucketsford Echo. This estimable periodical is issued regularly by Camp Dallas.



How Life in Camp Is Made Enjoyable.

of the Y. M. C. A., now quartered at Pucketsford, Rogers, Ark.

The interesting part of the latest publication from the camp is the fact that the front cover is devoted to the accompanying illustration, under the title "Recreation." The picture certainly fulfils the idea of recreation, and the amused and interested faces of the camp members justify the assertion that they are surely having a good time. The machine in use is a Columbia "Eclipse," and according to the comments of some of the members in the Echo they consider their machine one of the real factors of enjoyment in their camping life.

THE PROBLEM OF SUCCESS.

Gentle Manner and Winning Voice Always Win Friends, Especially in Commercial World—Shows Self-Control That Commands.

Successful business men value their time often more than the best line of goods you can give them. If you beat about the bush to a tactful man he will show his impatience by scowling, and if you do the same thing to a candid man he will exclaim, "Well, what can I do for you?"

Coming to the point does not mean aggressiveness. Modesty wins even in business. It is especially valuable in combating an aggressive nature. A positive and negative force prevails in business as well as in electricity. A gentle manner and a pleasant voice always win friends, especially in the business world.

They give greater weight to your logical and concise facts. A convincing manner shows perfect self-control and a knowledge of men. Show that you have something worth while to say and offer by your voice, your carriage and walk. This is poise, and poise means that you are even more confident of your goods than of yourself. This says to your customer, "I have come to force this on you."

Mr. Kleiser says the time has come when business men, along with all others, must educate their faculties. They must learn how to overcome obstacles and to break down barriers by stating the value of goods. It is your business to see your argument from the beginning and to express it with clearness and precision.

If you wish to win in business it is your duty not alone to analyze the science of business but the thinking of your mind. You may imagine that it is as natural for you to think clearly and logically as it is to breathe. It is not. The fewest are given this gift, but it can be acquired by years of hard work and a desire to win.

CLERKS MUST READ STORE ADS.

Chicago Department Store Insists That Clerks Must Keep Posted on What Store Is Offering in Its Various Departments.

Realizing that annoyance to customers and loss of business often results in department stores through failure on the part of the clerks to keep posted on what the store is offering, a Chicago firm has perfected a scheme by which salespeople are forced to read advertisements relating to the departments in which they work. The scheme, which is described in a recent issue of the firm's Store News, follows: Every floor manager receives copies of morning and evening newspapers and clips from them the Mandel advertisements. These are then read and signed by every salesman in the section containing the merchandise that is advertised. In addition to this, the floor manager keeps copies of the day's papers for consultation by buyers, assistant buyers, customers and salespeople whenever occasion arises. The value of reading all of the store advertisements and those of other stores as well is also pointed out.

NEW FREIGHT RATES ORDERED.

Interstate Commerce Commission Hands Down Decisions Affecting Rates from Points East to Points West of the Mississippi—Some of the Interesting Features of the Commission's Rulings as They Affect Shippers.

(Special to The Talking Machine World.)

WASHINGTON, D.C., August 11.—Several decisions ordering the railroad to readjust freight rates from points in the East to point west of the Mississippi River were issued recently by the Interstate Commerce Commission. In what is known as the Mississippi River case, the Commission held to be excessive the present rates between the upper Mississippi River crossings in the State of Iowa and points east of the Indiana-Illinois State line. These rates were held not only to be excessive in themselves, but also discriminatory when compared with rates to the lower crossings. The present first-class rate of 97 cents from New York City to the Upper Crossings was ordered to be reduced to 90 cents by November 1 and the other classes and rates from other Eastern points reduced accordingly.

In what is known as the interior Iowa cities case the Commission condemned the rate adjustment of the New York Central and other railroads upon which through charges are based on class traffic between points in the interior of Iowa and points in the territory east of the Indiana-Illinois State line. The through rates in this case were held to be unreasonable because of the excessive and discriminatory proportional rates applied between the Mississippi River and the interior Iowa points. The roads were asked to submit revised freight tariffs drafted in accordance with the decision.

Iowa Rates Unreasonable.

Rates to interior Iowa cities from Chicago also were held to be unreasonable in the case brought upon the complaint of the Cedar Rapids Commercial Club and others. In this instance the class rates between Chicago and points on the Missouri River are adjusted on an 80-cent scale and between Chicago and points on the Mississippi River in Iowa on scales from 37.5 to 41.7 cents. The Commission held that the rates between the interior cities and Chicago are unreasonable and discriminatory in comparison with the rates to the river towns. The Rock Island and other roads were requested to submit to the Commission a revised basis of these rates grading the 80-cent Missouri River scale back across the State.

Colorado Rates Must Be Adjusted.

In the case of the Colorado Manufacturers' Association and others against the Atchison and other railroads the Commission held that the rates from Chicago and the Mississippi River to Colorado are not unreasonable, but that the rates eastbound between the same points are unreasonable and must not exceed the westbound rates. Furthermore, the Commission held that the class rates between Colorado common points and the Missouri River are excessive. Lower rates were prescribed to take effect September 15.

The Commission issued a supplemental decision in the case of the Manufacturers' Railway Co. of St. Louis, holding the present payments to the Manufacturers' Railway by the trunk lines serving St. Louis under their absorption tariffs are unlawful and should be canceled. The Commission reversed its previous finding that the trunk lines serving St. Louis are subjecting its shippers to undue prejudice because they absorb the charges of the Terminal Railroad Association in order to make delivery on the rails of that association at the St. Louis rate, while refusing contemporaneously also to absorb the rate of the Manufacturers' Railway, an independent terminal carrier.

Stock Control Irrelevant

The Commission noted "there is a well defined distinction between absorptions, allowances and divisions of joint rates, which, once recognized in the establishment of the joint rate, will render immaterial the question whether, in this case, the stock of the Manufacturers' Railway and of the Anheuser-Busch Brewing Association, its principal industry, is in common or independent ownership, as the latter will then necessarily be treated in all respects upon the same basis as will the shippers located on or served by the Manufacturers' Railway, who have no interest in that railway or in the brewing association."

The Commission now asserts that through routes and joint rates should be prescribed between the trunk lines and the Manufacturers' Railway, under which the trunk lines will retain their full rate to St. Louis, the division of the joint rate accruing to the Manufacturers' Railway to be paid to it by its shippers, including the Anheuser-Busch Brewing Association, instead of by the trunk lines.

EDISON KINETOPHONE CO. FORMED.

The Edison Kinetophone Co., West Orange, \$5,000, was incorporated this week for the purpose of manufacturing motion picture and talking machines. Incorporators: William Maxwell, Harry Lanahan and Leonard McChesney.

COLUMBIA VACATIONISTS.

George P. Metzger, the popular advertising manager of the Columbia Co., is at present away on a well-deserved vacation, which he is spending on his boat.

M. D. Easton, of the Columbia advertising department, accompanied by C. W. Woddrop, secretary and assistant treasurer of the company, left Friday for a fortnight's vacation at Eagles Mere, Pa.

Marion Dorian, treasurer of the Columbia Co., spent a few days in Washington, D. C., last week on a combined business and pleasure trip.

Edward D. Easton, president of the Columbia Graphophone Co., accompanied by his family, returned to New York Tuesday on the Atlantic Transport steamer "Minneapolis" after a six weeks' trip abroad.

It is easy to laugh at others, but the strong man is he who can laugh at himself.

Next to the Panama Canal

the Greatest achievements of the age are the "Recordsave" and "Cleannote" Pad. Records lubricated by these are good after 700 playings. It is foolish to scratch fine records to pieces in fifty usings. Improve reproductions fifty per cent. Diminish scratch—no oil, grease or grit.

"Recordsave" and "Cleannote" Pad Combined, \$1.00. Send for circular.

VOX HUMANA TALKING MACHINE CO.
NANTUCKET, MASS.



There is a big demand for Columbia product in your territory—that's a certainty. We have given you an unequalled line of product. It's up to you to turn that demand into healthy sales.



**Columbia Graphophone Company
Woolworth Building, New York**

VOCATONE MFG. CO. PLANS.

Company Recently Incorporated with Capital of \$500,000 to Manufacture Talking Machines Is Displaying Models Embodying New Ideas.

The Vocatone Manufacturing Co., Inc., was incorporated recently under the laws of the State of New York with a capital of \$500,000, for the purpose of manufacturing and selling talking machines under five new patents granted recently to Albert Hayes. The officers of the company are as follows: President, Richard Arthur; vice-president, F. L. Montague; secretary and treasurer, H. L. Robinson. The directors of the company consist of these three gentlemen, together with Samuel Newhouse, a prominent Western capitalist. The headquarters are in New York.

The directors are now formulating plans to market their product in a broad commercial way. A complete line of model machines is already finished and is attracting considerable attention from all who have seen and heard them. The new machine has a reproducer constructed on an entirely new principle. Any type of disc record can be played on the new machine, including the "up and down" cut.

It is claimed by the officers of the company that the new principle eliminates blasting entirely, does not muffle the voice of the singer, nor the sounds of the instruments.

IS COURTESY DOOMED?

Some Varied Views Regarding the Necessity of Courtesy in Business Transactions in View of Present Day Efficiency Ideas.

One of New York's largest stores has abolished "Dear Sir" and "Yours Truly" from its letters which go out from the house. Hereafter at the bottom of each sheet of correspondence will appear a printed statement like this: "We have never heard a good reason for the use of 'Dear Madam,' 'Dear Sir,' 'Yours Truly' and other similar phrases in business correspondence. For the sake of accuracy, brevity and economy we have discontinued their use."

Does this house contemplate the abolition of "Good Morning," "Excuse Me," "Thank You" and such phrases as are generally considered marks of the courteous employee? The chances are it does not. Yet it would seem consistent and might be expected to increase the accuracy, speed and efficiency of the individual if the recent action on the part of the house is going to do so many wonders for these employees taken as a whole.

The United Cigar Stores Co. rates an employee first on his interest in the business and second on his courtesy. It will be a long time before the U. C. S. clerks are allowed to abandon their familiar "Thank You."

Perhaps the abolition of salutations and the like is of advantage in inter-department correspondence. It does seem to gain directness in a business as large as that of the Bell Telephone system, for example. That corporation for some time now has omitted "Dear Sir," and "Yours Truly," from the great mass of letters which go between depart-

ments of the business each day. When it comes to a letter the address of which is outside the corporation, "Dear Sir" or "Dear Madame" and "Yours Truly" are used invariably. They play a very important part in the corporation's bid for public favor on a courtesy basis.

It is questionable if anyone dealing with the public, be that anyone the ice man or a public utility corporation, can gain efficiency at the expense of courtesy. Certain it is that the brushing aside of marks of courtesy in letters is not going to gain sufficient efficiency to offset the courtesy lost thereby.

PROGRESS OF CINEMATOGRAPH.

Remarkable figures of the world's cinematograph trade have just been published by a well-known statistician in Paris, causing some astonishment. The writer estimates that the output of films throughout the world amounts to 300,000 meters a day, or more than 100,000,000 a year. Parisians are surprised to learn that New York, with 470 moving picture shows, and London, with 400, far outdo their own city, which does not contain more than 200. The writer estimates the total annual receipts of American moving picture houses at \$55,000,000.

NEW VICTOR STYLE.

The Victor Talking Machine Co. announces the introduction of a new machine designated as Victor XXV, designed and manufactured for the exclusive use of schools, conservatories, etc. This machine, which is a combination of the Victor and Victrola types, will sell for \$60.

MAKES GLOWING REPORTS.

One of the most glowing reports of business being done by any Columbia representative is that given by Hecht & Co., Washington, D. C., which acquired the Columbia agency a short while since. This prominent house, which is one of the largest department stores in its section of the country, is enthusiastic over the splendid business it has closed to date and the promising outlook for the future. The company from the very start has taken advantage of the opportunities that exist in the "Capitol" for developing high-class clientele for its various departments. Its success in connection with the Columbia line has been pronounced and emphatic and, aided by consistent high-class publicity, a fast growing clientele for Columbia products has been developed.

THE BEST PART.

"Then you didn't enjoy the performance of 'Hamlet'?"

"No. My husband forgot to git any peanuts. I can't enjoy no show without peanuts."

To take up an important business matter without completely removing from the mind all thought of everything save the one subject at hand, is as absurd as it would be for an admiral to take his fleet into action without first giving the order to "clear decks."—Alexander H. Revell.

COLUMBIA GLEANINGS.

William F. Standke, of New Orleans, a Visitor—Grand Grows in Favor in All Sections.

William F. Standke, Jr., manager of the New Orleans, La., store of the Columbia Graphophone Co., was a visitor recently at the executive headquarters of the company in the Woolworth Building. He spent a few days in New York and then visited the factories of the company at Bridgeport, Conn., where he was surprised at the magnitude and growth of the Columbia Co.'s factory facilities since he had last seen them. Mr. Standke spoke enthusiastically of business conditions in the South, and predicted an immense fall trade.

"The reception accorded our 'Grand' by the trade in all parts of the country is indeed most pleasing," remarked H. A. Yerkes, manager of the wholesale department of the Columbia, in a chat with *The World*. "This instrument has scored a marked success wherever it has been introduced, and its elevating influence on the whole industry is becoming more and more pronounced every day. At the present time, we are turning out the 'Grands' as fast as we possibly can, and every indication points to a splendid fall trade with this artistic instrument."

NEW MODEL VICTROLA X.

Under date of July 12, the Victor Talking Machine Co. announced the new model Victrola X, at \$75, as now ready for distribution to the trade. The preliminary announcement of this machine had been made early in the spring, and the trade therefore had had ample time to dispose of their stocks of the old model of Victrola X. A circular enclosed with the announcement gives in detail the merits and selling arguments of the new model, and judging from the cut and accompanying description the new X at \$75 will prove to be one of the best sellers in the extensive Victrola line.

The new machine, which is of the popular enclosed cabinet type, comes in mahogany or oak, with record racks. It has a nickel-plated exhibition sound-box, Victor tapering tone arm and "goose-neck" sound-box tube, brake, speed regulator and indicator, extra heavy double spring spiral drive motor that can be wound while playing, and all parts are nickel plated. Victor dealers are also authorized to fix a price of \$60 on the former X model.

GOLDEN COLUMBIA NOTES.

A novel method of publicity that is producing excellent results has just been introduced by Sweet & Reed, of Williamsport, Pa., Columbia dealers, for securing extensive distribution among its prospects. This publicity consists of the distribution of a gold colored pocket piece, which in size and shape resembles a \$20 gold piece. On one side of this "coin" is shown the Columbia notes, the official Columbia trade-mark, while the imprint on the reverse side calls attention to the importance of Sweet & Reed as Columbia dealers and the advantages to be derived by trading there. The "coin" arouses comment and curiosity that is proving excellent publicity.

THE COLUMBIA LINE IN ANNAPOLIS.

Attractive New Department Recently Opened by the Globe Furniture Co., of that City, Where the Columbia Is Featured Extensively—Grand Wins Favorable Notice.

(Special to The Talking Machine World.)

ANNAPOLIS, Md., August 9.—The accompanying photograph, taken recently in the new Columbia department of the Globe Furniture Co., of this city, will give some idea of the way in which this energetic house is going after Columbia busi-



Attractive Show Room of Globe Furniture Co.

ness. Although the new department has been open but a very short while, it has already made great headway in the cultivation of a high-class Columbia clientele, and a number of sales of expensive machines were closed during the past few weeks.

Particular attention is called to the prominent display of the new Columbia "Grand" in this photograph. This instrument has taken Annapolis by storm, and the Globe Furniture Co. has received quite a number of inquiries regarding this instrument which will doubtless materialize into sales in the very near future. Informal demonstrations of the "Grand" are given at the Globe store at all hours of the day, and the artistic beauty of the "Grand," together with its many constructional merits, have made a distinct impression on the music lovers of Annapolis.

When you reach that part of the trip where you really know yourself and are proud of the acquaintance, you will have arrived.

PHONOGRAPHISCHE ZEITSCHRIFT

BERLIN W. 30, GERMANY

The oldest and most up-to-date trade paper covering the talking machine line published in the German Language.

PUBLISHED WEEKLY. FOUNDED 1900

Circulates all over the world.

SPECIAL EXPORT NUMBERS appear in four different languages at regular intervals.

Subscriptions for this talking machine publication 10 Marks yearly. Sample copies sent free.

JOBBER BUSY IN THE NORTHWEST

As Dealers Are Stocking Up for Lively Fall Trade—General Summer Business Normal—New Machines Arouse Much Interest and Occasions Considerable Praise in the Trade.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, August 9.—Jobbers of talking machines and phonographs are doing a vast amount of business in the Northwest, and the exclusively retail dealers are having moderate success. This sums the situation of the twin city dealers in tabloid form. Expanding on this theme it is found that the whole trade is at a most encouraging standpoint.

The Talking Machine Co., of which Archie Matheis is the head and front, declares that the July trade in volume was 200 per cent. ahead of the 1912 figures for that month.

"We are receiving calls from all directions of the country and the rural dealers are impatient to get goods," explained Mr. Matheis. "It is a fact that we can't supply them as rapidly as we desire, but we are pushing out the goods as rapidly as possible. The new \$75 Victrola is immensely suc-

cessful, and we expect it to attain wide popularity. It is a wonder for the money. Our retail business has held up very nicely throughout the summer, and hence we do not worry about the weather."

At the Columbia stores in Minneapolis and St. Paul it was learned that the general retail and jobbing trade has been somewhat ahead of expectations. Country dealers are showing much interest not only in the new \$50 Grafonolas, but even in the \$500 Grand machines. Naturally they are not ordering very many of the latter, but each dealer wants at least one for advertising purposes, and Manager Wheeler, of the Minneapolis store, expects to send out a large number of the big ones during the next few weeks. The new \$75 machine is realizing every expectation and the local traders are glad to get them, for they sell almost on sight.

Having obtained a plentiful supply of Edison disc phonographs and records, the Minnesota Phonograph Co., one in Minneapolis and one in St. Paul, is flooding the Northwest with announcements and literature relating to Edison instruments. A big gain over the July record of 1912 is reported by Laurence Luckner, president of the Minneapolis house. "We are now better situated in the talking machine business than we have ever been before, and as we now are in position to fill orders rapidly, we intend to do a little expansion, which was impossible some time ago. We are now strictly an Edison house, as we find it more advantageous in every way to concentrate our efforts on one line," stated Mr. Luckner.

AN APPROPRIATE TITLE.

When the residents of St. Paul and Minneapolis who are fortunate enough to own cottages at Lake Minnetonka began to open up their houses for the summer, they found that a small colony of tramps had been spending a comfortable winter in them. At one cottage the owner found that his visitors had helped themselves to his provisions and had entertained themselves with his phonograph. On the machine, all ready to play, was the very appropriate selection, "Then You'll Remember Me."

Never miss a good chance to follow a raise in the market with a raise in the price of stock in hand. There is no easier profit than the one made in that way.

FIRE INSURANCE POLICIES.

Specialist in Insurance Law Sounds Warning Regarding Details That Will Nullify an Insurance Policy—Dangers Overlooked by the Insured Through Ignorance or Carelessness.

William B. Ellison, a specialist on insurance law, in a recent address on the subject, made some very strong recommendations to fire insurance policyholders that unless expressly stipulated otherwise, the acts of omissions render your policy void:

If you have canceled, misrepresented or merely forgotten to mention any material fact or circumstances regarding the property insured.

If you do not state your interest in the property truthfully and fully.

If you are guilty of any fraud or false swearing (not necessarily deliberate) in any matter relating to the insurance.

If you insure a manufacturing establishment and operate any part of it at night later than 10 o'clock or cease to operate it for more than ten consecutive days.

If you procure any other insurance.

If the hazard is increased by any means within your knowledge or control (a broad provision).

If you employ mechanics in altering or repairing the premises for more than fifteen days at a time.

If your interest in the property is anything less than unconditional and sole ownership.

If you encumber personal property with a chattel mortgage (which includes bill of sale providing for deferred payments).

If you insure a building or property not owned by you.

If foreclosure proceedings are started against your property, or a mortgage or a trust deed results in a sale.

If any change other than death takes place in the interest, title or possession of the property insured (except change of occupants without increase of hazard).

If you assign the property before a loss.

If you generate illuminating gas or vapor in the building (or adjacent thereto).

If you have gasoline, gunpowder or any explosives except kerosene.

If the building remain unoccupied ten days.

It is the likeliest of things that your insurance policy does not take note of any violation of these sixteen provisions. To make your policy holeproof the insurance company must either agree to an exception in your case in writing or with full knowledge waive it.

A PROMINENT VISITOR FROM CUBA.

Frank G. Robins, President of Frank G. Robins & Co., Havana, Calls Upon Columbia Graphophone Co. Officials—Recently Opened New Building Devoted Exclusively to Columbia Products—Other Recent Visitors of Record.

Frank G. Robins, president of Frank G. Robins & Co., Havana, Cuba, Columbia representatives, and one of the most prominent commercial institutions in that city, was a visitor recently to the executive offices of the Columbia Graphophone Co. Mr. Robins sailed for Cuba last Saturday, but in the few days he was here spent considerable time with Vice-President Burns, of the Columbia Co., discussing plans for the coming fall season and giving a general resume of industrial conditions in Cuba.

Frank G. Robins & Co. only recently opened a new building devoted exclusively to the products of the Columbia Graphophone Co., and its success to date has been pronounced and emphatic. Mr. Robins is enthusiastic over the rapidly growing popularity of the Columbia products in Cuba, and stated that his company's first six months' business this year was far in advance of the corresponding period of last year.

Other trade visitors to the Columbia Co.'s offices the past week included Westervelt Terhune, manager of the Atlanta, Ga., store of the company, and R. R. Souders, manager of the Dallas, Tex., store. Both of these gentlemen remained in the East but a few days, and reported splendid prospects in their respective territories.

SERVICE

Dealers buying Victor supplies here save time and money.

Any hour, any day, you may want miscellaneous musical goods. If you are sending your Victor business here, naturally other goods can be inclosed with the Victor goods and thus your freight and express charges would be cut in two.

Lyon & Healy

CHICAGO

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

CHICAGO, ILL., August 9.—The traditional summer dullness seems to have been effectively broken the past two weeks. Not only are orders coming forth from the retailers in surrounding territory both for immediate and deferred shipments, but the local retail trade is opening up in a rather unexpectedly brisk manner. The local jobbers have all prepared for a big fall trade and are urging the dealers, with evidently good reason, to place their orders early for the fall and winter business if they desire to avoid at least something of the congestion experienced in recent years.

Talking Machine Men Are Eligible.

The recently organized Piano Club of Chicago has closed a lease for its clubrooms at 116 Michigan avenue and the opening will take place about September 1. The members of the talking machine trade are eligible for membership in the club and the management is anxious to see the talker contingent a strong one. The present low initiation fee of \$15 will be increased to \$50 as soon as the quarters are occupied, and it therefore behooves those who wish to save money to make application immediately. The dues are \$25 per year, payable quarterly. Application blanks can be secured from Treasurer Adam Schneider, 305 Wabash avenue, or Secretary Lee Roberts, 615 Wabash avenue.

Sees Good Outlook.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned from the jobbers' convention at Cleveland well pleased with the spirit shown during the convention and with the strong official roster with which the organization faces another year of usefulness.

"The outlook on the whole for trade is good," said Mr. Wiswell. "July was a very fair month and only showed to disadvantage with July of last year, which was one of the biggest Julys in the history of the department. Business has picked up notably this month and orders are coming forward in a manner that is decidedly satisfactory. August with us always marks the cessation of the summer dullness, relatively speaking, so far as the wholesale trade is concerned, and business may now be expected to grow steadily in volume up to the holidays. We have prepared for a big fall and winter trade and there is every reason to expect that we are going to get it."

C. E. Goodwin Visits Edison Factory.

C. E. Goodwin, general manager of the Phono-

graph Co., returned this week from his vacation, spent in the East. With his uncle and aunt, Dr. and Mrs. Ozman, of Buffalo, he autoed through the Berkshires and White Mountains, and declares the trip an ideal one. Just before returning he stopped at the Edison factory at Orange.

"We are now assured of an ample commercial stock of records," said he. "Mr. Edison has now perfected a workable commercial process that assures the trade and the public of a continuous supply of superior records. They are already turning out several thousand records a day and facilities have been provided for the doubling of the capacity every thirty days for several months to come."

Pointers for Dealers.

The Talking Machine Co. is mailing the second edition of its "Sales Ideas" to its dealers. Like the first budget sent out a few weeks ago, it contains many very practical and original ideas for promoting the sale of Victor goods, and the series which will be continued from time to time constitute a veritable correspondence course on sales and advertising campaigns which the dealers highly appreciate, judging from the many enthusiastic letters received by the company.

Roy J. Keith, sales manager for the Talking Machine Co., is on a fishing and hunting trip at L'Anse, in the northern peninsula of Michigan. During his absence George P. Cheattle, assistant sales manager, is holding down the job. "We are really surprised to find business keeping up so well," said Mr. Cheattle. "Dealers are ordering briskly for midsummer and are not only placing advance orders, showing that they do not intend being caught napping this fall, but the immediate delivery business is also excellent, showing that stocks are not heavy and that the present business is of encouraging proportions." E. H. Ditmar and Frank Moses, of the sales force, popularly known as Damon and Pythias, have been spending their vacations together on the Ditmar farm in Colorado. George A. Clark, Mr. Geissler's secretary, is off for a fortnight's trip on the Great Lakes.

Death of Grand Rapids Dealer.

Guy Chaffee, president of Young & Chaffee, of Grand Rapids, Mich., died on Friday of last week at the Plaza Hotel, this city, of Bright's disease. He had come to Chicago to consult a specialist. The funeral took place at Grand Rapids on Thursday of this week, the services being held at Trinity Church. Young & Chaffee, who conduct one of the largest retail furniture stores in Michigan, have

been extensive dealers in talking machines for years, and Mr. Chaffee has many friends in the trade who will be shocked to hear of his death.

Harold Colson, floor salesman for the Talking Machine Co., spent his vacation in Chicago and won honors in several tennis tournaments.

Permanent Needle Progress.

The Permanent Phonograph Disc Needle Co., of 1128 North Winchester avenue, Chicago, reports that the sales of its specialty are increasing rapidly and that it has added a number of leading jobbers to its list of distributors the past month. The company reports also having an excellent demand from Canada, and it has completed arrangements for a distributor in each of the Canadian provinces. Representation in Mexico has also been secured through one of the largest houses in the republic.

Columbia Items.

At the Chicago headquarters of the Columbia Graphophone Co. it was stated that business during July showed a material increase over the corresponding month of last year, a state of affairs which has existed every month during 1913. Manager C. F. Baer was particularly elated over the manner in which the new \$75 Leader Grafanola has been received by the dealers. "We are getting reorders every day," he said, "and it looks to me as though this new type is going to be more popular even than the Favorite \$50 machine, which has been the biggest seller we have ever had. It is not a matter of getting orders, but filling them. The new Favorite is a wonder, from a selling viewpoint, and the demand for the entire line, including the higher-priced machines as well, seems to be straining the factory to the utmost. We are looking for a mighty big fall trade and the dealer who places his orders early will certainly be wise."

District Manager W. C. Fuhri left this week for a vacation to be spent at Pine Lake, Mich.

W. F. Standke, manager of the New Orleans office, was here last week for a conference with District Manager Fuhri and left here for New York.

Among the recent visitors at the Columbia office were Robert R. Souders, manager of the Columbia branch at Dallas, Tex. He was on his return from a visit to headquarters in New York and was on the windup of a peculiarly enjoyable journey. He went to New York by steamer from Galveston and on the return trip visited St. Louis, Cincinnati, Chicago, St. Louis and Kansas City.

(Continued on page 36.)

Let us supply you with your Fibre Needle Cutter—THE WADE—

We are the oldest manufacturers of instruments for repointing fibre needles in the world. With our new location and increased capacity we have the facilities which enable us to make prompt delivery. Our big discount enables you to make a big profit. Dealers order now from your regular distributors and if they can't supply you let us know and we will see that you get the Wade.

THE WADE FIBRE NEEDLE CUTTERS ARE THE MOST SERVICEABLE FOR SEVERAL REASONS

They produce clean, perfect playing points.

They trim the needle at an angle that results in the best tone.

They repoint needles most economically, rendering each needle serviceable for from ten to twelve records.

They are made from the best steel and are scientifically hardened by electricity, giving the most lasting and best cutting edge possible.

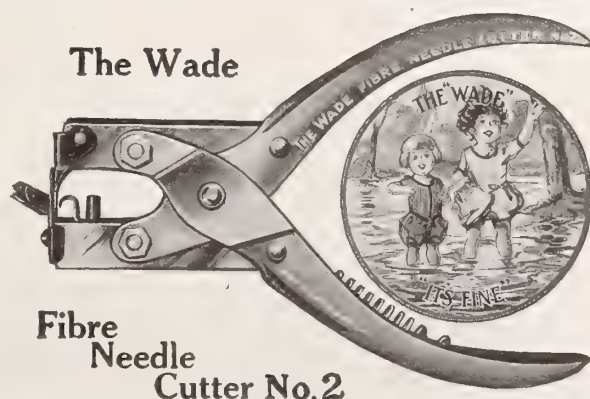
They are provided with a self-acting stop. The Wade No. 2 affords the most powerful cut of any tool made. The blades work parallel to each other, requiring no exertion to trim the needle. The Wade No. 1 is a serviceable cutter that sells at a reduced figure.

LIST PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Ave.
PHONE, DOUGLAS 8108
CHICAGO, ILL.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 35).

J. N. Freeman, the well-known Columbia dealer at Cedar Rapids, Iowa, and Robert Smallfield, of the Smallfield Music House, Davenport, Iowa, made their usual midsummer trips to Chicago this week and left good Columbia orders behind them.

Vacationizing.

L. C. Wiswell, of Lyon & Healy, is week-ending this year at Belvidere Beach, near South Haven, Mich. H. B. Ridgeway, the L. & H. traveler on the Coast, left last Sunday for his territory, after a month's vacation spent in Chicago. J. Meagher, the Wisconsin exponent of Department H, is back on the job again after his vacation, and J. V. Elwride, the Illinois man, is enjoying the lake breezes at Muskegon, Mich.

Gives Outdoor Concerts.

W. E. Erickson, the talking machine dealer, of Davis street, Evanston, inaugurated a series of Thursday evening concerts in the Davis Street Park, on the lake shore, July 31. The Victor auxetophone was used, and the program, consisting largely of selections by Pryor and Sousa hands, was listened to with rapt attention by an audience of about 500 people.

A. H. Dannemark, of Wilmette, will inaugurate a series of auxetophone concerts in Wilmette Park on September 1.

Joins Noble Army of Benedicts.

Chicago friends of Charles H. North, the Victor Co.'s assistant contract manager, but who up to a year ago traveled Michigan for them, have received announcements of his marriage to Miss Amanda Katie Mathers at the home of the bride's parents, at Carlisle, Ky. Mr. and Mrs. North are now on their wedding trip and will be home to their friends after September 15 at 600 South Sixth street, Camden, N. J.

Personals and Visitors.

Judge C. N. Goodwin, brother of C. E. Goodwin, and well known to many in the trade, has gone abroad for the summer.

Walter Kipp, of the Kipp-Link Co., Edison jobbers of Indianapolis, was a recent Chicago visitor.

J. N. Swanson, of the Houston Phonograph Co., Houston, Tex., spent several days in Chicago on his return from the jobbers' convention.

F. S. Allen, of the Musical Record Co., Los Angeles, Cal., spent some time in Chicago after the convention demonstrating the cacti needle which his company markets.

V. B. Taylor, the Victor traveler, visited Chicago during his vacation. He will shortly leave for Camden to attend the conference of Victor representatives.

Carl Schmidt, of H. Schmidt & Sons, Muscatine, Iowa, was a visitor this week. The company's Davenport branch has recently moved into a fine store.

Charles W. Patchen, manager of the Janesville branch of the Wisconsin Music Co., of Madison, and Mr. Fowler, manager of the Beloit store, were recent Chicago visitors.

F. A. Hagener, a well-known talking machine dealer of Blue Island, Ill., has the sympathy of the trade in the death of his mother, who passed away on Monday of last week.

Resumes Old Position.

B. F. Dvorak is again in charge of the talking machine department at Rothschild's, after a three months' experience in the Canadian trade.

How He Came to Imitate Lauder.

One of the best-known men in the piano trade of Chicago is D. R. McWilliams, of the Coté Piano Co. Incidentally, Mr. McWilliams is widely known as a professional entertainer of much ability, his negro dialect stories being especially well liked.

W. A. Pushee, retail manager of the Coté Piano Co., also handles the Victor line. Therefore Mr. McWilliams had access to the Victor library and became very fond of Harry Lauder and his Scotch dialect songs. He decided to add a few imitations of Harry Lauder to his repertoire, and so took home a Victor No. IX and "She's My Daisy," "Roamin' in the Gloamin'," "Fu' the Noo'," "Breakfast in Bed on Sunday Mornin'" and "Trixie from Dixie."

"I just listened carefully," said Mr. McWilliams, "had my accompanist listen and play it over with me, and in about six weeks from the time I started I used it in my act and it got over. My friends tell me that the Victor has taught Lauder to me perfectly, and not to go and see him—that I couldn't do it any better and I might not be so good. You know, I have never seen the 'highest salaried entertainer in the world.' I have also used some Victor recitations among them—'Ghunga Dhin,' 'A Fool There Was' and 'Christmas

Day in the Workhouse.' I learned them in the same way.

Prize Sale Customer is Profitable.

Miss Pauline Tischler, who was the winner of the first prize of \$20 in the recent difficult sale competition of the Victor Co., has a little sequel to tell to the story that won her first place. "The customer referred to in my story is a man who has a very wide acquaintance, and the whole affair pleased him so much that he has sent me only re-

(Continued on page 38.)

EDWIN C. BARNES PICKED OUT AS A MAN WHO GETS THERE

A Writer in the Workers Section of the Chicago Sunday Tribune Tells About the Man Who Made the Edison Dictating Machine Popular in Chicago.

(Special to The Talking Machine World.)

CHICAGO, ILL., August 9.—Edwin C. Barnes, head of Edwin C. Barnes & Bros., the Chicago agents for the Edison dictation machines, was the subject of an extended story in the Workers' Magazine of the Chicago Sunday Tribune recently. "Barnsey," as he is affectionately known among his friends, has won wide reputation in Chicago, not only for the fact that he has accomplished large things in a business way, but because of the decidedly original and aggressive methods he uses in going after sales. He is known as an inveterate hustler and an all-round expert in the selling game, and was



Edwin C. Barnes.

therefore selected as one of the men to be held up to the ambitious readers of the Workers' Magazine as an example of what tireless push coupled with brains can do.

The article harks back to the day when Barnes landed in Chicago via the freight route, with an ambition to be a salesman, a very empty stomach and a plentitude of nerve. He had made up his mind to go to work for a baking powder concern, and this is the way he went about it, as told by the Tribune:

To a youth, even though he has found his city of necessity, meals are a necessity. Young Barnes had missed a number of them in succession. Making his appearance as presentable as possible, he walked over on the North Side to the office of the baking powder concern he had made up his mind he would work for. Fearlessly he opened the door and demanded to see the general manager, and after some parleying he was admitted to the gentleman's presence.

Barnes told his story convincingly and in a few words. He had come to Chicago to make his fortune, and he had decided to do it by selling baking powder. The general manager was still looking him over when Barnes remarked:

"Of course, you understand I don't have to go to work."

The general manager looked at him with steely eye, nonplussed for a second and reaching for the

right expression with which to wither the "young upstart."

"You don't, eh?" was as far as he got.

"No, I don't—I can starve. But I'm not going to."

"Young man," decided the general manager, "you're hired."

He Sold, and Sold—and Sold.

When Barnes received his expense money from the cashier he walked straight to the first restaurant, and for an hour and a quarter he sat at a table filling his stomach, that had almost gone on a strike. Then he went back to "his house."

The general manager wanted him to stay and take instructions for a week, but Barnes was impetuous.

"Where are the goods?" he pleaded. "Show me a price list. I want to get out and get busy."

"All right; pack your grip and start to-night," agreed the general manager.

"My grip?" echoed Barnes. "I never owned one."

But the youth was finally fixed out and he started out as a salesman. And he sold and sold—and sold. In fact, he sold so much that the baking powder firm sent out another man on his trail to be sure that he really did sell. When the general manager found what Barnes was actually doing he raised his salary to a figure the size of which Barnes had never planned on, even in his most roseate dreams.

The time came, however, when Barnes grew of the opinion that the baking powder business was like baking powder. It helped a man to rise, but the limit was set in advance. From salesman he advanced to crew manager and district manager, and then he saw he had gone as far as he could, so he quit. He had nothing in sight when he quit, but he knew that the business world was hungry for men who had made good.

Attracts Inventor's Attention.


What Barnes eventually did was to secure the city salesmanship for the Edison dictating machine. It looked to him like a business without limitations. Barnes worked so hard that it was not long before the great inventor's attention was attracted to him, and through successive steps he was made Western manager of this particular branch of his business under the direct supervision of Mr. Edison himself.

When the company discontinued their Western offices Barnes went after the line on his own hook. Chicago was a most important and strategic point for the Edison dictating machine, but Barnes had the right to first consideration and no one was disposed to contest it. He has built up a wonderful business for the Edison dictating machine here and his business now occupies an entire floor in the Phonograph Co.'s building on Wabash avenue, beautifully fitted up and with every facility for the transaction of the big business of the firm to the best possible advantage.

The keynote of Mr. Barnes' success is found in the theme of a brief sermon written in lead pencil in the hand of the author, Thomas A. Edison, and which hangs neatly framed over Edwin C.'s desk. It reads:

"When you get a job, pitch in; pay no attention to the clock; take more interest in the business than the old man himself. Think shop! Talk shop!"

Not a Shell Left and the Evening Flight on VICTROLAS—Your Ammunition



This Fall and Winter
business will be the
best you've ever had.

STOCK UP NOW

Fill Your Ammunition Bags
get your share of this
business.

Our stock is the most
complete in the country.

It's all at your disposal!

THE TALKING MACHINE COMPANY
12 North Michigan Avenue, :: :: :: CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 36).

cently three people who have bought machines and he has bought over \$200 worth of records from me for himself," said Miss Tischler.

Wurlitzer Doing Satisfactory Business.

Fred H. Siemon, assistant manager of the Wurlitzer Co., is away on a vacation that is to be distributed among several points of interest, leaving the entire management of the talking machine and small goods department in the hands of F. A. Harnden. Mr. Harnden reports that August has brought a very noticeable improvement in the Victor line. The retail department continues to sell large quantities of dance records and the usual large number of 75-cent records.

The Victrola Aids Dancing Teacher.

M. Eileen Long, who has a studio on the top floor of the Powers building, is one of the local dancing teachers who is reaping a rich harvest from the immensely popular wave of the tango, the one-step, the Boston and similar glides, twists and sways that have set the young folks of Chicago society and the old folks, too, dance crazy. And Miss Long uses a Victrola. "There are several advantages in using the Victrola," said she. "In the first place an orchestra to be worth much at all must have more than one or two pieces. That means considerable expense to me, so I find that a small orchestra, with the added help of a No. XVI Victrola, saves considerable money and is entirely satisfactory. Then, too, there is a regularity about the Victrola music that helps the pupils very much, and I can regulate its speed to whatever is best in giving the lessons. When the orchestra has been worked pretty hard and wants a rest it can have it, while the Victrola does the work and never tires. Oh, I like the idea very much, and my pupils like it, too."

G. W. Davidson and C. L. Davidson, of the Talking Machine Shops, had planned to spend much of the summer in Lake Bluff, where their families are located, but some combination letters and record lists that they had sent out have forced them to stay in the city and chase up the prospects.

O. C. Searles, in charge of the talking machine department of the Bissell-Weiser Co., has just returned from a two weeks' vacation that was spent mostly in motoring and fishing. Miss Ella McClelland had charge of the business while he was gone, but departed immediately for a three weeks' stay in Michigan upon his return.

Where Columbia Men Are Summering.

Edward Blimke, of the city sales force of the Columbia Graphophone Co., left Friday for Denver to attend the triennial conclave of the Knights Templar. He will afterwards go to Minnesota on a fishing and hunting expedition. F. G. Cook, who travels Indiana and Michigan, is spending his vacation at Spring Lake, Mich. A. W. Graham, the Man from Texas, who preaches the Columbia gospel in Iowa, is again in the field, after a fortnight's vacation among the Wisconsin lakes. Manager C. F. Baer is taking his vacation on the installment plan, putting in the week-ends at his summer cottage at Lake Catherine and making the round trip in his auto. E. A. Parsons, of the dictaphone department, left last Sunday for a week at the factory at Bridgeport and the general offices in New York.

George Ingalls, superintendent of the repair department of the Columbia's Chicago office, recently returned from a trip to Bridgeport and New York. It was the first time he had visited the factory in the sixteen years he has been with the company and the experience was a memorable one.

Victor Dogs Break the Rules.

During the meeting of the National Educational Association in Chicago recently two stuffed dogs used for display purposes outside the rooms of the Victor Co.'s quarters in the Congress Hotel came near shattering the rigidly enforced edict against dogs that has been a part of the hostelry's rules for years. A woman guest demanded the right to have her Scotch collie in her room "because there were two dogs upstairs."

"There are two dogs on the seventh floor," she told Assistant Manager Edward Burke when he

explained the rule of the house forbidding canines, "for I saw them sitting outside a room on that floor a few minutes ago."

"If there are dogs upstairs," replied Burke, "out they come. We will investigate."

The dogs proved to be Victor advertising models, so the woman's Scotch collie was sent to the baggage room.

A New Automatic Stop.

The Rajah Co., of Chicago, has perfected and will probably put upon the market in the near future an automatic stop that is really good and appears to contain all the points sought for in a device of this sort. The stop is located beneath the turntable and is connected with the reproducer arm by means of a sliding lever beneath the turntable that moves in unison with the reproducer arm. When the record is finished and the arm has stopped the continuous movement of the lever releases a brake and the machine is stopped. The stop can be used with any disc machine. B. B. Blood is the inventor of the machine, and associated with him in the company are H. D. Jones and Eugene H. Ziegler.

New Starck Manager.

Harry C. Meek, formerly with the Eberhardt-Hays Music Co., of Wichita, Kans., and previous to that connected with the Wurlitzer Co., of Cincinnati, took up the duties of manager of the Columbia and Victor departments of the P. A. Starck Piano Co. about the middle of last month. Under Mr. Meek's direction the talking machine department of the Starck Co. has been greatly enlarged, the entire basement being refitted and redecorated and a greatly increased stock of machines and records installed. The new salesrooms have been painted white and trimmed with mahogany, as well as four unusually large demonstration booths. Miss Myers, formerly connected with the talking machine department of Rothschild & Co., has been given charge of the greatly increased stock of records.

RECEIVES 100 EDISON MACHINES.

Denver Dry Goods Co. Receives Big Shipment of Edison Products—Business Is Excellent.

(Special to The Talking Machine World.)

DENVER, COL., August 8.—The Denver Dry Goods Co., of this city, is closing a splendid business with the Edison products. A shipment of over 100 Edison machines arrived at the store a few days ago, and Manager Wyatt, of the talking machine department, stated that these machines are practically disposed of already. Edison record business is also keeping up most gratifyingly.

Columbia wholesale business for the past month has been very satisfactory, and the new accounts opened up in Colorado, Wyoming and the adjoining territory bespeak a banner fall season for Columbia goods.

RECORDS FOR SECRET SOCIETIES.

Of special interest to the members of the famous Odd Fellows and Masonic orders is the announcement by Thomas A. Edison, Inc., that it is listing this month three special records for the former society and four Masonic records. These records should be in demand all over the country by the members of these orders.

The Odd Fellows records are made by a male quartette, and the use of an organ in all the accompaniments gives a fitting air of dignity to these selections. The Masonic records are equally impressive and are designed to make an instant appeal to Masons.

WADYERMEAN? IT HURTS?

Mr. Albert.—What's the name of that talking machine record with the yells and screaming in it?

Salesman.—It's called "A Few Minutes at a Painless Dentist's."

Be big enough to go alone. Individuality is not developed in groups.

ARTHUR D. GEISSLER IN CHICAGO.

General Manager of Talking Machine Co. on Short Visit from East, Where He Is Now Located, Regrets Being Compelled to Give Up Annual Trip to the Pacific Coast—Some Orders of Unusual Size Received by the Talking Machine Co.—Business Excellent.

(Special to The Talking Machine World.)

CHICAGO, ILL., August 12.—Arthur D. Geissler, general manager of the Talking Machine Co., the popular Victor distributor of this city, arrived here to-day from the East for a stay of a week or ten days. Mr. Geissler expressed keen enthusiasm with the excellent reports given to him by his staff here, and in a chat with The World stated that it was all right to be so busy that even a vacation time could not be spared, but that it was a great disappointment to him that he would be obliged to forego his annual Coast trip this year because of this unprecedented press of business affairs.

Mr. Geissler has always looked forward to this coast trip with pleasure and anticipation, for he enjoyed it thoroughly. These summer coast trips have been noteworthy in former years because of the truly remarkable orders that Mr. Geissler always brought back with him from San Francisco, Los Angeles, Portland, Seattle and the surrounding territory. The dealers out on the coast have always seemed to appreciate the exclusive wholesale service rendered by the Talking Machine Co., of Chicago, and felt that the certainty of getting goods in times of shortage more than compensated for the extra freight they were forced to pay to the coast.

On his arrival here Mr. Geissler was advised of the receipt of a \$25,000 order from the P. A. Starck Piano Co., of this city. This splendid order called for August 1 delivery on a big portion of it, and for September 1 delivery on the remainder. This is some summer order that gives an excellent idea of the prosperity of the Talking Machine Co.

In addition to this \$25,000 order, the following single order from one firm was reported to Mr. Geissler by one of the Talking Machine Co.'s salesmen: For August 1 delivery, 2 Victrola No. 4s, 2 No. 6s, 2 No. 8s, 12 No. 9s, 7 No. 10s, 6 No. 11s, 4 No. 14s, 6 No. 16s; September 1 delivery, 5 No. 4s, 5 No. 6s, 2 No. 8s, 13 No. 9s, 12 No. 10s, 14 No. 11s, 8 No. 14s, 14 No. 16s; October 1 delivery, 10 No. 4s, 10 No. 6s, 5 No. 8s, 25 No. 9s, 18 No. 10s, 23 No. 11s, 12 No. 14s, 23 No. 16s; November 1 delivery, 25 No. 4s, 25 No. 6s, 15 No. 8s, 61 No. 9s, 29 No. 10s, 54 No. 11s, 28 No. 14s, 61 No. 16s.

In view of the extent of this single order from one firm, it can be readily understood why Mr. Geissler is so optimistic and well satisfied with the reports to date of business being closed by the Talking Machine Co.

LATIN AMERICA BUYS MORE.

Exports to Five Southern Republics Show \$10,000,000 Gain.

(Special to The Talking Machine World.)

WASHINGTON, D. C., August 11.—While trade between the United States and five of the principal South American countries—Argentina, Brazil, Chile, Peru and Uruguay—is still in favor of the Southern republics, this country made a considerable gain the last fiscal year, and reduced by \$10,000,000 the wide margin of difference between its imports from and exports to those countries.

Imports remained stationary, being valued at \$187,000,000, the same as in 1912. In exports the United States gained, shipping to the five nations \$126,000,000 of merchandise this year, as against \$116,000,000 in 1912. Thus a net gain of \$10,000,000 was created. There were increases in shipments to all the countries named, except Argentina, where there was a slight decrease.

In the last year Argentina bought \$53,000,000 worth of goods here, sold \$27,000,000; Brazil bought \$43,000,000, sold \$120,000,000; Chile bought \$16,000,000, sold \$28,000,000; Peru bought, \$7,000,000, sold \$10,000,000, and Uruguay bought \$2,000,000 and sold \$7,000,000.



"Tone plus tone-control" comes as near as ever you will get to a nutshell definition of what the Columbia is offering and what Columbia customers are wanting.



Columbia Graphophone Company
Woolworth Building, New York

LARGEST SHIPMENT OF VICTROLAS XVI. TO TEXAS

Recently Received by the J. W. Carter Music Co., of Houston—Head of Company, Visits New York and Chats with The Talking Machine World—Finds Recitals Pay as Business Promoters—Explains General Successful Policy of the Carter House.

Texas was "put on the map" in local talking machine circles last week when J. W. Carter, president of the J. W. Carter Music Co., Houston, Tex., arrived in New York for a short visit. Mr. Carter, who has been identified with the music business for the past thirty-five years, is a real Houston enthusiast, and in chatting with The World pointed out many vital statistics regarding the prosperity of Houston. The J. W. Carter Music Co. is one of the leading houses of the Southwest, and in addition to representing the Vic-

"Our Victor business is showing splendid gains over last year," stated Mr. Carter. "We are more than gratified with the class of business that our Victrola department is attracting to our establishment, and as a matter of fact our books show the names of many of Houston's prominent people as purchasers of Victrolas in our store. We are endeavoring to introduce our Victrola department to the public of Houston by high-class methods, and up to date our success has been pronounced and noteworthy.

"I am an enthusiast regarding the value of informal recitals and concerts in promoting high-class clientele, and this idea is being worked out to excellent advantage in the development of our Victrola business. Last season we held a number of concerts, at several of which we featured the Victor Auxetophone, and at other times the Victrola XVI. These concerts are always attended by at least five hundred people, and we have been able to close a number of sales as a direct result of these recitals.

"The possibilities of developing a profitable Victrola clientele are unlimited, and we find that the higher priced types of machines are gaining ground every day. In addition to concerts in the leading furniture and mercantile establishments of Houston, we contemplate giving Saturday night recitals in our store all next season. The Victrola will be featured extensively at these concerts, and, coupled with a liberal use of publicity in the daily papers, we expect to close a banner season in our Victrola department. The assistance given us by the Victor Co., both from a product standpoint and as regards advertising, is invaluable, and it is hardly necessary to state that the popularity of the Victor products in Houston is advancing year after year."



Part of Largest Victrola XVI. Order.

tor-Victrola line, handles a number of prominent makes of pianos. While in the East, Mr. Carter visited the immense factories of the Victor Talking Machine Co., Camden, N. J.

VOTES FOR TRAVELING MEN.

New Campaign for Those Who Are Now Deprived of Ballot Suggested by a New York Traveling Man—Points to Injustice Now Suffered by 70,000 Men Who Travel.

Leon Meyer, Pacific Coast representative for a New York manufacturing house, is setting on foot a new movement to obtain voting privileges for traveling men when away on trips. Mr. Meyer said that there were more than 70,000 traveling men in New York and that over 40,000 of them were deprived of voting privileges, as they were obliged to be away during registration or election.

Theodore Roosevelt suggested the idea to Mr. Meyer of depositing a sealed vote with the election bureau before the salesman leaves on his trip, provided the candidates were named before he left. This, however, would open the way for frauds, according to Mr. Meyer, and would be unconstitutional, not being a secret ballot. Another suggestion was to have the salesman vote, upon proper

identification, in whatever city he happened to be on election day. But here would arise another difficulty, Mr. Meyer said, because it could not be determined for what State or locality the vote should be counted.

Mr. Meyer and his associates among traveling men are endeavoring to get in touch with some statesman versed in the proper procedure in such matters. He said whichever party takes the initiative in the matter will receive enthusiastic support.

"Under the existing conditions," said Mr. Meyer, "the proper authorities cannot be reached by individuals who are deprived of their votes and are therefore of little importance to the politicians. At the present time the railroads, who derive a large portion of their revenue from the salesmen, can make life a burden to them through restrictions regarding tickets, excess fares and handling of baggage, because the salesman has absolutely no redress through any of the political leaders. A man without his vote is like the man without a country," Mr. Meyer concluded.

EDISON BONCI RECORDS.

Five New Selections by the Famous Tenor Issued by Thos. A. Edison, Inc.

Five new selections by the celebrated tenor, Alessandro Bonci, are announced by Thomas A. Edison, Inc., Orange, N. J. In a preliminary announcement to its trade, the company calls attention to Bonci's international fame and the fact that he gives a most masterly interpretation of nearly all the great tenor roles. Prominent on the operatic and concert stages, Bonci has established for himself an enviable reputation the world over.

The five new records by Bonci, which are typical of his great art, are as follows: Two from Verdi's "Rigoletto," in which Bonci scored a tremendous success on the operatic stage; one from Verdi's "Luisa Miller," one from Donizetti's "Elisir d'Amore," one from Gounod's "Faust," and another from Donizetti's "Lucia di Lammermoor." All of these records bring out Bonci's wonderful voice to the best possible advantage.

To accompany these Bonci records, Thomas A. Edison, Inc., has prepared an unusually attractive hanger, measuring 22x28 inches. A characteristic portrait of Bonci is featured on this hanger, which should be of considerable assistance to the trade in featuring these records.

THE GOOD MANAGER.

A real manager does not try to shoulder all the work in the house and take care of himself. He knows that almost every hour of the day there is something going to turn up which will require his very best judgment and time to consider it thoroughly. He cannot do that and at the same time take care of a mass of detail work. If he attempts it he is not a real manager. He may be filling a manager's chair and drawing his salary, but he is really nothing but a substitute for a manager, or a manager in the kindergarten stage.

Thousands of good men are to-day fooling themselves into the belief that they are properly managing a business when, in fact, they are slaves to the detailed work of the business.

A BABY "TALKER" OUTFIT.

The Triumphon Co., of Berlin, has recently placed on the market a new model talking machine called the "Picnic." The machine is enclosed in a small carrying case and is comprised of motor, tone-arm, sound-box and turntable. Provision is also made for needles and discs. The whole weight without discs is only 4.5 kilos., and resembles a small traveling case.

Some dealers have tried short items in the local news columns and with good results. People come in the store and mention the advertising and usually favorable comment is made.

"What is that tune your daughter is playing?" "Which daughter?" asked Mrs. Cumrox. "If it is the older girl it's Liszt's Hungarian Rhapsody, and if it's the youngest one it's exercise 27."—Washington Star.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Talking Machine Men Looking for a Strenuous Season—Few New Models of Machines Offered—Market Flooded with Cheap Records Which Cause Considerable Worry—Shilling Disc in Sight—Conditions in German Market Also Unsettled—Talking Machines at British Music Trade Exhibition—Gramophone for Heart of Africa—Some Recent Developments of Copyright Law—Interesting Titles in New Record Lists—Gramophone Co. Brings Suit.

(Special to The Talking Machine World.)

LONDON, ENGLAND, August 5.—Vacation time is in full swing here, and a fair percentage of talking machine men have seized the opportunity presented by the slack period to recoup their health and brace themselves for the exigencies of what is generally believed will prove a more than ordinary strenuous time ahead. At the moment attention is directed to the production of new season's catalogs embodying the latest machine models—in which, by the way, no very striking changes in comparison with last year's styles, excepting the Columbia, is to be noted. The season promises to be exceptionally competitive in the record field and certain manufacturers have special plans in preparation, the operation of which will produce the keenest conditions ever experienced in this industry. In price disc records have reached a very low level, and coincident with the introduction of several new eighteenpenny records, it is generally believed one or two firms will endeavor to operate on a shilling basis. The restrictive conditions surrounding the American output is almost to be envied in comparison with those prevailing this side. By next October, I compute we shall have thirty-five to forty discs on this market, 50 per cent. of which retail at eighteenpence or less. Perhaps my American readers find it difficult to imagine the possibility of a good record production at this price, but on these discs some of the best material is obtainable. The quality of recording, and standing or reputation of a good proportion of the artistes is for the most part equal to the half-crown standard, and we are even promised a speeding-up in this regard. So many concerns operate here, and the bankruptcies during the last few years, have combined to contribute a glut of old master matrices which has considerably weakened trade stability, in that pressing form then made possible the cheap production. Not altogether perhaps, but certain it is that were it not for this condition, I believe we should have seen little of the very cheap records. Having no artistes' fees and the hundred and one expenses to pay incidental to recording, the holders of these old matrices are in the happy or unhappy position of being able to show a small profit on a 10-inch double disc retailing at one shilling. Although not the official price in every instance several makes are sold at this figure and doubtless there will be increased numbers this season. One of the latest is the Bob Record Co., "bob" being a colloquialism for one shilling. Surely, it's the limit!

Conditions are apparently much the same in Germany, where the Zonophone Co. has aroused a storm by the proposal to issue a record at 1s. 3d. as from September 1 next. This price is said to cover royalty charges under copyright into the bargain. The German press is loud in its condemnation of this policy, and practically the whole trade is combining in an endeavor to offset such a radical departure, which, it is claimed, cannot but act disastrously upon the future stability and welfare of the industry. For my part I despair of that elusive stability which is always "to come," but never does. So long as these competitive price-wars last there can be no such thing as stability—future or otherwise. Competitive efforts of this nature are financially exhaustive alike to all who engage therein, and must eventually

—; but there, I see that consolidation of interests—that Record Manufacturers' Mutual Protection Association, which I have for so long advocated, looming a little more brightly upon the horizon of discord and jealousy. It will come!

Talking Machines Will Be Exhibited.

At the British Music Trade Exhibition, which is to open up at Olympia next September, several talking machine houses have secured space for comprehensive exhibits. Ample provision in the way of sound-proof rooms for demonstration of records is promised, and the very attractive musical competitions in which the successful entrants will receive as prizes high-class pianos, etc., will insure a big public attendance. This exhibition—the largest ever held by the musical instrument industry in this country—is generally expected to result very profitably for all exhibitors.

New Bait for Hunters.

Captain Kelsey and his intrepid companions, who are venturing upon a motor car journey by way of the Cape through the very heart of Africa to Cairo, will carry "crystallized" entertainment in the form of a gramophone and ample supply of carefully selected records, chosen for the variety of enjoyment they offer. An interesting experiment is to be made on the journey. With the object of attracting big game for photographing or shooting, a lamb is sometimes tethered to a tree, its cries often drawing the game. This method is inhuman and is now superseded by an efficient substitute. A record has been taken of the bleating of a lamb, and it will be interesting to see how far the African animals are taken in by the deception. Imagine, for instance, lions or other wild beasts seeking a supper off the gramophone; what a disappointment for them!

Some Sidelights Upon the Copyright Act.

In the courts recently Messrs. Chappell & Co., Ltd., music publishers, made application for an injunction to restrain Thomas A. Edison, Ltd., and G. W. Bulkeley Byng from infringing the plaintiffs' copyright in the music of the "Girl on the Film" by making manuscript parts of the music for records. On behalf of both defendants, counsel gave an undertaking not to issue any records pending trial of the action. Having regard to this decision, the Gramophone Co., Ltd., has given a similar promise. Other firms are, of course, involved, and the action will result in making plain at least one of the several obscure provisions of the Copyright Act. According to the latest views of the copyright owner, usually a publisher, it is regarded as infringement to use band parts other than those sent out. Any alteration or adaptation a record manufacturer may make places upon him the onus of proving, should it be required, that it was reasonably necessary for the purposes of recording. The above action should throw light upon this difficult question, and the judicial finding is awaited anxiously by the whole trade. By the way, a writer in the London Music Trades Review computes that during its first year the Copyright Act has cost record manufacturers about £14,000, over £8,000 of this being apportioned to the cost of royalty stamps. The act imposes additional charges in its second year of operation, for, as from July 1, 1913, copyrighted compositions made prior to July 1, 1910, free in the interim, are now subject to royalty tax. The article to which reference is made throws an interesting light upon the attitude now taken up by publishers and that which obtained prior to the act coming into force. When the copyright committee was taking evidence it was maintained by publishers that record issues seriously affected the sales of sheet music. This, with little or no qualification, he it noted. To-day a number of publishers, recognizing the ephemeral character of the majority of so-called "popular" songs, etc., have given record houses carte blanche permission to record any and every-

thing of this particular kind of composition which they issue!

New Columbia Designs.

Two new machines just introduced here by the Columbia Graphophone Co. have created great interest on account of their very unique style of construction, by which the whole motive power is embraced in a unit independent of and quite isolated from the cabinet. The distinctive features are a metal motor board (with speedometer), breech-locking tone arm and "Regal" reproducer—a convenient combination, beautiful in appearance and excellent in results. A full description, with illustrations, of these new Grafonolas was given in our June and July issues. It may be as well to state that the first consignments of these improved instruments are now being delivered to the trade, and they will be known as Columbia Nos. 22 and 23, for the oak and mahogany models respectively. Either model will sell at ten guineas.

An Attractive List of "H. M. V." Records.

By way of preliminary to our usual comments upon the "H. M. V." monthly issues, we would draw attention to an excellent idea brought forward for the first time in connection with their latest list. In conformity with the company's regular practice each artiste's photo is published side by side with his or her contribution, and this month a further "illustrated" step is noticeable. An attempt has been made to illustrate the message conveyed by each title, as, for instance, "At Dawning" provides scope for a pictorial landscape setting showing the sun just rising beyond the hill in the distance. But, like everything else, this ingenious scheme has its limits, for we were distinctly disappointed to find that "The Parting Kiss" is not pictorially presented. It is not a difficult subject to depict, surely! However, any deficiency in this respect is more than counterbalanced by the delightful contents of the supplement itself, which provides an exceptionally attractive range of titles, as follows: Double-sided (twelve-inch).—"The Dwellers in the Western World"—The White Man, part I. and II. (Sousa), Band of H. M. Coldstream Guards; Selections from the Alhambra Revue—"8d. a Mile"—covering the most popular hits therein, by the Ragtime Orchestra; "Lancashire Clogs" and "A Black Coquette" (Grimshaw), banjo solos by Olly Oakley. Ten-inch double.—"Tarantelle Belphegor" and "Tarantelle des Salons," Band of H.M. Coldstream Guards, who also present "Berceuse" (Lacombe) and "La Cinquantaine" (Gabriel-Marie); "Molongo from the Congo," two-step, from "The Chauffeur in the Métropole" (Nelson), with which is coupled "La Baya," two-step (Christine), by the Palais de Danse Orchestra; waltz and march from "Mädchenmarkt"—The Marriage Market (Jacobi), by the Metropolitan Band. Single (twelve-inch).—"Funeral March of a Marionette" (Gounod), New Symphony Orchestra; "Balatella" (Bird Song), from "Pagliacci" (Leoncavallo), sung in Italian by Miss Alma Gluck; "Chorus, Gentlemen" (Löhr), Stewart Gardner; "The Gleaner's Slumber Song" (Walthew), Miss Marion Beeley; "The Parting Kiss" (Pinsuti), quartet—Miss Perceval Allen, Mme. Edna Thornton, John Harrison and Robert Radford; "Hungarian Dance, G minor" (Brahms-Joachim), Herr Fritz Kreisler; "The J. P." (Blascheck), Joseph Blascheck. H. M. V. (ten-inch).—"At Dawning" (Cadman), John McCormack; "Where My Caravan Has Rested" (Löhr), Hubert Eisdell; "A Spray of Roses" (Sanderson), John Harrison; "Summer Roses" (Dunkels), Mme. Alice Wilna; "Scherzo from Sonata, opus 31, E flat" (Beethoven), Mark Hambourg; "The Trail of the Lonesome Pine," Edna Brown and James Harrison; "I'm the Guy"—from the Alhambra Revue, "Kill That Fly"—(B. Grant), Harry Carleton.

Suit for Infringement.

There was no defense in the action brought by

FROM OUR LONDON HEADQUARTERS—(Continued from page 60).

the Gramophone Co., Ltd., against M. Smith & Co. for infringement of the plaintiff's trade-mark and "passing off." Counsel for the H. M. V. Co. asked for an order that defendant deliver up or destroy the infringing articles, to which his lordship acquiesced. Costs of the inquiry were reserved.

Lord Roberts Makes "Records."

To the long list of eminent men who have recognized the usefulness of mechanical oratory is to be added that famous soldier, Lord Roberts, V.C., field marshal of the British army. He recently visited the offices of the H. M. V. Co. and made several records, containing extracts of his Glasgow speech on "National Service," in whose advocacy he is very active. Lord Roberts is said to have spoken with great distinctness and expression, the rate being about eighty words a minute. Sets of the records will be distributed by the National Service League among its various provincial branches.

New Companies.

Invicta Record Co., Ltd.; capital, £4,000. First directors, A. J. Barton and W. A. Barrand, chairman. Registered offices, Bank Chambers, 76 Kingsland road, High street, London, N. E.

Wholesale Musical Supply Co., Ltd.; capital, £10,000. Offices, 6A Devonshire square, London, E. C.

Operaphone Record Co., Ltd.; capital, £1,000. Offices, 23 City road, London, E. C.

The Bob Record Co., Ltd. (private company); capital, £500. Offices, 45 Renfield street, Glasgow.

Legal News.

The bankruptcy of Charles W. Howell, 75 City road, E. C., has been annulled by the court following approval of his offer to pay a composition of 7s. 6d. in the pound forthwith on the liabilities, said to be £221 odd, under the receiving order made against his estate last January.

W. A. Barrand, Ltd., New Inn Yard, London, are in voluntary liquidation.

The first meeting of the creditors of the Whole-

sale Cycle Trade Supply Co., Ltd. (in bankruptcy), 52 Blackfriars road, S. E., was recently advertised to be held at 33 Carey street, E. C.

Edison Blue Amberol Records.

The eighth (September) list of Edison Blue Amberol records offers a number of choice selections covering practically every phase of music, and is throughout pleasingly representative of the best class of title from the latest repertoire of the leading artistes. In addition, records of several old favorite airs are to be noted, these being always reliable and steady sellers in most localities. The complete list is as follows: Concert Records.—"Souvenir of Moscow," Russian airs (Wieniawski) A. Spalding; "Oh, Promise Me" (De Koven), Marie Rappold; "Annie Laurie," Christine Miller. Ordinary List.—"Duncan Gray," paraphrase (Shipley Douglas), National Military Band; "Farewell in the Desert" (Adams and Weatherly), Hughes Macklin; "All the Girls Are Lovely by the Seaside" (Fragson, David and Lee), Jack Charman; "I'm Coming Back to Bonnie Scotland" (Trevor and Wright), Daisy Taylor; "The Call of the Homeland" (Teschemacher), T. F. Kinniburgh; "The Merry Widow," waltz (Lehar), Alex. Prince; "Don't Play That Old Love Melody" (E. May and H. Nicholls), H. Williamson; "She Does Like a Little Bit of Scotch" (Godfrey and Williams), Billy Williams; "Little Miss Demure" (Harrington and Hemley), Stanley Kirkby; "Marche Lorraine" (L. Ganne), National Military Band; "The Two Beggars," (H. Lane Wilson), Anthony and Harrison; "Favorite Airs from 'the Geisha'" (Sidney Jones), Edison Light Opera Company; "You're Just as Sweet at Sixty as You Were as Sweet Sixteen" (F. Helf), Will Oakland; "Love and Devotion" (L. A. Drumhellen), Venetian Instrumental Trio; "Blue Danube Waltz" (Strauss), American Standard Orchestra; "My Tango Maid" (H. Lodge), C. W. Harrison; "Lead, Kindly Light" (J. B. Dykes), Knickerbocker Quartet; "La Bella Argen-

tina," tango (Carlos Roberts) (for dancing), National Military Band; "Little Boy Blue" (Nevin), E. Spencer; "Annie Laurie and Home, Sweet Home" (Dunn-Payne), J. F. Burckhardt; "Down at Finnegan's Jamboree" (violin), C. D'Almaine & Co.; "Stradella Overture" (Flotow), Edison Concert Band; "Where the Sunset Turns the Ocean's Blue to Gold" (Petric), Byron G. Harlan; "Old Comrades' March" (Teike), U. S. Marine Band; "Monte Cristo" (Kollar), Jordarocabrana Instrumental Quintet; "Just Plain Folks" (M. Stonehill), Ada Jones and chorus; "Somewhere" (C. K. Harris), Irving Gillette and chorus; "Invitation to the Waltz" (Weber), National Military Band; "Italian Army March" (ac-cordion), Guido Deiro; "The Dream Melody Intermezzo"—Naughty Marietta (Herbert), Victor Herbert and His Orchestra.

Supplement to the Fall Catalog.

The British Zonophone Co., Ltd., has issued a supplement to the fall catalog, which includes all titles up to August. For the latter month an attractive list of good titles by tip-top artistes is ready, and the following examples call for special mention: "When the Midnight Choo-choo Leaves for Alabam" and "I Don't Want a Ragtime Coon," by G. H. Elliott; "Woodland Pictures," Part I. and II., Black Diamonds Band; "Giving a Darkey a Strawberry" and "Jean Loves all the Jockeys," Billy Williams; "Hold Your Hand Out, Naughty Boy" and "Anywhere in Manxland," by Florrie Forde; "Lasca" and "Gunga Din," two recitations by Lyn Harding; "Love Dance," intermezzo, and "Très Doggie," intermezzo, by the Peerless Orchestra. All vocal records have orchestral accompaniment.

Edison Recording Contest on the Stage.

The first of a series of public recording competitions behind the footlights took place last month; when for a whole week the Tottenham public were favored with nightly performances at (Continued on page 42.)



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEDIVÉ
OF EGYPT



To H. M. the KING
OF ITALY



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktiesselskab, Frihavnen, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balma, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros. & McMahon, 448 West Street, Durban; Ivan H. Haarburger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Ballaghattera Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD
LONDON, E. C.



FROM OUR LONDON HEADQUARTERS—(Continued from page 41).

their local music hall. This, the first attempt of its kind, proved sufficiently attractive to warrant repetition elsewhere. To say, too, that it was the most popular item on the bill is but to give scant idea of the genuine delight of the audience, whose reception of so novel a turn was distinctly enthusiastic. In a nutshell, the scheme was this—any member of the audience could compete and they were invited to record either vocally or instrumentally. The management offered three prizes—£5, £3 and £2—in order of merit for the best attempts. In the semi-final on the last night the adjudicators found themselves in a little difficulty, having regard to the number of really good records made. Finally ten were selected and there was so little to choose between their different efforts that after awarding the three prizes, it was decided to give consolation prizes of 10s. each to the remainder, and this arrangement gave general satisfaction. The list of prize winners and their chosen piece is as follows:

First prize, £5—L. Dyke (descriptive vocalist), "Ten Dirty Little Fingers." Second prize, £3—H. Rule (ragtime comedian), "The Gaby Glide." Third prize, £2—Miss Parkinson (ragtime comedienne), "Snokey Ookums." Seven consolation prizes of 10s. each—Mr. Clark (cornet solo), "Levy-Athen Polka"; Mr. Jones (mouth organ solo), a medley of airs; T. Keyes (baritone solo), "Thora"; Mr. Spencer (cornet solo), "Take a Pair of Sparkling Eyes"; G. Cairnes (mouth organ solo), a medley of airs; T. Bennett (comedian), "Any Old Iron"; St. Mary's Bugle Band, selection of army calls.

Your correspondent took advantage of the Edison Co.'s invitation to visit the performance and thoroughly enjoyed it. Many of the contestants were obviously, and perhaps naturally, nervous under the circumstances, despite the presence of that favorite comedian, Jack Charman, who opened the proceedings by demonstrating how apparently easy it is to make a record. But in this latter regard many were surprised to find that recording is somewhat deceptive, as witness the reproduced wails of certain fortissimo passages of those competitors who dodged back either too suddenly or too quickly from the mouth of the recording horn. But, generally speaking, a remarkable degree of excellence, all things considered, was obtained, and it was evident that the faithful reproduction of the various selections made a great impression on those present. Considerable amusement was occasioned by the appearance of some competitors in "make-up," one especially creating great laughter when he came on to sing a coster song accompanied by a dummy baby.

The Edison Co.'s arrangements were perfect and they merit congratulation upon the success of so unique a scheme for popularizing home-recording and the phonograph generally. Let us hope the local dealers will rise to the occasion.

Edison at Public Sports.

A great attraction at the Shepherd's Bush Football Club sports and fete day proceedings was the presence of an Edison phonograph and recording outfit. In full view of the audience the opportunity was afforded of having one's voice "photographed" for the small sum of threepence. Arranged in two compartments an Edison kiosk, effectively decorated, was fitted up, and this provision obviated interference with the recording proceedings while a selection of Blue Amberols was being demonstrated, each in separate rooms. H. D. Pride, of the Edison Co., made a record declaring the competition open, and this proved the signal for many entrants. Altogether fifty-eight competitors tried their luck and several enthusiasts had to be turned away. The songs, recitations, duets, speeches, etc., were voted excellent and some difficulty arose in adjudicating, but this was finally overcome by popular vote in favor of four winners. The Blue Amberol program was highly appreciated, encores were many and one record, "The Rosary," by Elizabeth Spencer, had to be played five times in succession. Undoubtedly the Edison kiosk was the most popular item on the program of the day's proceedings and with-

out question the recording competition took on greatly, for it provided comedy, drama and interest in such a way that the recording room was continually besieged, an appreciation which surely speaks for itself. It suggests an excellent scheme for dealers who would take advantage of local affairs of this nature to stimulate and widen their sales field.

Praises Columbia Rena Recording.

Miss Nella Webb, the famous American comedienne, who will be remembered for her charming performances in London (at the Tivoli) and the chief provincial centers, has been "starring" with our Australian cousins, and during her stay in Adelaide dropped in, without disclosing her identity, at the establishment of Messrs. Cornell & Son to hear her records. The first intimation as to who she was came to Messrs. Cornell in the following letter:

"Dear Sir—While having a few spare moments the other afternoon I went in to hear some of my own records, the first I've heard since leaving London, and I must tell you the Columbia Rena Co. has surpassed in the art of reproduction. Trusting others will enjoy them as much,

"Yours faithfully, NELLA WEBB."

Noted Artists Heard.

At the first concert recital of the incomparable Emmy Destinn, who has probably appeared at Covent Garden this season more often than any other prima donna (a sure sign of public appreciation), the tenor soloist was Morgan Kingston. The two artists (with Dinh Gilly) also sang together in the trio from "Faust." Both Mme. Destinn and Mr. Kingston are exclusive Columbia artists.

Columbia Doings.

Stanley Kirkby is represented on this month's Columbia Rena records by six selections. Among them we observe "Dance Your Troubles Away" and "Everybody's Doing It at the Seaside."

Worthy of mention, too, are the following: Twelve-inch—"With Verdure Clad," from "The Creation" (Haydn), and "The Holy City" (Stephen Adams), Walter Lawrence, boy soprano; "Three Fishers Went Sailing" (John Hullah) and "Husheen" (Alicia Adelaide Needham), Miss Carrie Herwin. Ten-inch—"The Dancing Mistress," Parts I. and II. (L. Monckton), Band of H. M. Scots Guards; "The Ballroom" (humorous story) and "Rosie" (talking), Mike S. Whallen; "Who Are You with To-night?" (Van Alstyne) and "Everybody's Doing It at the Seaside" (Kenneth Lyle and Bert Lee), Stanley Kirkby.

The ragtime features on each succeeding Columbia Rena list show no signs of falling off, for the new supplement contains no less than seven new ragtime selections, including "On the Mississippi" as a band selection and also as a duet, by Collins and Harlan, and "Snooky Ookums," by the latter also. Special mention should also be made of Hedges Bros. & Jacobson's great number, "The Trail of the Lonesome Pine."

Two numbers from the gorgeous London Opera House Revue, "Come Over Here," figure on Columbia Rena this month, to wit, "My Sumurun Girl" and "Take Me in Your Arms and Say You Love Me."

The ninth record in the Columbia Rena "Vocal Gems" series, issued this month, takes the form of vocal excerpts from the Savoy opera "Patience," all the best known numbers having been drawn upon and included.

Another novelty of the month provided by Columbia-Rena is the first record by Mike S. Whallen, the popular raconteur.

The famous Court Symphony Orchestra of the Columbia Co. contributes a particularly striking twelve-inch double-record this month of two dainty examples of the classics—the Nocturne from Mendelssohn's incidental music to "A Midsummer Night's Dream" and Massenet's "Scenes Pittoresques."

VALDEMAR POULSON SEEKS EXTENSION OF PATENT

Inventor of Method for Recording Speech or Signals by Means of a Magnet and a Magnetized Wire Appeals to British Courts for Lengthened Period of Protection.

(Special to The Talking Machine World.)

LONDON, ENGLAND, August 6.—An important application under the Patents and Designs Act, 1907, was heard by Mr. Justice Warrington last month. The applicants were the Telegraphone Corporation, Ltd., U. S. A., and on their behalf H. A. Colefax, K.C., stated the main arguments for the prolongation of letters patent No. 8,961, granted in 1899 to Valdemar Poulsen, of wireless telegraphy fame. The patent in question, said counsel, consisted of an apparatus for the storage of speech or signals by means of a magnet and magnetically influencing wire. He did not think there would be any difficulty in convincing the court that the invention was of a striking nature. Mr. Swinburne, the well-known expert, would be called by the petitioners, and he would prove that the invention was a very valuable one. It consisted in taking a wire or band of metal, and by means of electrical currents set up in speaking on to the wire, actuating the magnet both locally and crosswise and so magnetizing the steel band or wire in accordance with the current set up. It was possible to record and retain a record of the human voice in that way on a steel band and at a later period it could be reproduced with extraordinary clearness. Primarily the invention as described in the specification was intended to indicate that as the scope of the invention. As instances of uses the patentee had indicated a telephone conversation. Suppose someone spoke over the telephone while the person who should receive the message was out—that message could be recorded. Again, if a person spoke into the telephone that he would be back at 11.30, any person ringing up would get that message. From the commercial standpoint the greatest future for the invention was for such machines as dictating machines. The original invention had been perfected by two machines, one of which was the product of the Danes and the other of the Americans, and in each of them, instead of having a

cylinder, or even a band of metal, you had a piano wire of considerable length. When a record was made the spools of wire could be taken away and put in a similar machine. That was simply the working out in detail of the original invention, in order to make it a practical commercial proposition. There had been subsequent patents, but most of them were concerned with a type of machine upon which a good deal of time and money had been spent, but which as yet had not been very successful, viz., the disc machine. The idea of that was the magnetization of a cylinder and a disc locally and crosswise, as in the invention under consideration. Beyond the disc machine there were one or two developments. Taking the piano wire, which would run for thirty minutes, it was advantageous to be able to indicate where on the wire a particular record started, and also to be speaking in one room and have the record in another room. There was one patent concerned with that, but it did not touch fundamentally the principle of Mr. Poulsen's invention.

His Lordship.—I notice that the patent expired on April 28 last?

Mr. Colefax.—Yes, but our petition was presented before its expiration. We have done all we could to get the petition on, but unfortunate circumstances have prevented that being done.

Sir John Simon, K.C. (Solicitor General), who, with Austen Cartmell, appeared for the Board of Trade, said he did not think the fact that the petition was being heard after the patent expired really mattered. At any rate, he made no point of it, and did not suggest that it was any objection in itself. It might involve inconveniences to the patentee.

Mr. Colefax then proceeded to read and deal with Section 18 of the Act of 1907, under which the petition was presented, and the specification of the patent. Briefly stated, the object of the invention was obtained by subjecting a magnetizable bar of steel wire to the action of an electrical magnet,

which moved along it; the coil of the magnet being first in connection with the transmitter, so that the wire or strip was influenced in a manner corresponding to the signal transmitted, and the coil being in connection with a telephone receiver by which the signal which influenced the wire was reproduced.

James Swinburne, the well-known electrical expert, said he had studied the specification of Poulsen's patent, and also those of Federsen's patents. At the date of the first patent Edison had invented the phonograph, and then came the gramophone. Both these instruments were now in common use, but they were not quite satisfactory, because the tone of the instrument was merged in the subject being rendered. Another restriction was that you could not get a very long record—you could only use your disc or cylinder, as the case might be—when you were dictating. Poulsen struck out in a

new direction by magnetizing bars of steel and by getting away from any mechanical method. That was by no means an obvious idea. Indeed, it was so much the reverse that he (Mr. Swinburne) did not think any electrician now would expect it to work.

The Poulsen apparatus was an instrument which did not impart the tone of the instrument and therefore did not distort the voice, and, secondly, it had the advantage that it could be worked by a very long wire. The invention was fully described in the specification, and it was remarkable in so far as nine-tenths of patents taken out came out of developments in the ordinary course, but Poulsen's invention went in quite a new direction and did not depend on anything that had been done before. It was a difficult idea to work out and was put in a far more practical form than Edison's first patent for the phonograph. The essen-

tial part of the invention was in the length of the wire which passed through the magnet.

In cross-examination, Mr. Swinburne admitted that he had not known that any of the machines were being bought and sold commercially, and he could not see any reason why if it were not used commercially last year it should be so used this year.

Mr. Byrne, in answer to the judge, said it was anticipated that profits would be made in the future.

After further witnesses had been called, and counsel had addressed the court, his lordship held that the application had failed to make out a case for the prolongation of the patent, and he therefore refused the application on the grounds that it had not been proved that the patent was of sufficient utility to justify the extension, and that no sufficient reason had been given for the non-attempt to work the patent in England.

THE SALESMAN SHOULD KNOW

Every Detail of Manufacturing and Shipping of His Goods as Well as Have a Keen Insight Into Human Nature to Become Good Closer.

It is said that the best salesman is one who knows the business from the ground up, but that does not always follow. He should know enough about the line that he carries to make its merits plain to the buyers whom he meets. He should know talker tone and construction and considerable more, but he may be well versed in all of these things and yet not know how to talk about them, nor how to meet objections or to discuss the merits of other similar lines made by competitors. He may fully understand how to wax enthusiastic over the talkers made by the house which he represents, and yet not be able to kindle a like enthusiasm in the mind of the big buyer who signs the orders. A knowledge of terms, discounts, time payments, freight rates and the like may be stowed away in his mind, yet he may not understand them well enough to make the buyer see that competition may be met. Here is where science and psychology help out.

TAKES ON THE VICTOR LINE.

(Special to The Talking Machine World.)

GENESEO, N. Y., August 11.—Another Victor enthusiast is recorded in this territory by the addition of Walter Balding to the ranks of Victor representatives. Mr. Balding has been representing the Columbia Graphophone Co. for some time and has scored a pronounced success. In addition to his many duties as Victor and Columbia agent, Mr. Balding is also a moving-picture enthusiast, giving concerts in the town hall several times a week.

MISUNDERSTOOD ANNOUNCEMENT.

Victor Co. Sets Dealers Clear Regarding Advertising of the Old Style Victrola X.

The following communication bearing upon advertising of the old style Victrola X has been sent out by the Victor Talking Machine Co.:

"A few Victor dealers have misunderstood our announcement of July 12 on the reduction in price on the old style Victrola X and have run advertisements in the newspapers and displayed placards in their show windows featuring these instruments at \$60 instead of \$75, which is especially objectionable at this time, as it makes a 'cut price' impression.

"Our action in reducing the price of these instruments has classed them as 'dropped styles or second-hand machines,' and they should be handled by our dealers as such only, viz.: Dealers may display them on their sales floor and, as usual in the case of dropped styles or second-hand machines, call the attention of their prospective customers to the fact that they may be had at a reduced price.

"In pursuing this policy the present high plane of Victor advertising will be maintained, which, undoubtedly, is the desire of everyone connected with this industry."

BUSINESS ACTIVE IN BALTIMORE

Despite Unusually Hot Weather—Hochschild, Kohn & Co. Install Victor Line—Olewurtel & Co. Open New Columbia Quarters—What the Leading Houses Report.

(Special to The Talking Machine World.)

BALTIMORE, Md., August 5.—Business during the past month has been about as good as could be expected for this time of the year. While it surpassed that during the previous July, it was not by any means as lively as previous months, and this could hardly be expected when it is taken into consideration that many of the dealers and clerks were away on vacations, and that some of the warmest days that Baltimore has experienced for several years have prevailed.

During the month the department store of Hochschild, Kohn & Co., one of the largest in the city, added a talking machine department. It is located on the sixth floor and, while it has only been in existence for two weeks, the reports are that business has been fine and that the indications are that this new department will prove to be a great success. The company handles the Victor line and the department is in charge of J. W. Lohrfinck, who was formerly connected with Cohen & Hughes.

Another new agency is that of Olewurtel & Co., 566 North Gay street, which is handling the Columbia line. This firm also handles the same line on South Broadway, and Mr. Olewurtel is of the opinion that the new location will prove to be just as successful as the old, which will be kept up.

Manager F. A. Dennison, of the Columbia Graphophone Co., reports the month of July to have surpassed the same month of last year, and that prospects for the fall are very encouraging.

Similar reports are made with regard to the Victor line by Manager Robert, of the E. F. Droop & Sons Co.

Joseph Fink, of the Fink Talking Machine Co., makes very encouraging reports concerning business done by his firm with the Victor and Columbia machines.

Manager Albert Bowden, of the talking machine department of Sanders & Stayman, reports a good month with the Columbia and Victor records and machines.

The Lyric Music Co., through E. S. Stran, proprietor, makes encouraging statements with regard to business done by his firm during July. The firm handles both the Columbia and Victor lines.

COLUMBIA FOR MARKS CO. STORE.

Attractive Talking Machine Establishment to Be Opened by C. M. Robinson in Cleveland's Well-known Department Store.

(Special to The Talking Machine World.)

CLEVELAND, O., August 8.—One of the most important recent acquisitions to the lists of representatives of the Columbia Graphophone Co. is C. M. Robinson, of this city. Mr. Robinson will open in the very near future a large and handsomely decorated talking machine department in the new department store recently opened by the Marks Co., of this city.



3 New UdeLL Cabinets for Victrolas VI, VIII and IX

It is a fine idea to suggest to your customer a certain cabinet for his Victrola. You then get him to concentrate on that particular cabinet and it is much easier to make the sale. That is one reason why you should have these new UdeLL designs on your floor. The prices are in line with what you can reasonably expect to get for a cabinet with a certain Victrola.

The construction and finish being guaranteed you are taking no chances and will be able to make the maximum number of sales.

The UdeLL Catalog illustrates in a most attractive way UDELL CABINETS that you can sell quickly and at a fine margin. You write to

THE UDELL WORKS

Sales Dept.

Indianapolis

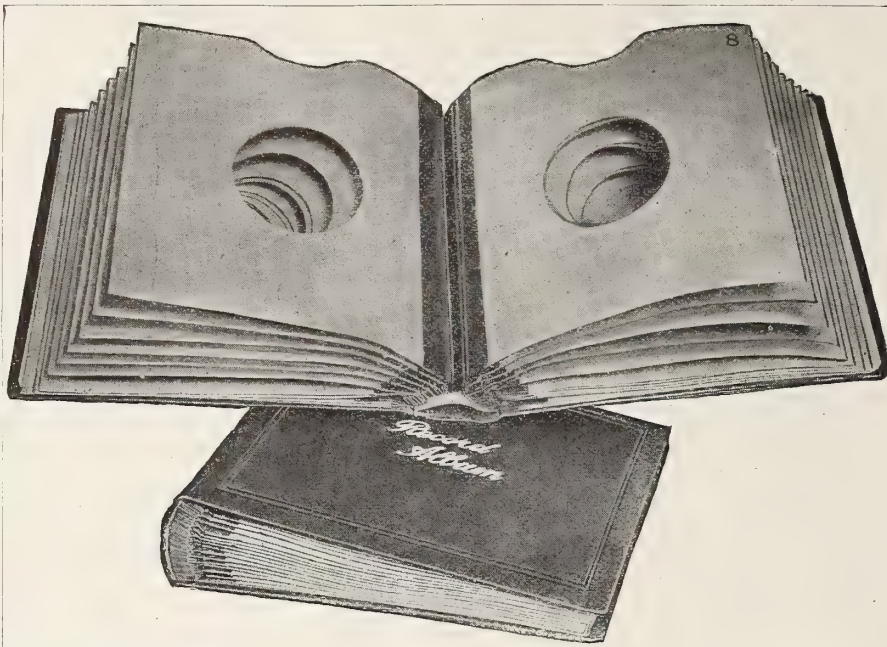
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No. 425—For Victrola IX. Mahogany or Oak. Holds 232 10 or 12 inch Disc Records.

UNIQUE RECORD ALBUMS

CONTAINING SIX PAGES OF INDEX

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workman, and are first-class in every particular. We sell them at very low prices to meet competition.



DISC RECORD ALBUMS
ARE WHAT EVERY
Talking Machine Owner
MUST NOW HAVE

With the index they make a complete system for filing away all disc Records, and can be added to, Album by Album, as Records accumulate, like books in a library.

OUR SUPERB ALBUMS ARE BEST FOR VICTOR, COLUMBIA AND ALL OTHER TALKING MACHINES

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These Albums contain 17 pockets made of strong fibre paper, each pocket having a hole in the center, as shown in the picture. These pockets are so made that they show very plainly both the single and double face titles on the Records. The Albums are bound in the finest quality of Brown Silk Finish Cloth, with gilt title on front cover. They are also bound in imitation leather. Write for sample and prices of our Albums, which are superior to all others.

Address NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa

H. L. WILLSON HELD UP BY BURGLARS

Assistant General Manager of the Columbia Graphophone Co. Has Frightful Experience at His Home in Hackensack Last Week with a Pair of Thieves—How He Won Out.

The associates of H. L. Willson, assistant general manager of the Columbia Graphophone Co., were surprised to read in all the daily newspapers that Mr. Willson had figured in an unusually hazardous occurrence the night before, when he surprised two armed burglars while ransacking the Willson residence at Hackensack, N. J., which is practically closed up for the summer, as his family is out of town.

The burglarly and attempted hold-up of Mr. Willson took place about 7 o'clock Sunday night, after Mr. Willson, accompanied by H. A. Yerkes, manager of the wholesale department of the Columbia Co., had returned from a short automobile trip.

Mr. Willson left Mr. Yerkes at his house, a few doors away from his own residence, and drove his car to the garage. He had accepted an invitation to dinner from Mr. Yerkes, and entered his house to dress for dinner.

As Mr. Willson entered by the back door he heard a strange noise on the upper floor which was not entirely to his liking. Not to be caught napping, he returned to the street and requested a lady who was waiting for a car to have it stop in front of his home and have some able-bodied men come to his assistance. Meanwhile he went back to his home and awaited developments. Just as he reached there two men jumped off the trolley car, which had stopped in front of Mr. Willson's door, and, upon being informed of the facts of the case, asked Mr. Willson if he had a gun in his possession. Upon being informed to the contrary, both of these would-be heroes departed in haste for the car.

Determined to make a thorough investigation of the noises in the house, which still continued, Mr.

Willson started to walk upstairs, from whence the sounds emanated. He had not proceeded very far, however, before two rough-looking specimens of humanity descended the stairs and, in addition to requesting Mr. Willson to throw up his hands, reinforced their "requests" with two wicked revolvers that they handled with apparent unconcern. Needless to say, Mr. Willson threw up his hands with alacrity and again awaited developments. They came quick and fast.

With a revolver placed against his back, Mr. Willson was "requested" to march to the woods behind the house, where one burglar would stand guard over him while the other ransacked the house at his convenience. It was also impressed upon Mr. Willson that any attempts he might make to secure help would most assuredly result seriously, if not fatally, for him.

Not relishing the careless handling of the revolvers in his immediate presence, and not caring to obey the burglars' commands, Mr. Willson, who incidentally had remained as cool as the proverbial cucumber throughout all these exciting events, decided to take a chance with the burglars, and started to argue them out of their professed designs. Standing there with the revolvers pressed against him, he offered them the loose cash he had in his pocket. While doing so, Mr. Willson noticed that one of the thieves had his baby's bank in his pocket, which contained a number of mementos which were valued because of their associations.

Mr. Willson asked the burglars to leave the bank behind them, but this they refused to do unless they could secure the money that was in it. With the revolvers still leveled at him, Mr. Willson, followed by the burglars, went upstairs, where he secured the key of the bank and proceeded to empty the bank of the money it contained, and retained the mementoes. Accepting the money Mr. Willson had tendered them and the money in the bank, the burglars, who during the conversation Mr. Willson had carried on with them had stated that they came from Virginia, backed out of the house with re-

volvers still raised and disappeared in the woods behind the house.

Incidentally, after the members of the Columbia staff had learned of all the details, Mr. Willson was congratulated for his coolness and courage.

PIANOS AND "TALKERS" AS PRIZES.

Offered by the New York Morning Telegraph in a Contest for the Most Popular Stage and Motion Picture Actors and Actresses.

In a popularity contest that the New York Morning Telegraph has just started a number of pianos and talking machines are offered as prizes for the most popular actors and actresses on the American stage and to motion picture players. In the contest for actors and actresses the second prize is a handsome Sohmer concert grand piano, the third prize a Jacob Doll & Sons' player-piano and the fourth and fifth prizes Regent and Baby Regent models, respectively, of Columbia Grafonolas.

In the motion picture players' contest the first prize is a Doll & Sons' Boudoir upright piano and the third prize a Nonpareil model of Columbia Grafonola. This contest is being advertised extensively, and the instruments featured are thereby receiving considerable publicity.

THIS IS FROM LONDON.

Harry Lauder says his greatest bores are strangers who claim old friendship with him. One day he was pressed to have a cigar by one of those professing friendship, and while smoking, he tore the thin red band off and threw it away. "Those cigar bands are very valuable," protested the giver, trying to enhance his gift as much as possible; "for 200 of them you can get a gramophone free." "My dear, sir," answered the great comedian, "if Ah used 200 of these smokes Ah wudna' want a gramophone, 'but,' he added, looking toward the skies, "Ah wud want a harp."

EARLY TRADE REVIVAL IN MILWAUKEE PREDICTED.

Business Unusually Good All Summer and Leading Houses Have Followed Up Vacationists—Becker Resigns from Espenhain's—Gram's Big Sales in July—Grafonola Grand Attracts Wherever Exhibited—Flanner-Hafsoos Co. Handling the Victor—News of Month.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., Aug. 11.—There are signs of a fall revival in the talking machine business even at this early date, and dealers and jobbers are confident that trade will establish a new high mark a little later in the season. Business has been unusually good this season, due probably to the fact that the weather has not been so hot this summer. The temperature reached a rather high mark during the early part of July, but with the exception of occasional days there has been little cause for complaint.

Special attention has been given to the summer resort trade by practically every Milwaukee dealer this season, and the results have been more than satisfactory. Wisconsin and Michigan are dotted with lakes of all sizes and description and the entire territory is an ideal summer resort district, so the field is almost unlimited for the live and enterprising talking machine man who is awake to his opportunities. Just as soon as the schools were out local dealers met with an increase in the sale of machines and records to people who were hurrying to get out of town to their summer homes. The call for small Victrolas has been brisk from people who own large machines and yet want to make use of their records at camp and summer homes. The small machines can be carried or shipped conveniently, where it would be impossible to take the big Victrolas.

Crop prospects are even brighter than a month ago, and unless something unforeseen happens another bumper crop will be harvested in all lines. Grain harvesting and threshing is under way in most sections of the State, and the reports which are arriving show that the yield is fully up to the average.

New Automatic Stop.

Something entirely new in the way of an automatic stop for talking machines, which is expected to attract instant attention, has been invented and perfected by a Milwaukee inventor. Full announcement will probably be made of the invention next month. Meanwhile, the first model of the device is being tried out on a Victrola by L. C. Parker, manager of the Victor department at Gimbel Brothers' store, to whom is due a part of the credit for the invention, for he got the inventor interested in the matter. The new stop is self-setting, self-starting and self-stopping, and it matters not about the size or the center of the record. The contrivance is small, hardly noticeable in fact, while it is noiseless.

Stephen Schroeder, an experienced talking machine man, has joined the sales forces at the Gimbel Brothers' Victor department. Manager L. C. Parker reports that business is good and that sales showed a healthy increase during July over those of the corresponding month a year ago.

J. H. Becker Makes Change.

A change of more than ordinary interest in Milwaukee talking machine circles has just taken place with the resignation of J. H. Becker, Jr., as manager of the Victor department at Espenhain's department store. Mr. Becker is temporarily in charge of the retail store of Miss Gertrude F. Gannon, 312 Grand avenue. His successor at the Espenhain store has not been selected as yet and one of the young lady employes of the department is now in charge.

Enjoying Vacation in "Philly."

Harry T. Fitzpatrick, manager of the Wisconsin Talking Machine Co., jobbers in this State for the Victor line, accompanied by his wife, is enjoying his vacation at his former home in Philadelphia. Miss Gertrude F. Gannon, head of the Wisconsin concern, reports that business is holding up well and that dealers are placing some good orders for Victor goods.

Sold \$5,000 Worth of Goods in July.

Paul A. Seeger, manager of the Victor department at the Edmund Gram Music House, accomplished the feat of selling nearly \$5,000 worth of

goods during the month of July, a rather unusual record for a hot summer month. The Gram house carries the Steinway and several other high-class pianos, and its trade is of the sort that buys the best to be had in the talking machine line.

Flanner Affairs.

Joseph Flanner, who carried the Victor line and who went into involuntary bankruptcy some time ago, is now out of business entirely. The Flanner assets, including sheet music, plates, copyrights, musical instruments in all lines, furniture and office fixtures, were sold by the trustee at public auction on July 31 for \$4,100 to the Heller Piano Co., Seventh and Grand avenues. The new Flanner-Hafsoos Music House, recently organized by Florian Flanner, son of Joseph Flanner, and Eric S. Hafsoos, a well-known and experienced piano man of Milwaukee, is now remodeling the first two floors of the old Flanner stand at 417 Broadway, where a piano and general music business will be conducted. Special and attractive parlors for the Victor line will be arranged.

Grafonola Grand Attracts Attention.

Business is so good at the Columbia store of A. G. Kunde, 516 Grand avenue, jobber and retailer, that Mr. Kunde has been obliged to increase his sales force. Trade with the various other Columbia stores in and about Milwaukee seems to be unusually good. Mr. Kunde featured one of the Columbia "Grand" Grafonolas in his windows during the big Perry centennial celebration held in Milwaukee, July 4 to 8, and it kept crowds in front of the windows most of the time.

J. E. Gerlich Now in Charge.

Announcement has been made that J. E. Gerlich, for twelve years connected with the Rudolph Wurlitzer Co., of Cincinnati, Ohio, has been secured by Adolph Hoeffler, head of the Hoeffler Manufacturing Co., as general manager of the Hoeffler business at 306 West Water street. Besides having charge of the automatic musical instrument phase of the business, Mr. Gerlich is looking after the extensive talking machine trade carried on by the Hoeffler house. He has already arranged some attractive window displays.

Gensch-Smith Enlarge Record Department.

The exclusive Victor store of the Gensch-Smith Co., 730 Grand avenue, had a narrow escape during a heavy thunderstorm recently, when lightning struck the shop, burning out all the fuses in the place and damaging the store somewhat. No one was injured, although several people in the store were badly stunned. A Victor machine which had been used in demonstrating was playing at the time and continued in the midst of the blinding shower of sparks from the exploded fuse box and mingled its tones with the jangling of the telephone, which rang madly for several minutes. Business is especially good at the Gensch-Smith store, another new sales record having been made during the month of July. The company has been forced to enlarge its record department and has increased its stock several times. The Gensch-Smith window during the week of the Perry centennial celebration caused many compliments.

PIANO MERCHANTS ARE HELPED

In Developing Their Trade Through Selling Talking Machines—This Is Demonstrated in the Splendid Report Made by F. G. Smith to the Columbia Graphophone Co.

A communication of unusual interest was received this week at the executive offices of the Columbia Graphophone Co. from the Flatbush avenue, Brooklyn, N. Y., warerooms of F. G. Smith, the well-known piano manufacturer. This establishment has been handling the Columbia line for the past few months, and their letter is decidedly enlightening as showing the influence that the talking machine department can have on scoring increased sales for the piano end of the business.

In this letter, F. G. Smith gave a detailed list of five actual sales of pianos and player-pianos that had been closed in the Flatbush avenue establishment as a direct result of prospects obtained through talking machine customers. Mr. Smith stated that all of these sales had already materialized and were not merely in embryo. Names and addresses of the customers were noted in the letter, and in addition to representing an actual cash value of \$3,100, there also is an excellent prospect of one of the purchasers of a manual piano exchanging his instrument for a high-priced player in the early fall.

Besides from the actual business of \$3,100, it should be considered that every purchaser of a piano or player that is traceable to a talking machine customer is also in a position to secure additional prospects for the F. G. Smith piano department by recommendation, praise, etc. This letter is naturally very gratifying to the Columbia Co., as it evidences co-operation that is certain to prove profitable to both the piano department and the talking machine division of a piano store.

"NEW MIGNONETTE"

To Be Introduced at an Early Day by the Columbia Co.—Will Embody Many New Features.

Under date of August 1, the Columbia Graphophone Co. announced to its trade the introduction of a machine to be known as the "New Mignonette," which will retail at \$100 and be ready for the market in a very few days. The new machine will contain the many features that the Columbia new product embodies, and will be a most welcome addition to the present extensive Columbia line.

In this same letter announcing the "New Mignonette," the company advised its dealers that the former model of the "Mignonette," which retailed at \$100, may be offered for sale at \$75 in the future. Columbia dealers are advised that this reduction is permitted because of the unexpectedly heavy demand for the new "Leader" at \$75, which has exceeded all expectations and has taxed the factory beyond its immense capacity. In order that Columbia dealers may not lose any possible sales for a \$75 machine because of inability to supply the "Leader," the "Mignonette" at \$75 will undoubtedly save the sale.

J. V. Schmill has sold his business in Mexico City to Cia. Distributors Fonografica Victor, S. A., who are general agents for the Victor talking machines and records in Mexico City.



"DUSTOFF" RECORD CLEANERS

ARE A POSITIVE NECESSITY
to all owners of talking machine records.

"DUSTOFF" De Luxe

Made on beautiful oxidized metal holder. Each in a box, and 12 in a display box. Retail, 50c. each. (In Canada, 75c. ea.) Liberal trade discount.

"DUSTOFF" (Regular) Model

Made on finely finished wood holder. Each in two color box. Retail, 15c. each. (In Canada 25c. ea.) Liberal trade discount.

JOBBERS AND COLUMBIA DISTRIBUTORS EVERYWHERE in the United States can supply you.

Canadian trade can be supplied through BERLINER GRAM-O-PHONE CO., Montreal.

MINUTE SHINE COMPANY, Sole Mfrs.,

282 N. E. CANAL STREET
PROVIDENCE, R. I., U. S. A.



With the "one complete line" and Columbia exclusive selling rights you can tune the talking machine business in your district up to any key-note you like the sound of.



Columbia Graphophone Company
Woolworth Building, New York

QUAKER CITY BUSINESS IN EXCELLENT SHAPE.

Plentiful Supplies of Most of the Popular Types of Machines Encourage Dealers Regarding Fall Trade—Heppe & Son Improve Department—Rapid Advancement Made by the New Firm of Conner & O'Neill—Recent Visitors to the City—News of the Month.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., August 7.—The talking machine business in Philadelphia during the past month has been quite satisfactory and has been considerably better than it was last July, and the outlook for the late summer and fall has been most gratifying. The dealers have placed large orders for the fall, larger than have ever before been placed. The factories seem to be able to supply all the demands at present, with the exception of the 6s, 8s and 9s; on these there is a shortage.

Business at the Pennsylvania Talking Machine Co. has been quite satisfactory in July. There has been a slowness in the sale of records, but machine sales were fine. The "Leader" and the new style "Favorite" and the new style "Eclipse" helped business considerably, especially among dealers. The foreign record trade of the Pennsylvania Co. has been exceptionally large in July—that is, with the dealers handling these records. A number of new agencies have been established during July in various parts of the State, and it expects to place the Columbia in one or two more large establishments in this city in the fall. A considerable improvement in the store is contemplated in the way of redecorating the walls and the hearing booths.

C. J. Heppe & Son have entirely refloored their wholesale talking machine department and have otherwise improved it. Their business for the past month has been most satisfactory, and away beyond the average July business. They have not been able to get a sufficient quantity of the Victor 6s, 8s and 9s, and have a large number of orders for these styles on their desk. Among the visitors to the Heppe department recently were Harry F. Cake, of Pottsville; J. Harry Holt, of Mt. Holly, and Charles McLoughlin, of the Stoll Blank Book & Stationery Co., of Trenton, N. J.

No firm started in recent years has shown a more rapid advancement than Conner & O'Neill, who recently moved from 141 South Fifteenth street to their new warerooms at 103 South Fifteenth street. Their new building gives them more than three times as much space as their former place, and it is fixed up in a most attractive way. They have three hearing rooms finished as well as a well-equipped demonstrating room. The location, being nearer to Chestnut street, is very much more convenient, and they enjoy a very large trade among the members of the Union League. They handle everything connected with the Victor line.

Walter Linton, manager of the talking machine department of the Estey Co., is at present away on a vacation, which he is spending at Ocean City. The report from the Estey department is that the business has been very fine in July. This department of the business will be pushed very vigorously this fall. A number of concerts are being planned in which the Columbia talking machine with its host of artists will be used as a feature.

Mr. Cope, manager of the talking machine department at the Snellenburg store, says that the nature of the business in his department during July has been such that he looks for a very large business this fall. Mr. Cope has just returned from a vacation spent in the Blue Mountains. They expect very shortly to put on a couple of new salesmen, and before the fall trade begins they will erect several more booths, taking the space now occupied by a ladies' waiting room. Among the recent visitors to the Snellenburg department were L. C. Wiswell, of Lyon & Healy, Chicago, and Harry Baisch, formerly with the Victor Co., but now with Forbes & Wallace, of Springfield, Mass.

Louis Buehn reports that business has been extremely good in July, and that his firm had a very substantial increase over last year. It has simply maintained the good sale of talking machine goods they had all spring, and in contrast to last year, when there was a considerable falling off in July. It has been partially helped by the advent of the new No. 10 Victrola, which instrument has well fitted into the line, and upon which they enjoyed a good sale.

The Edison dictating machine sales of the Buehn firm have been very good. Among some of the leading places with which they closed during July were the Adams Express Co., the Ritter Preserving Co., more machines to the Pennsylvania Railroad Co., a number to Tracey, Morris & Co., and the International Mercantile Marine Co.

Louis Buehn has just purchased for his own individual use a very nice Ford touring car, and he has started in to make excellent use of it.

"THE MEN ON THE ROAD."

The Importance of the Traveling Man in the Trade Set Forth by Our Bright Contemporary, The Arrow—Not Always Appreciated by the Merchant on Whom He Calls.

Not always is the traveling salesman appreciated as he should be by the merchant on whom he calls. Too often he may be regarded as an unavoidable evil, while as a matter of fact he ought to be looked upon as a source of information, of importance equal or second to only the trade journal.

The traveler is your friend if you will allow him to be, and you won't lose by being his. That he is looking for orders is nothing against him. If you are as aggressive as you need to be to be successful, you too are looking for business.

Should you close your doors on all travelers how much would you really learn of the outside world? How many new ideas would you obtain?

The time was when traveling men as a class had a bad name. Some deserved it, as perhaps some may now, but the whole was classified with the minority who were a product of the past age. To-day the class is very high—it has to be to get

results. You are pretty safe in taking the average traveler to your home with the secure feeling that you are entertaining a gentleman.

In particular the dealer has no way to comprehend the many sources of physical and mental fatigue of the man on the road, the early and late trains in all kinds of weather, the frequent indifferent hotel accommodations, the possible anxiety about the "folks at home" and the main fact, that of being away from home on one side and the positive necessity of doing business on the other.

Therefore, if the man who calls on you has the appearance of being a gentleman, give him attention. He will not abuse it. He may have an opportunity that will make you more money than anything you ever had. Anyway, you cannot afford to be discourteous, for this disposition on the part of the dealer travels far and wide. A traveler is human. He appreciates courtesy, and nothing is lost by applying the Golden Rule to a man. If his proposition does not appeal, you are not compelled to accept it—you are the judge—but refuse it courteously, and you will feel better yourself.

Those dealers who have made the best success, give big credit to the advice they have received from the men on the road.

EDISON DISCUSSES MOVING PICTURES

During Visit to International Moving Picture Exhibition Held in New York Last Week.

Thos. A. Edison attended the International Moving Picture exhibition which was held at Grand Central Palace one night last month, accompanied by Mrs. Edison. When interviewed, he said:

"The educational value of the moving picture is, and will be, enormous. Both the speaking and moving picture will be improved and developed, but it takes time. Through these mediums the great masses of the people can have the advantages of the rich man. There has already been some improvement, and this will increase."

"What will be the future of the moving picture?" Mr. Edison was asked.

"Perfect opera," answered Mr. Edison. "All delusions will be perfect, and probably the actual color will be produced."

"Will this be your work?"

"Unless some one gets ahead of me."

"Will the talking pictures displace the silent drama?" was then asked.

"No; both the speaking and silent moving pictures will continue to exist. Both will be improved. Both as they stand are just samples. Now we will go on to perfection. Both have been shown just to exhibit the possibilities."

Sunday burglary at the warerooms of I. Davega, Jr., 125 West 125th street, New York, is becoming a habit. July 20 marked the fourth one within a year. This time the thieves took some low-priced cameras, fountain pens and sporting articles. They overlooked the best cameras, so it is evident that the work was done by correspondence school pupils. Money wasn't thought of, perhaps because it is a talking machine store; but a press of a key on the cash register would disclose a drawer with fifty iron men serenely exhibited. These burglars fortunately spurned "de cash."

ACTIVELY PUSHING BUSINESS IN CLEVELAND.

The Aggregate of Business in the Talking Machine Field for the Past Month Relatively Larger Than in 1912—Dealers Are Most Optimistic and Encouraging Regarding the Outlook and Possibilities for the Fall and Winter Seasons—News of the Month.

(Special to The Talking Machine World.)

CLEVELAND, O., August 9.—The past month closed a very successful period in the talking machine trade, the aggregate of business being relatively larger than in 1912. The sales of high grade machines and records of the various makes was a distinguishing feature of the trade, at the same time there was a normal demand for the cheaper grades. The dealers are optimistic and actively pushing business, although claiming this is usually the dull season of the year. Distributors are laying in large supplies in preparation for the fall trade.

G. J. Probeck, who, for thirty years was connected with the talking machine business in Cleveland, has purchased stock in the Cleveland Ball Bearing Co. and been elected secretary of the company. The company deal in and repair ball bearings of all kinds.

"Isn't it a long step forward when your phonograph no longer need be restricted to the use of just one class of records?" inquired H. B. McNulty, inventor and patentee of the union attachments, sound box and modifiers, manufactured by the Union Specialty & Plating Co., of this city, of which Mr. McNulty is vice-president and general sales manager. That the inventions are meeting a want is manifest in the large and rapid sales the company is making in every section of the country. Mr. McNulty says his exhibit at the Niagara Falls convention met with instant recognition and received unstinted praise, and resulted in his booking many orders.

The vacation season is on in earnest at the Eclipse Musical Co. T. H. Towell, president of the company, is spending a week in the country. Before leaving he expressed himself favorably as to the business outlook. Gertrude I. Bishop, Mr. Towell's valuable assistant, is vacationizing at Euclid Beach. Ida E. Houtz, the popular sales lady of the company, has just returned from a two weeks' vacation. P. J. Towell, the president's brother, who looks after all the departments in a general way, is very busy these days receiving large invoices of goods from the factory and shipping them out to dealers. The company is doing a splendid business.

Activity prevails in all departments at McMillin's, not alone in the talking machine line, but

in the piano and musical instrument trade. Sales of talking machines, it was stated, were considerably above normal, with a large and very satisfactory sale of records.

Mr. Madson, manager of the Columbia store, is highly pleased with the volume of trade and prevailing conditions. He says the business thus far this year exceeds that of the corresponding period last year over fourfold, and that it is constantly increasing. The company is taking on new dealers with great frequency, and being able to promptly furnish supplies is meeting with favor from its successful clientele.

The Stetson Mfg. Co. has moved into its new quarters in the Hippodrome Building, the offices are larger and new equipment has been added to meet the demands of their rapidly growing business.

"Interest in 'Arteste Tone Magnifier' does not seem to be affected by summer migration, as every mail brings inquiries from the summer vacationists," Mrs. C. Stetson Butler stated. She was indeed the picture of activity, getting things whipped into shape for a month's absence from business. Mrs. Butler is spending the month at Timagami Lake in the wilds of Canada, and will not return until September 10.

E. A. Friedlander, manager of the Bailey Co., stated sales of Victor, Columbia and Edison goods were of good volume and very satisfactory. Sales for the first half of the year were said to show an increase in every month over that of last year.

Business was said to be fairly good at the Victor distributing store of the Collister & Sayle Co.

Manager Thomas A. Davies, Jr., of the Wm. Taylor Son & Co., reports excellent sales of Victor and Columbia machines and records. He says taking on Columbia lines has materially increased trade. The company is specializing the talking machine business.

At the Edison distributing store of H. D. Berner, in the Ellastone Building, and the retail store, 36 Taylor Arcade, business is reported good, especially the wholesale trade. Consolidation of the two stores, in a new location, will soon be made.

R. Sochla is busy at his two stores, 1831 West Twenty-fifth and 5101 Fleet street. Together with pianos and musical instruments generally, he handles exclusively the Columbia line.

A. C. Praikschat, 3491 West Twenty-fifth street, has taken on a full line of the Columbia Graphophone Co.'s goods. It is the only South Side Columbia store, and he is doing a rattling good business, especially in the foreign line of records.

The Maresch Piano Co., 3303 East Fifty-fifth street, dealer in pianos and musical instruments generally, carries a complete line of Victor goods.

John C. Flynn, traveling salesman for the Eclipse Musical Co., of this city, and proprietor of the Ohio Music Co. at New Castle, Pa., was a visitor here August 5.

Warren L. Kellogg, of Meadville, Pa., a brother of O. E. Kellogg, of the McMillin & Son Co., representative of the Victor Talking Machine Co., is spending his vacation, accompanied by his family, visiting his brother and boating on the lake.

F. L. Fritchey, of Columbus, O., an old time talking machine man, was a visitor at the Eclipse store recently.

MISSION OF THE SHOW WINDOW.

The real mission of a show window should be to tempt people into the store, and not merely cause them to pause, look and walk on. Do you catch the idea? No window can sell goods when the curtain is down; leave the curtain up days, nights, holidays and Sundays. The show window has no religious nor labor union scruples against working overtime and all the time.



Cleared for action

There's never any orders left from the day before to handicap us with our day's work. No short stock either to hold us back.

Our invariable rule of shipping all goods the same day the orders are received means a clean-up every day and enables us to tackle the next day's orders and dispatch them with the promptness for which we have become noted.

And we watch our stock as carefully as we watch the orders, for that is the starting point of our quick service. You can depend upon it that whatever you want in Victors, Victrolas, Victor Records, record cabinets, horns, fiber cases, needles, repair parts and other accessories, is right here waiting for you, and on the way to you the day your order reaches us.

Send us a trial order and see how quickly we get on the job. At any rate, write today for our catalog and our booklet, "The Cabinet That Matches."

Victor foreign records

Our stock includes the entire Victor foreign list—ready for immediate delivery.

Arabian	Greek	Norwegian
Bohemian	Gregorian (Latin)	Polish
Chinese	Hawaiian	Portuguese
Croatian	Hebrew	Roumanian
Cuban	Hungarian	Russian
Danish	Italian	Sistine Choir (Latin)
Finnish	Japanese	Slovak
French	Jewish	Spanish
French Canadian	Mexican	Turkish
German	Neapolitan	Welsh

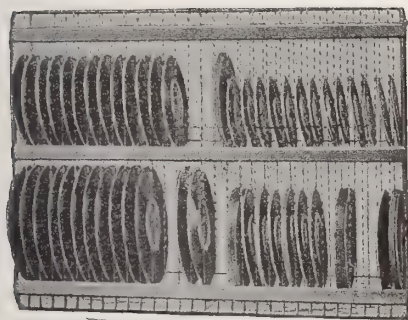
"If it's in the Victor catalog, we have it."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street

New York



This shows a multiple of one of our Systems. For 10" or 12" records. Each tier holds about 250 records. Costs about \$2.00 a tier.

BUILT OF HEAVY STRONG WIRE,
PLATED AND LACQUERED.

WRITE for 20-page catalog giving details and information on the best way of keeping your records.

The Syracuse
Wire Works

SYRACUSE,
NEW YORK



THREE YEARS' RECORDING TRIP IN EUROPE AND ASIA

Many Interesting Incidents and Impressions Set Forth in Greatest Recording Expedition Ever Made—Oriental Artists Hitherto Unknown Introduced to People of the World.

By T. J. THEOBALD NOBLE, a Prominent European Talking Machine Recorder.

(Continued from last month.)

My next adventure was at Merv on the Russian Turkestan-Afghan frontier. It was during the period of the return of Halley's Comet. I was in the position where was obtained the nearest and finest view, namely, the center of Central Asia. I had gone out at two in the morning when it was first expected but was a little disappointed in



Dervishes and Mr. Noble at Samarkand.

not—as I thought—seeing it, when I was suddenly accosted by a sentry who demanded my reason for walking in his direction. When I replied 'I am endeavoring to find the comet,' he smiled—as I did myself at such a ridiculous answer—but he said, pointing to the way I had come, 'There is the tail of the comet as plain as I am before you; surrender your passport.' I replied that my passport was at the hotel, which he was pleased to accept and bade me appear at the police chief's house in the morning. There is no fear of running away or leaving the town, for permission has to be granted by the police, and furthermore I was the only foreigner in the town with the exception of a French astronomer who had arrived to take photographs of the comet. In the morning I satisfactorily explained my wandering and was forgiven. The tail of the comet was so enormous at Merv that its enormity was the reason I had failed to realize it was actually the comet. On returning to the stable they called the 'Hotel Europe' in Merv, I met the astronomer who pointed out the huge flare of light to me. The light I had seen previously, but in curious foolishness had imagined it to be the reflection from Merv station rising into the night, and now remembered that such a light could not emanate from a station where there were only oil lamps. Later the comet appeared in the sky and it was beautifully clear with a resplendent tail. I saw it every night for three weeks.

Two days after the comet incident I was arrested whilst taking or endeavoring to take a snapshot of the Himalayas Mountains, which could just be seen in the distance. This arrest was far more serious, for I was put in a cell and learnt I was accused of espionage and was arrested in the act of taking photographs of the fortifications and lines of the Russian troops on the frontier. I also learned that I had been shadowed ever since the affair de comet. My camera was confiscated and the films developed, two were of artists and three local views—one the hotel, the main street, and the last. The films had taken two days to print and in spite of numerous threats and repeated asseverations of my innocence I was detained in the filthy cell for two days. On the night of the second day I was released with profuse apologies. It appeared they had ransacked my belongings at the hotel, and discovering nothing incriminating were compelled to release me. The chief of police was also fearing I should acquaint the nearest Consul and was profuse with

his apologies. I, however, never regained my camera until I left the town, and then they had sent word to Bokhara of my arrival there, for on alighting from the train, my camera was again confiscated until my departure. I was, however, able to take a few views of the old town with the camera of our agent.

By the administering of a moderate bribe I was able to persuade the official at Bokhara not to communicate with Samarkand to have my camera confiscated, and I was thus able to secure a number of interesting photographs. Of the artists there is little to write, their singing was really not singing, but cat calls, crying, yelling, chokings; what you will, but certainly not singing. The artists in Turkestan were always over fifty, whilst in Bokhara the youngest artist was seventy-four and, on account of his being so young, he was not a seller from the talker's point of view. The most popular artists were between eighty and ninety. Imagine the poor recorder trying to make a record of the choking of an old man of ninety, sufficiently loud to be commercial.

In the tour I had recorded 951 titles. The cost of the tour, including traveling expenses, personal expenses, artists' fees, freight—in fact, all money spent appertaining to the recording—was just under \$15,000. Artists' fees in that part of the world are not yet ballooned to the extent they are in Europe and America. Cossack choirs would ride two days into Vladikavkaz, stay a night in the town, and two days return journey, for the sum of \$50—for twenty-four titles, eight men, or



Roomiki Trio, Vladikavkaz.

six men and a woman, the latter playing the harmonium as the only accompaniment.

Whilst in Merv and Samarkand we secured artists for six dollars for four songs. Such money to those Cossacks of the mountains and the Tekints of Merv is enormous, for they are known to live on the equivalent to six dollars a year.

At the same time it is well to mention that two Persian artists cost the equivalent to seventy-five dollars per song. A Czart in Bokhara cost us six hundred dollars for ten titles. These, and two others, were the only exceptions, the rest being very cheap.

I will now speak of my Indian tour from all points. Just before leaving Calcutta for Madras I received the following letter, which was evidently written with the assistance of a letter-writer, from my boy:

Dear Sir:—I beg respectfully requested to inform your Honor to have your kind notice before your favorable consideration. Sir, I beg respectfully to know from to your honour that you have no time to speak for with me therefore I let you know your honour by the application that you have very quickly notice to leave Calcutta; therefore I wanted to know from to your honour about my salary and for my warm clothes, if your honour wanted to engage me for up country you will have to pay me ten rupees for the farm clothes and eight annas for to food and return to MY Calcutta.

It is our generally rule in the Thos. Cook and son if your honour not believe me you can required in the Thos. Cook yourself.

I have the honour to be Sir, your honour's most obedient servant.

(Sgd)

MUCKBEEL HASSAIM.

He was asking for money to buy warm clothes if it was my intention to travel in the North of India, (which is extremely cold for a southern boy) eight-annas per day for food and sustenance above his stipend, which was thirty rupees per month (a lot of money for him, considering it costs but two or four annas a day for all he desires even allowing for extravagance). He wears very little clothing and he is also able to receive certain commission from the tradesmen when he is buying goods for you. This boy was my third. The first I had to send off through belonging to a caste which did not allow him to clean up anything I might inadvertently spill. My second boy I afterwards discovered to be a Jain. In this caste it is against their religion to kill an insect or any live thing, be it insect, microbe or animal. One day I observed a small green insect crawling up the wall of my room and ordered the boy to kill it (I was dressing for dinner at the time). To my surprise, he knelt in supplication and told me that he was a Jain and could kill not any living thing. I told him to fetch the hotel boy, which he did, and then I dismissed him. I had vague ideas of being somewhere in the wilds of India with a boy who wouldn't kill an animal, or pick up birds whilst out shooting, or being attacked by some animal or other, and the boy looking on and praying, instead of killing.

This third boy, however, although he had many castes (what I term, blemishes), he was tactful with it and should I ask him to perform any task which was irrelevant to his religion he would say, 'Yes sir, I will do it at once,' and going outside, would get one of the hotel attendants of a different caste to do the necessary act. A strange example of caste idiosyncrasies was the following: The company in India one day sent out several men with circulars which were to be delivered amongst the native population of Calcutta (nearly a million). It was discovered, however, that one man had in one or two streets merely dropped a packet of circulars at the top of the street and in such a prominent part and with evident care that an inquiry was held, and the twelve men asked which of the number had so discarded the circulars. A man immediately stepped forward and explained that he being a Brahman (the highest caste in India) it was not for him to deliver circulars at the doors of such inferior castes as the — (here he mentioned one or two of the lowest castes) but he assured us that the circulars would be collected nevertheless. What is more, they were. The inferior castes appreciate the superior class of the Brahman and whether he be a circular man or a millionaire he is respected the same.

Caste has so many varieties and customs that I shall not attempt to dwell on them but give one or two more incidents of caste and religion which



Persian Trio of Recorders.

came my way in the country of nearly three hundred million natives. In Madras I witnessed the funeral of a Mahratta. My notice was attracted to the jocund clash of metal instruments, bells and tum-tums, loud laughter and singing. I observed coming towards me a small procession of men who appeared more or less intoxicated. In the center of the throng was what appeared to be a large box of flowers but on its nearer approach was in reality the dead figure of a man, uncov-

cred, sitting upright in a coffin or box of flowers. It was the caste custom to bury their dead in this fashion—old men sitting upright, young men lying covered with flowers, the women as unceremoniously as possible.

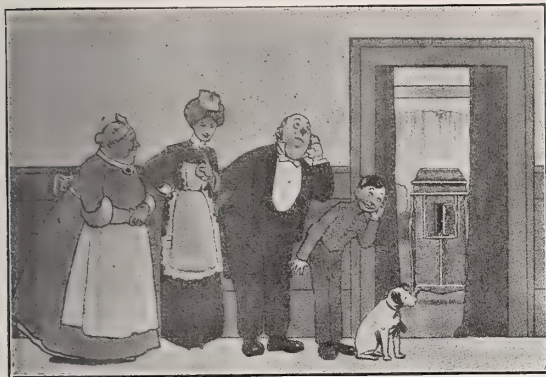
It is, however, almost a universal custom throughout India to attend the funeral of an Indian with great hilarity, songs, music, and, in fact, to have a good time.

Walking one night through the native quarter nearest my hotel, I was attracted by loud drum beating and the voices of men. I observed on the first floor of one of the houses a party of eight or nine men, seated in a circle, all holding and beating drums. They were also singing and throwing their heads to and fro to the regular rhythm of the chant. I learned they were singing the entrance of a friend, who had just died, into Heaven.

(To be continued.)

A CLEVER BRITISH POSTER.

An interesting application of the "His Master's Voice" idea for poster work was recently presented by "His Master's Voice" record people of London. The poster, which was in suitable colors,



"His Master's Voice."

was captioned, "His Master's Voice, or Why the Dinner Was Late," and incidentally introduced the new Victrola model machine.

DON'T STAND IN THE WAY.

Your idea of progress may not be the same as your neighbor's, but, for the love of Mike, don't stand in his way if he is really trying to get somewhere!

The real secret of leadership is to find out what the people need. And then lead them to it.

You cannot put a time clock on brain work. If you're a tail-ender, get a wiggle on yourself.

HAWK ACTS AS CADDY

In Famous Game of Golf Played by George W. Lyle and H. A. Yerkes at the Hackensack Links the Other Day—Newspaper Man Gives Graphic Record of Happening.

Local golfing circles were considerably disturbed last week by the official reports of a strenuous golf game indulged in by George W. Lyle, general manager, and H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co. It seems that in the midst of an exciting game a good-sized hawk swooped down on the green and bore aloft with him the golf ball being used, and this after a splendid drive by Mr. Yerkes.

A humorous story of this important event was chronicled in the Evening Mail as follows:

"The season of the dry-land fish story is full upon us. From hither and yon come tales of strange happenings upon the putting-green, the tennis court, the gentle croquet ground, even. With hawks that swoop down upon innocent golf balls, nip them up off the green and maliciously drop them into the sand bunker, one really cannot play in any sort of form, you know.

"And that really happened only the other afternoon to H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., whose opponent, George W. Lyle, general manager of the same company, has not yet got over laughing.

"Messrs. Lyle and Yerkes were playing a little game at the Hackensack golf links. This is what happened: Long shots from the tee by Mr. Yerkes, who is a good player. Admiring glances from Mr. Lyle, who says he is no player at all, but only a cheerful fozzler at the great game. Ball lands at edge of putting green and hobbles along in the grass, all unconscious of swooping hawk.

"Hawk, seeing lunch, pursues luscious little golf ball, nips it up neatly, bites down hard, cracks his beak and simultaneously loses faith in human nature. In disgust, drops little golf ball into a hole amid sounds of praise (no doubt) from Mr. Yerkes and unmistakable chortles from his opponent, Mr. Lyle.

"A friendly argument ensued between the golfists as to what should be done. Mr. Yerkes was for having the ball replaced at the point where the hawk nabbed it. Mr. Lyle, between chuckles, said the ball ought to remain in the hole, his opponent counting one extra shot.

"Meantime the hawk was struggling with a dislocated jaw and needed assistance, but neither gentleman found it in his heart to aid him. Mr. Yerkes consumed several shots making the hole. Mr. Lyle figured out how a referee would have counted the game had it been in a tournament. He is still figuring.

"Mr. Lyle says (and his reputation for veracity is of the highest) Mr. Yerkes' hawk experience wasn't anything unique at all. An office associate corroborated his tale of a tennis ball volleyed with deadly power. It struck a sparrow in flight across the court, killed it instantly and carried it along so that the player on the other side of the net 'returned' both ball and sparrow with one swat.

"Ahem! Next?"

NEW IDEAS IN DEVELOPING TRADE

Gotten Out by E. W. Coburn & Son, of Waterloo, Which Are Worth Consideration.

E. W. Coburn & Son, enterprising Edison dealers of the hustling city of Waterloo, Ia., are always endeavoring to try out some new ideas in order to properly cultivate their clientele. These ideas usually are possessed with originality and embody something different in their methods, and it is indeed gratifying to note that the firm's efforts to date have been fraught with success.

One of the latest plans evolved by this aggressive house was along the lines of an R. S. V. P. affair and was worked in the following way: The company selected twenty names from their mailing list of people who had been good record buyers but had dropped off lately. To each of these twenty addresses was mailed a Blue Amberol record that the company thought would particularly appeal to each individual. Each was written a short letter about one of the latest Edison lists, which was enclosed, and the company asked them to drop in and pay for the record when they were downtown or else return it.

Here is the result: Twelve kept the record which was mailed them, and when they paid for it bought twenty-six additional records—an average of over two apiece. Five exchanged the record mailed them and bought thirteen additional records—an average of nearly three apiece. Two returned the record and did not then buy any, but the company expects they will do so later on. One has as yet to be heard from. It cost just \$2 to sell fifty-six records and to interest nineteen Edison owners in Blue Amberols!

AGAIN IN HARNESS.

Daniel G. Williams, the veteran traveling representative of the Udel Works, who was unable to attend the Talking Machine Jobbers' convention at Niagara Falls, N. Y., owing to an operation on his eyes, is, we are pleased to say, enjoying good health again and is now on one of his regular trade quests in a number of Western cities. After his usual vacation he expects to resume his regular trips this fall and winter.

Mr. Williams has a host of friends in the talking machine trade who are glad to find that he is again actively in harness.

IN the clinches you can rely upon the Ditson Victor Service. Profits are contingent upon our fast work—and we know it.

STOP saying to your customers: "We haven't got it," because you can get it from **DITSON**.

FAST Victor service is our aim, and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor Styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company, Boston, Mass.



The music lover wants music in summer as well as in winter. The Columbia season is always an open one. Go to it and land the big ones.



Columbia Graphophone Company
Woolworth Building, New York

EXTEND PARCEL POST AND REDUCE RATES.

Postmaster-General Announces Important Changes—Maximum Weight Twenty Pounds in First and Second Zones with Charges Materially Lower—Affect 150 Mile Radius—To Include Wider Zone Later—Talking Machines and Small Instruments Benefited.

(Special to The Talking Machine World.)

WASHINGTON, D. C., August 6.—Plans for extension, improvement and reduction in rates of the parcel post were announced Saturday by Postmaster General Burleson. The changes, which are to become effective Aug. 15, include an increase from 11 pounds to 20 pounds in the maximum weight of parcels; a material reduction in the postage rates in the first and second zones, and the abandonment of the parcel post map as a means of computing rates and the substitution for it of a rate chart individualized to every post-office in the United States. The plans contemplate the purchase of a large number of automobiles to be used exclusively for the delivery of parcel post matter.

While, for the present, the maximum weight limit of 20 pounds and the reduction in rates will apply only to the first and second zones, from any given post-office—a distance of about 150 miles—the changes directed to-day constitute the first long step toward a universal extension of the system and a general reduction in the rates.

"It is my expectation and belief," said Mr. Burleson, "that eventually—and it may be fifteen or twenty years—the postal service will handle practically all of the small package transportation business in the United States. The maximum weight limit, extended now from eleven to twenty pounds, I expect to see increased to 100 pounds, and experience may demonstrate the practicability of handling the parcel business at even lower rates than we now propose.

"In the making of extensions and reductions of rates it is necessary for us to proceed with caution, so as to afford ample opportunity to prepare the increased business. For that reason we have made the changes proposed apply only to the first and second zones. I appreciate fully the sentiment for an increase in the weight limit and a reduction in rates to all zones, but it is necessary for us in a sense to feel our way."

Changes Officially Outlined.

Mr. Burleson announced the changes as follows:

The first zone shall include the territory within the local delivery of any office and the first zone of postage will apply to all parcel post mail deposited at any office for local delivery or for delivery by city carrier or on rural routes emanating from the post-office.

The second zone shall include the remainder of what is now the first zone, together with the present second zone, and shall include all the units of area located in whole or in part within a radius of approximately 150 miles from any given post-office.

The rate of postage on parcels weighing in excess of four ounces in the proposed first zone will be reduced from 5 cents for the first pound and 1 cent for each additional pound or fraction thereof, to 5 cents for the first pound and 1 cent for each additional two pounds or fraction thereof, and the rate for the second zone will be reduced from 5 cents for the first pound and 3 cents for each additional pound or 6 cents for the first pound and 4 cents for each additional pound or fraction thereof, to 5 cents for the first pound and 1 cent for each additional pound or fraction thereof.

The maximum weight of parcel post packages will be increased from 11 pounds to 20 pounds, the increase of weight to apply only to the first and second zones. No change has been made in the size or form of the package.

Statistics collected by the department show that quite one-third of the total number of parcels

mailed are handled within the proposed first and second zones, and the Postmaster General believes the increase in the weight limit and the reduction of the rates of postage in the first and second zones, as proposed, will benefit greatly more than one-third of the public; and that the producer, the consumer, and the local merchant will profit materially by the changes. He points out, too, that the farmers, who were led to anticipate much benefit from the parcel post service, will be afforded a cheap means of transporting their products directly to the consumer, and that the local merchant whose trade does not justify the employment of extensive delivery service, also will be benefited, as the system will put him in close touch with his customers.

600,000,000 Parcels a Year.

At the outset it was estimated that 300,000,000 parcels would be handled during the first year of the operation of the parcel post system, but it now appears from the statistics that, influenced by the changes proposed to-day, the number of parcels carried during the ensuing twelve months will be more than double the original estimate.

The rate sheet, which is to be used as a substitute for the parcel post map, will be prepared as soon as practicable, and attached to the parcel post guide. The rate chart, to be made for each separate post-office, will be worked out from the focal point of the unit in which the post-office is located. The simplicity of the plan, it is thought, will make easily determinable the rate of postage from that to any other on any mailable parcel, and will greatly facilitate the handling of parcel post matter at post-office windows.

Under regulations recently adopted, the use of distinctive stamps no longer is mandatory, and the public now is permitted to mail parcels with ordinary stamps affixed.

The insurance fee, which originally was 10 cents, was found to be excessive, and an order, effective July 1, reduced to 5 cents the fee on parcels insured to actual value up to \$25; and a 10-cent fee is exacted only on parcels insured to actual value of more than \$25, and not exceeding \$50. Under this arrangement the business of insuring packages has more than doubled.

During the present month an immense business has been built up in the handling of parcels forwarded under the C. O. D. regulation inaugurated July 1, 1913, which is said to be proving popular not only among merchants, but among the people generally.

Postal experts estimate that, with the proposed changes in the parcel post system in operation, the revenues of the Post-office Department will be so increased as to show a substantial surplus at the end of the current fiscal year.

PRIZE WINNERS IN CONTEST

For Best Stories of Victor Sales Recently Announced—Excellent Material Submitted.

The awarding of prizes to the winners in the contest recently announced by the Victor Talking Machine Co. for stories by Victor sales people relative to their most difficult sales was made a fortnight since. The prizes were awarded to the following enterprising sales folk: First prize, to Pauline Tishler, Talking Machine Shop, Chicago, Ill.; second prize, G. E. Meek, H. & S. Pogue Co., Cincinnati, O.; third prize, James F. Neece, Jr., Rhodes-Mahoney Co., Chattanooga, Tenn.

In announcing the prize winners the Victor Co. stated that the judges were surprised at the wealth of material submitted to them for their consideration and the real value of the stories told. Originality in handling the sales was the principal of the points considered in awarding the prizes, together with diplomacy and perseverance. Many of the difficult sales stories submitted reached the top notch in one or the other of these considerations, but the prize winners were obliged to use all of the above faculties before the sale was closed.

Miss Tishler's story certainly merited a prize, as her sale embodied the overcoming of numerous and well-nigh insurmountable obstacles, which required her using originality, perseverance, tact and diplomacy before the order was received.

E. P. H. ALLEN RESIGNS.

E. P. H. Allen has resigned as general sales manager of the Keen-O-Phone Co., Philadelphia, Pa. He generated many capital ideas for the company which he is now leaving, and is credited with distinct creative ability in the advertising field, as well as in launching new propositions. Mr. Allen's plans for the future are unsettled as he has a number of propositions under consideration from large houses in the trade who are anxious to secure his services, but he has not as yet accepted any of them.

THE POWER OF PUBLICITY.

A story is being told of a man who boasted of his acquaintances. He had been Vincent Astor's guest at a box party at the Metropolitan; he had dined with the King of Greece, and been on the Emperor's yacht. Someone asked him if he had met Edison. He thought a moment and then said: "No, I never met Mr. Edison, but once when I was yachting in the Mediterranean I think I met Mr. Victor."

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of **Wax "P,"** the best recording material for Berliner-cut.

NEW LINE OF SALTER CABINETS.

New Felt Lined Cabinets Possess Numerous Original Features That Should Appeal Strongly to the Trade and Public—One of the Popular Styles Is Pictured Below.

(Special to The Talking Machine World.)

CHICAGO, ILL., August 8.—The Salter Manufacturing Co., of this city, has just brought out a new line of their well-known felt-lined shelf cabinets, which will enable dealers handling them to offer their trade some wonderfully attractive outfits. It includes two new styles of cabinets for the Victrola IX., two styles for the Columbia Favorite Graphophone, one of the Victrola VIII., and also a cabinet which will accommodate any of the cabinetless machines of any make. The new Salter style 19 here



Salter Cabinet for No. IX Victor Machine.

illustrated is made especially for the Victrola IX. The top of the cabinet is built up to exactly match the base of the machine case, this being done so perfectly as to give the impression that the two are a unit. The top edge of the molding is broadened so as to support the machine properly, and the rubber feet of the latter rest on the top of the cabinet and impinge against the inner side of the molding, thus holding the machine firmly in place. The style 19 is a masterpiece of cabinetmaking and is furnished in various finishes to match the machines. This cabinet, as well as all the other styles in the new line, have the Salter felt-lined interior, which provides a compartment for each record, prevents scratching and enables the owner to find instantly the record he desires.

The company has greatly increased its output and will be able to fill orders promptly, providing they are placed early and not delayed until the heavy November and December rush is on.

BLACKMAN SIGN ATTRACTS.

The Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison distributor, which recently moved into its enlarged quarters, now exhibits an unusually artistic sign over the front door of the establishment. This sign, which is designed in gold and red, displays the Victor and Edison trade-marks in addition to the name of the company. It makes a very fitting and appropriate top-piece for the handsome new display window of the company. The sign has already attracted considerable attention.

CREDIT MAN'S INITIATIVE AND RESPONSIBILITIES.

Something of the Credit Man Who by Painstaking Investigation Gave His House Without Competition a Golden Stream of Business—Work of the Credit Department Not Always Estimated at True Worth by Some Business Houses.

We often hear how the credit man, by pushing the investigation of an account to the point where he has in hand the *last word of information available*, saves his house from heavy losses, but more interesting perhaps is the story of the credit man who by delving deeper than his fellows uncovers an account that veritably lets in a golden stream to his concern.

For instance, here was a newly formed corporation that offered one of the members of the association an order for something over \$3,000. The corporation was investigated through the agency channels—about the only sources of information in view of the fact that no trade experience for the new corporation had been established. The agency reports warranted the acceptance of the order, but the difficulty was that this order was speedily followed by another equally large, and before that could be filled, by still another of the same size; as each shipment had a dating of several months, the new corporation, upon completion of all orders, would be indebted for over \$9,000. But the credit man had not been asleep. He had ever since the first shipment been delving deeper and deeper for information, and after patient searching had discovered of just what sort of stuff the corporation was made, and this not directly from the concern itself, but from positive sources upon which he could rely. The credit man now knew that he was on solid ground and without consulting his superiors accepted the orders and shipped the goods.

Incidentally, the president of his company learned of this \$9,000 account and called upon his credit man for an explanation. The president was told that the account was not to remain at \$9,000, but before the first payment was made it was going to reach the sum of at least \$21,000 and probably \$24,000 in open account for this new corporation. The credit man pointed out to his superior that he was securing good business with absolutely no opposition, that there was not a single competitor who dared ship the goods in the quantities demanded because none had in hand the facts which would warrant such an extension of credit, that there was not a credit man of any of the other competitors who had delved as deeply as he and found the truth. He showed the president that he was receiving information regularly each week which made it as certain as anything could be that every bill would be met upon the day it was due.

The explanation was satisfactory and, as the credit man had prophesied, a credit of over \$21,000 and nearer \$24,000 was extended the corporation.

And now comes the day of reckoning. Was the credit man right? He approached it with absolute equanimity, for he knew what he had been doing and it became his pleasure upon every due date to lay upon the president's desk the evidence that he was right in the form of a check from the new corporation for the full amount of each successive shipment, and, in fact, within one week's time receipts to the amount of over \$11,000 came from this concern.

An incident like this suggests what a credit man can do to build up the business of his concern. There is no doubt that many a credit man turns down orders which at the end of the year would aggregate a large sum, orders which he would have approved if he had been painstaking to get the last word of information which could be given.

A credit man should never be through learning about his customers. He simply cannot know too much about them. He must know all in order, first, to protect his house against losses, and second, to know just how hard to push sales with that customer.

INCORPORATIONS.

The Phonograph Co., Cleveland, O., has been incorporated with capital stock of \$75,000 for the purpose of dealing in musical instruments. The incorporators are: L. D. Greenfield, J. A. Fround, Lela Pugh, Charles Kovanda and J. G. Reyant.

The Evanston Talking Machine Co., Evansville, Ill., has been incorporated with capital stock of \$2,500 for the purpose of dealing in talking machines. The incorporators are: Richard K. Williams, E. J. Sandeen and Irving I. Livingston.

HEAD OF KINETOSCOPE INTERESTS.

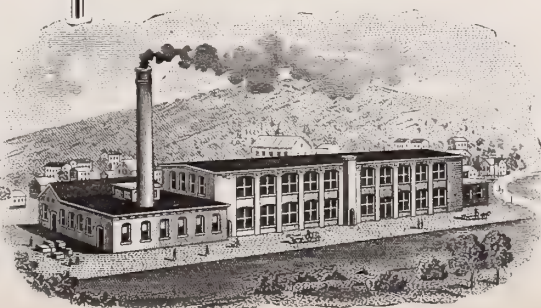
L. W. McChesney, who was with Thos. A. Edison, Inc., Orange, N. J., as assistant manager of the advertising department and recently publicity manager of the General Film Co., New York, is again at Orange, where he is head of the Kinetoscope interests. Mr. McChesney commenced his new duties last month. As the trade knows, he is the son of L. C. McChesney, advertising manager of the Edison companies.

The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us: Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business. Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., Aug. 7.—TALKING-MACHINE. James Aloysius Rabbitt, Yokohama, Japan. Patent No. 1,034,931. This invention relates to talking machines and is directed to the provision of a machine of an improved construction with which recorded sounds may be reproduced clearly and with ample volume, and which is convenient to use and of attractive appearance.

One feature of the invention resides in the construction of the sound-conveying passage leading from the sound box, this being such as to offer little obstruction to the sound waves passing there-through and to permit of the free movement of the sound box under all conditions during the reproduction of the record. The sound-

conveying devices, moreover, are readily removable and again inserted in operative position for convenience in transporting the machine.

Other features of the invention relate to the construction of a talking machine whereby it is made more convenient to use, these including the

provision of receptacles for used and unused styli and means for supporting the tone-arm while replacing a used stylus with a new one.

COMBINED PHONOGRAPH AND GRAPHOPHONE, AND OPERATIVE MECHANISM THEREFOR. John Hosler, Llewellyn, Pa., assignor to William C. Hosler, same place. Patent No. 1,063,262.

The present invention relates to a combined phonograph and graphophone and has for its purpose to provide a machine of that character embodying various and novel features, to wit: a machine capable of

playing from either a disc or cylinder record, and wherein the mechanism for selecting one or the

other is of simple construction and easy to operate.

Fig. 1 is a perspective view disclosing the invention; Fig. 2 is a top plan view thereof; Fig. 3 is a top plan view of the horn shifting mechanism; Fig. 4 is a central sectional view of the horn and tone arm connection; Fig. 5 is a similar view taken at right angles to Fig. 4; Fig. 6 is a detailed view in elevation of the tone arm support; Fig. 7 is a side elevational view of the cylinder feed shifting device; Fig. 8 is a central sectional view thereof; Fig. 9 is a perspective view of the same, with parts removed for clearness; Fig. 10 is a detail perspective view of the horn shifting device; Fig. 11 is a front elevation view showing the driving means, and associated parts, of the disc record.

TALKING-MACHINE. Jonas W. Aylsworth, East

Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,062,579. This invention relates to talking machines or phonographs, and the object is to produce a talking machine of the type which operates upon disc or flat sound records, which will permit the use of exceedingly thin record and record blanks, which because of their thinness, are flexible, light and inexpensive in comparison with the common type of comparatively thick disc records known to the art. Exceedingly thin records of the character specified are more particularly described and claimed in application Serial No. 541,764, filed on even date herewith. Reproduction can

be made from such records on disc talking machines as known to the art with but most imperfect results, if at all, because such records have not sufficient backing in themselves for the stylus to react against, and because, also, when supported upon the usual turntable or record support, they will not lie sufficiently flat and even upon the support to permit the stylus to properly track the same and be fed thereby.

In the present invention, these difficulties are overcome in a simple and effective manner, whereby it is made possible to form records on exceedingly thin discs or other flat surfaces and reproduce the records formed thereon. Accordingly, this invention comprises a table or support for an exceedingly thin flat record, together with means for maintaining the record firmly in uniform contact with the supporting surface. The record is so held in contact with the supporting surface by means creating a uniform difference in pressure between the upper and lower sides of the record, the pressure upon the lower or under side of the record being the less.

More specifically, a record support of porous material is provided and the air is exhausted from the pores of this material and beneath the under surface of the record to hold the same upon the table by suction.

In the drawings Fig. 1 represents a vertical cross section through a table and disc sound record supported thereby, together with means for creating suction to hold the record upon the surface of the table and embodying one form of this invention. Fig. 2 represents a partial plan view of the same. Fig. 3 represents a view similar to Fig. 1 of a modified form of the invention. Figs. 4, 5 and 6 represent similar views of other modifications.

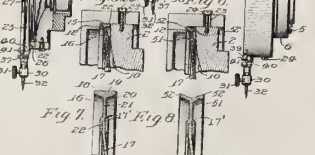
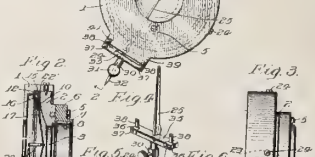
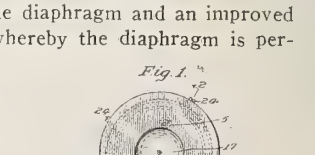
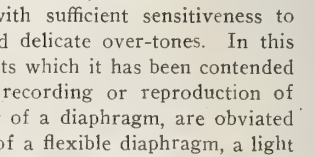
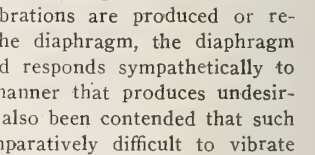
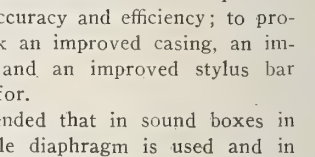
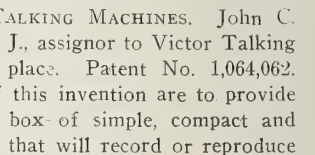
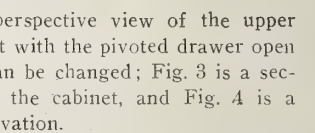
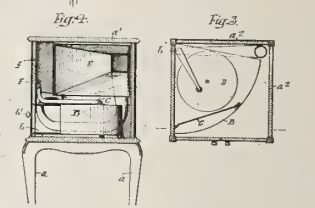
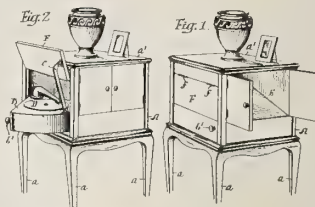
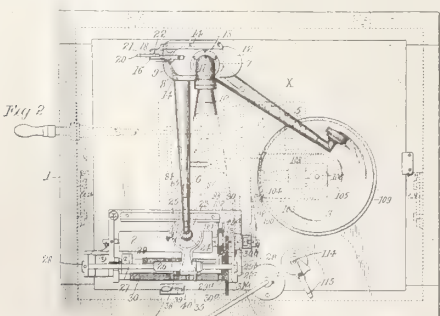
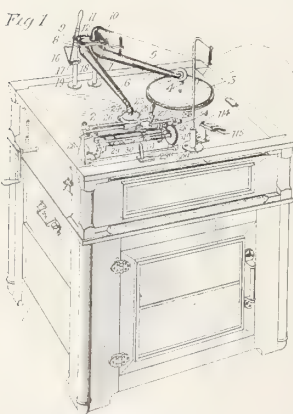
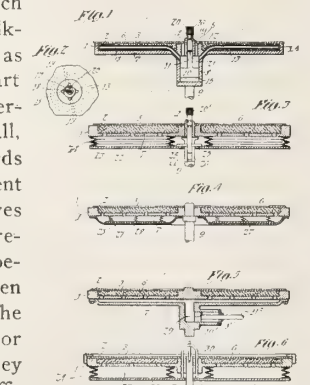
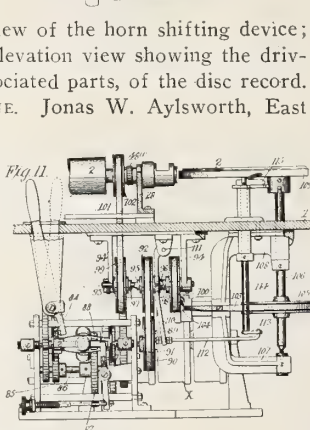
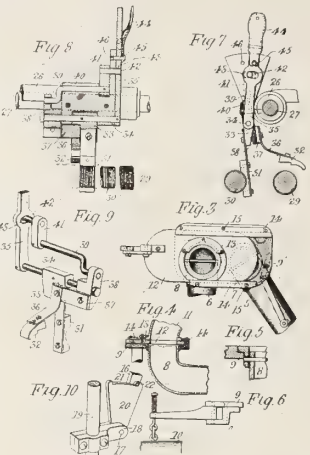
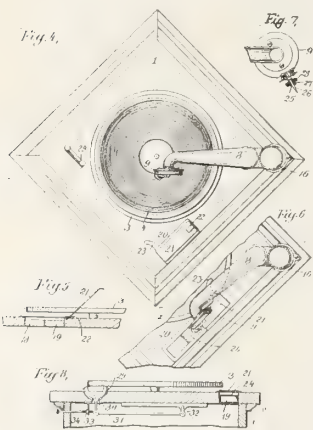
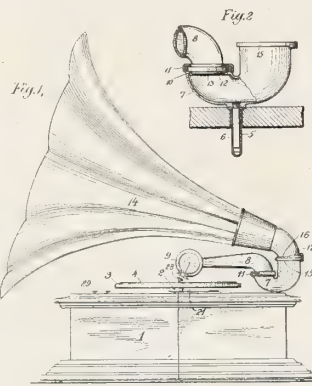
CABINET FOR TALKING MACHINES. Oscar E. Mertz, Philadelphia, Pa., assignor by direct and mesne assignments of one-half to the American Graphophone Co., Bridgeport, Conn., and one-half to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,063,821. The object of this invention is to improve the construction of cabinets for talking machines, so that when it is desired to change the records the part of the mechanism carrying the record can be drawn out without disturbing the top of the cabinet.

In the accompanying drawings Fig. 1 is a perspective view of the improved cabinet with the doors open to expose the horn; Fig. 2 is a perspective view of the upper portion of the cabinet with the pivoted drawer open so that the record can be changed; Fig. 3 is a sectional plan view of the cabinet, and Fig. 4 is a sectional view in elevation.

SOUND-BOX FOR TALKING MACHINES. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,064,062. The main objects of this invention are to provide an improved sound box of simple, compact and durable construction that will record or reproduce sounds with great accuracy and efficiency; to provide in a sound box an improved casing, an improved diaphragm, and an improved stylus bar and mounting therefor.

It has been contended that in sound boxes in which a thin flexible diaphragm is used and in which the sound vibrations are produced or recorded by flexing the diaphragm, the diaphragm acts like a reed and responds sympathetically to certain tones in a manner that produces undesirable results. It has also been contended that such a diaphragm is comparatively difficult to vibrate and does not act with sufficient sensitiveness to produce or to record delicate over-tones. In this invention these defects which it has been contended are incident to the recording or reproduction of sound by the flexing of a diaphragm, are obviated by utilizing, instead of a flexible diaphragm, a light substantially inflexible diaphragm and an improved mounting therefor whereby the diaphragm is permitted to vibrate as a whole without being flexed.

In the accompanying drawings Fig. 1 is a front elevation of a sound box constructed in accordance with this invention; Fig. 2 a transverse section on the line 2-2 of Fig. 1; Fig. 3 a side elevation of the same; Fig. 4 a perspective of a detail of the same; Fig. 5 a fragmentary enlargement of a portion of Fig. 2; Fig. 6 a view similar to Fig. 5, but showing a modified form of this in-



vention; Fig. 7 an enlarged fragmentary diametrical section of the diaphragm and mounting or supporting ring shown in Figs. 1, 2 and 5 as they appear before being placed in position in the sound box; and Fig. 8 is a view similar to Fig. 7, showing in a similar way the diaphragm and modified form of mounting therefor which are shown in operative position in Fig. 6.

Sound-Box. Water H. Miller, Orange, N. J., assignor to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,068,441.

This invention relates to sound-boxes, particularly of the type adapted for use in connection with disc records having vertically undulating grooves, although its use is not limited to that type.

The principal object of the invention is to provide a sound-box having means for regulating the tone or loudness of the reproduction; and in conformity with this object an arm or lever is made connecting the stylus to the diaphragm of a plurality of sections provided with means for yieldingly limiting the relative movement between the same, this means being adjustable or movable, to regulate the extent of movement permitted between the sections of the arm. In the preferred construction a stop is mounted adjustably in one of the sections, and secure to this stop a plurality of pieces of yielding elastic material, each of the pieces being of a different elasticity from the others; so that by adjusting the stop a member of desired elasticity may be interposed between the stop and the section of the arm adapted to abut against the same. During the reproduction,

the arm moves more or less as a unit, but the yielding material above referred to according to its elasticity permits a slight relative movement of the sections of the arm to retard or dampen to a desired degree the excessively loud vibrations and thereby modify the tone of the reproduction.

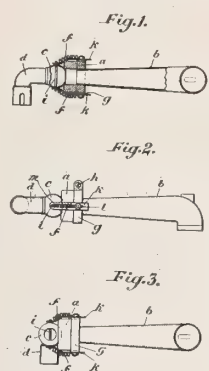
Figure 1 represents a vertical section taken on the line 1-1 of Fig. 2 of a sound-box embodying the invention; Fig. 2 represents a front elevation of the same; Fig. 3 represents a central vertical section of a sound-box embodying a modification of the invention, the stylus arm being shown in side elevation and partly broken away; Fig. 4 represents a bottom plan view of the stylus and stop employed in the modification shown in Fig. 3.

Talking Machine and the Like. August Fils, Erfurt, Germany. Patent No. 1,068,877.

This invention has reference to talking machines, and it comprehends, briefly, certain improvements in or relating to the mounting of the sound-box and its carrier, whereby the defects ordinarily present in the parts just specified, as now constructed and arranged are, to all intents and purposes, completely obviated.

The known sound-arms, which have recently been used for talking machines, are adjustable, and have the drawback that the parts movable relatively to each other wear out very quickly, which results in rattling, whizzing and other unpleasant noises; moreover they are further objectionable in that they occasion an unintentional weakening of the sound-waves, and also interfere with the same. The chief cause of these drawbacks is that the goose-neck or other bend, which carries the sound-box, is rotatably mounted in a cylindrical sleeve, so that it is necessary, in changing the discs and needles and generally when stopping the machine, to turn the bend completely over until either the sound-box or the free end of the bend itself rests upon the sound-arm. This movement of the sound-box causes its bearing to become affected in the manner above referred to, in consequence whereof a loosening is produced, owing to wear, which causes the aforesaid noises and, further, weakens the intensity of the sound-waves.

The aforementioned objectionable features are entirely or substantially avoided by the present invention, which proposes an effective mounting for the sound-box for the purpose of firmly connecting it to the sound-arm. This mounting is in the nature of a ball-and-socket joint, consisting, chiefly, of a ring of rubber or other suitable material of a like character, and a hollow ball. The first-named element is mounted on the end of the sound-arm and receives the companion element within its central opening, the latter element being fixed to the bend and being yieldingly pressed or forced into the aforesaid opening through the agency of a spring connection between the two elements, so as to effect the requisite tight joint. The ring or socket may be encircled by a metal clamp on which latter are pivotally arranged two straps having longitudinal slots for the reception of the ends of the pin or pins on the ball element. The bend will then be movable in two directions (upward and downward), and will be held in any desired position, owing both to the use of the springs and to the friction of the metal ball against the wall of its rubber socket. The bend, however, may be easily detached. The subject matter of this invention has, therefore, the important advantage that the necessity of turning the sound-box completely back upon the sound-arm for the purpose of stopping the machine and changing the discs and needles is obviated, as it is sufficient merely to turn the bend a slight distance



upward, whereupon it will be held automatically in position in the manner above set forth. Moreover, there is produced automatically a tight joint between the bend and sound-arm, which is improved by its two component parts or elements being drawn together by springs, whereby additional noises and weakening of the sound-waves are obviated and rendered impossible.

Figures 1 and 2 are, respectively, a part sectional bottom plan view and a side elevation of the improved sound-arm and bend, the latter being shown in the position which it assumes when the sound-box is in operation, and Fig. 3 is a bottom plan view, showing the bend in inoperative position.

Stylus Adjusting Device. George E. Emerson, Newark, N. J., assignor to Henry Watson, Trustee, Richmond Hill, N. Y. Patent No. 1,068,231.

The invention comprises means for easily locating a stylus, so that it will protrude at different lengths from its socket member.

In the accompanying drawings, Figure 1 represents a front elevation of a sound-reproducer and a fragmentary view of a sound record and supporting disc, with an exemplification of the invention; Fig. 2 shows a partial section of Fig. 1 on the line 2-2; Fig. 3 is an enlarged fragmentary portion of Fig. 2; Fig. 4 shows a top view of the elements shown in Fig. 3, with a partial section thereof as in the line 4-4; Fig. 5 is a rear view of Fig. 1, and Fig. 6 shows a left-hand side view of Fig. 5.

Talking Machine. Eldridge R. Johnson, Marion, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,068,591.

This invention relates to certain new and useful improvements in talking machines. In the accompanying drawings, Figure 1 is a side elevation, partly in vertical central section of a talking ma-

chine constructed in accordance with this invention; Fig. 2 a front elevation of the same, but with the doors open, and Fig. 3 a top plan view partly in horizontal section of the same with the top portion and reproducing and actuating mechanism omitted, and the doors closed.

Graphophone Attachment. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,067,933.

This invention relates to graphophone or other talking machines of the type intended for dictation as well as for reproducing, particularly machines of the type where there is a single diaphragm which carries both the recording stylus and the reproducing stylus, with means for throwing either stylus into engagement to the exclusion of the other. In using such machines it is usual to have one machine for the person who does the dictating upon the blank cylinder and another machine for the operator who transcribes the dictation from the recorded cylinder. In the use of the latter machine there is liability to throw the recording stylus into engagement by mistake when one desires to listen to reproduction, with the result that the recording stylus will shave off and obliterate the record upon the cylinder.

The object of the present invention is to provide means for preventing such unintentional use of the recording stylus. The invention, then, may be described as a recording eliminator for dictation graphophones.

This invention consists, broadly, of means for eliminating at will the possibility of using the recording device.

This invention further consists of the particular construction and arrangement of the various features hereinafter set forth and claimed.

This invention will be best understood by reference to the annexed drawings, which illustrate a preferred embodiment thereof, as applied to the particular talking machine known as the "Dictaphone," though it will be understood that this invention is applicable to other types of talking machines equipped with the two styluses.

In the drawings, Figure 1 is a side view, partly broken away, illustrating a talking machine equipped with the invention; Fig. 2 is a detail, on a larger scale, viewed from the rear (right hand), of Fig. 1, and Fig. 3 is a horizontal section through the line III-III of Fig. 2.

Figures 1, 2, and 3 of the George E. Emerson patent. Fig. 1 is a front elevation of a sound-reproducer. Fig. 2 is a partial section of Fig. 1. Fig. 3 is an enlarged fragmentary portion of Fig. 2. Fig. 4 is a top view of the elements shown in Fig. 3. Fig. 5 is a rear view of Fig. 1. Fig. 6 is a left-hand side view of Fig. 5.

Figures 1, 2, and 3 of the Thomas H. Macdonald patent. Fig. 1 is a side view, partly broken away, illustrating a talking machine equipped with the invention. Fig. 2 is a detail, on a larger scale, viewed from the rear (right hand), of Fig. 1. Fig. 3 is a horizontal section through the line III-III of Fig. 2.

A HANDSOME CATALOG.

A handsome catalog devoted exclusively to a presentation of Victor products has just been issued by the prominent house of Sanger Bros., Dallas, Tex. A feature of this artistic publication is the introduction of a preface that calls attention by means of pleasing similes to the prestige attached to the name of "Victor."

RECORD BULLETINS FOR SEPTEMBER, 1913

VICTOR TALKING MACHINE CO.

POPULAR SONGS.

No.	Size.
17361 It Takes a Little Rain with the Sunshine to Make the World Go Round (Macdonald-Carroll).....Walter J. Van Brunt	10
Next Sunday at Nine (Lloyd).....Helen Clark-Walter J. Van Brunt	10
17376 Lonesome Moon (Yellen-Cobb).....Helen Clark-Walter J. Van Brunt	10
When I Want a Little Loving (Honey, How I Long for You) (Mierisch-Larkins-Smith).....Albert Campbell-Henry Burr	10
17377 Rolling (Reed).....Peerless Quartet	10
That Baseball Rag (Wolff-Jones).....Arthur Collins	10
17378 In the Heart of the Kentucky Hills (Gilbert-Muir).....Heidelberg Quintet	10
Back to the Old Folks at Home (Brown).....Albert Campbell-Henry Burr	10
17381 Somebody's Coming to My House, from "All Aboard" (Irving Berlin) Walter J. Van Brunt	10
You Made Me Love Lou (I Didn't Want to Do It) (McCarthy-Monaca).....Wm. J. Halley	10
17388 I'll Change the Shadows to Sunshine (Gaff-Ball) Helen Clark	10
You're the Same Old Girl (Young-Williams-Grant).....Hayden Quartet	10
17390 In the Heart of a Rose (Walsh-de Carme).....Walter J. Van Brunt	10
In Apple Blossom Time (Down on the Farm) (Jones-Daniels).....Heidelberg Quintet	10
35309 Honey-moon Express—Medley Turkey Trot ("My Yellow Jacket Girl," "My Raggadore," "There's One in a Million Like You").....Victor Military Band	12
Tango Medley (Favorite South American Tunes).....Victor Military Band	12
17394 Morse's Medley (Morse).....Conway's Band	10
Tip-Top Medley Overture (O'Hare).....Conway's Band	10

MUSICAL COMEDY HITS.

17393 Ask the Flowers to Tell You, "The Tick-Tock Man of Oz" (Baum-Gottschalk).....Marguerite Dunlap-Harry Macdonough	10
When Dreams Come True, from Operetta "When Dreams Come True" (Bartholomew-Hein-Webb).....Henry Burr	10
17391 In My Garden of Eden for Two, from "All Aboard" (Goetz).....Marguerite Dunlap-Harry Macdonough	10
The Mysterious Kiss, from "The Purple Road" (Stamper-Duncan-de Grasse).....Olive Kline	10

MEDLEY FROM THE NEW HERBERT OPERA.

31885 Gems from "Sweethearts" (Smith-Herbert) Soldiers' Chorus, "While on Parade" solo, "Sweethearts," solo, "Every Lover Must Meet His Fate," solo and chorus, "Jeannette and Her Little Wooden Shoes," duet, "Cricket on the Hearth," "Finale to Act 1," Victor Opera Co	12
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TWO QUARTET RECORDS.

17370 The Old Refrain—Waltz Song (Molloy).....Lyric Quartet	10
Where Would I Be (Zoellner).....Orpheus Quartet	10

INSTRUMENTAL COMBINATION.

17379 Longing for Home (Heimweh) (Jungmann, Op. 117) violin, flute, harp.....Neapolitan Trio	10
Serenade (Kotzschmar) violin, cello, piano.....Tollfesen Trio	10

TWO WHISTLING SPECIALTIES.

17380 Whistler and His Dog, with descriptive effects (Pryor).....Arthur Pryor's Band	10
The Warbler's Serenade, with whistling chorus (Perry).....Arthur Pryor's Band	10

A NEW PRYOR COMPOSITION.

17382 Canoeing—Idyl (Pryor).....Arthur Pryor's Band	10
To Have, To Hold, To Love (Ball) Cornet solo, (With Pryor's Band).....Bert Brown	10

TWO SONGS OF THE UNIVERSITY OF PENN.

17384 Hail, Pennsylvania! (Dille-Lyoff).....Peerless Quartet	10
The Red and Blue (Westervelt-Goeckel).....Peerless Quartet	10

FIRST RECORDS BY A JUVENILE VIOLINIST.

17385 Traumerei (Schumann, Op. 15, No. 7) violin, piano accomp. by Chas. A. Baker.....Sascha Jacobson	10
Barceuse (Lullaby) (Renard, Op. 20.) Violin; piano accomp. by Chas. A. Baker.....Sascha Jacobson	10

TWO SCOTCH BALLADS.

17386 Flow, Gently, Sweet Afton (Burns-Spillman).....Henry Burr	10
The Auld Plaid Shawl (Fahy-Haynes).....Henry Burr	10

NEW BAKER-WHEELER RECORDS.

17387 A Perfect Day (Carrie Jacobs-Bond).....Elsie Baker	10
Over the Stars There is Rest (Franz Abt).....Elsie Baker-Fredrick Wheeler	10

TWO NEW SACRED NUMBERS.

17389 Asleep in Jesus (Bradbury).....Lyric Quartet	10
Only Waiting (Maeo-Williams).....Fred'k Wheeler	10

TWO FAMOUS OLD BASS SONGS.

35310 Anchored (Cowan-Watson).....Alan Turner	12
The Diver (Rosewig).....Wilfred Glenn	12

TWO MOVEMENTS OF A HAYDN SYMPHONY.

35311 Military Symphony—Allegro (Haydn).....Victor Concert Orchestra	12
Military Symphony—Allegretto (Haydn).....Victor Concert Orchestra	12

BLUE LABEL RECORDS.

Victor Herbert's Orchestra, personally conducted by Victor Herbert	
45052 Narcissus (Nevin).....Victor Herbert's Orchestra	10
Melody in F (Rubinstein).....Victor Herbert's Orchestra	10

45053 Casse Noisette (Nutcracker Ballet) Suite (1. Danse Chinoise; 2. Danse des Miriltons) (Tschaikowsky).....Victor Herbert's Orchestra	10
Casse Noisette (Nutcracker Ballet) Suite (Danse Arabe) (Tschaikowsky).....Victor Herbert's Orchestra	10

PURPLE LABEL RECORDS.

60104 Twickenham Ferry.....Marzials	10
Harry Lauder, Comedian	
60105 Roamin' in the Gloamin' (Scotch Song) Lauder	10

NEW FOREIGN RECORDS.

The Finnish-American Elite Choir of Duluth, Minn.	
65418 (a) Terve Suomeksi Maa (Genetz).....Finnish-American Elite Choir	10
(b) Iloa ja Surua (Joy and Sorrow) (Finnish Folk Song) (Runeberg).....Finnish-American Elite Choir	10

65419 (a) Myrsky—Yo Merella (Folk Song).....Finnish-American Elite Choir	10
(b) Maamme (Our Country) (Runeberg).....Finnish-American Elite Choir	10

65420 (a) Suomen Laulu (Suomis Song) (Pacius).....Finnish-American Elite Choir	10
(b) Porilaisten Marssi (Bjorneborgarnes March) (Runeberg-Pacius).....Finnish-American Elite Choir	10

RED SEAL RECORDS.

Johanna Gadschi, Soprano; Pasquale Amato, Baritone.	
89069 Trovatore—Mira d'acere lagrime (Let My Tears Implore Thee) Act IV, Scene I, Part I. Verdi	12
John McCormack, Tenor.	

64341 Eileen Allanna.....Marble-Thomas	10
Enrico Caruso, Tenor.	
87162 Guardann' a Luna (Lovely Moon).....Crescenzo	10
John McCormack, Tenor.	

64343 A Little Love, a Little Kiss (Un peu d'mour)	10
Johanna Gadschi, Soprano; Otto Goritz, Baritone.	
88440 Still wie die Nacht (Calm as the Night).....Goetze	12
Efrem Zimbalist, Violinist.	

74337 Légende (Op. 17) piano accomp. by Eugene Lutsky.....Wieniawski	12
Geraldine Farrar, Soprano; Edmond Clement, Tenor.	
87509 Au Clair de la Lune (To the Moonlight) Piano by Rosario Bourdon.....Lully	10
Louisa Tetrazzini, Soprano.	

88428 Bonnie, Sweet Bessie.....Root-Gilbert	12
Vladimir de Pachmann, Pianist.	
74315 1. Venetian Gondola Song (Op. 30, No. 6—F sharp Minor).....Mendelssohn	12
2. Spinning Song (Op. 67, No. 4—C major).....Mendelssohn	12

87123 Suonno 'e fantasia (Dream and Fantasy) (La Canzonetta).....Genise-Capolongo	10
Clarence Whitehill, Baritone.	
64359 Old Black Joe.....Foster	10
Maud Powell, Violinist.	

64301 Caprice (Op. 51, No. 2) Piano accomp. by George Falkenstein.....Ogarew	10
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EDISON BLUE AMBEROL RECORDS.

BLUE AMBEROL CONCERT.

28172 Good-bye, Sweet Day (Kate Vannah) Contralto, orch. accomp.Christine Miller	
28173 Rondo (Op. 94) (Dvorak) Violoncello, piano accomp.Paulo Gruppe	
28174 Prologue from Pagliacci (Leoncavallo) Baritone, orch. accomp.Thomas Chalmers	
28175 Sing, Smile, Slumber (Charles Gounod) Soprano, orch. accomp.Marie Rappold	

BLUE AMBEROL REGULAR.

1823 Favorite Airs from "Patience" (Gilbert and Sullivan) Orch. accomp.Edison Light Opera Co.	
1824 It Takes a Little Rain with the Sunshine (Harry Carroll) Tenor, orch. accomp.Walter Van Brunt	
1825 Cribbirin—Waltz Song (A. Pestalozza) Soprano, orch. accomp.Elizabeth Spencer	
1826 Light Cavalry Overture (Franz Von Suppe).....Edison Concert Band	

1827 Sail on Sil'ry Moon (Ernie Erdman) Tenor, orch. accomp.Albert H. Campbell-Irving Gillette	
1828 Kathleen Mavourneen (F. W. Nicholls Crouch) Contralto, orch. accomp.Mrs. Clarence Eddy	
1829 Down by the Old Mill Stream (Tell Taylor) Baritone, orch. accomp.Vernon Archibald	

1830 A Woman's Smile—The Firefly (Rudolf Friml) Tenor, orch. accomp.Charles W. Harrison	
1831 I Would That My Love (Felix Mendelssohn) Soprano and contralto, orch. accomp.Elizabeth Spencer and E. Eleanor Patterson	

1832 I'll Change the Shadows to Sunshine (Ernest R. Ball) Tenor, orch. accomp.Irving Gillette	
1833 When Michael Dooley Heard the Booley, Booley (Harry Von Tilzer) Comic song, orch. accomp.Billy Murray	

1834 The Little Flatterer (R. Eilenberg) Bells, orch. accomp.Charles Daab	
1835 Gathering Home (W. A. Ogden) Sacred, orch. accomp.Harry Anthony and James F. Harrison	
(John Young and Frederick J. Wheeler)	

1836 Ragtime Regiment Band (Melville Morris) Coon song, orch. accomp.Edward Meeker	
1837 Clamy Green. Vaudeville sketch.Billy Golden and Joe Hughes	
1838 I Love You, California (A. E. Frankenstein) March song, orch. accomp.Knickerbocker Quartet and Elizabeth Spencer	

1839 I'd Do as Much for You (Harry Von Tilzer) Conversational duet, orch. accomp.Ada Jones and Billy Murray	
1840 Just Plain Dog. Vaudeville sketch.Van Avery	
1841 In My Harem (Irving Berlin) Comic song, orch. accomp.Billy Murray	

1842 La Rumba—Tango (J. Tim Brynm) For dancing.National Promenade Band	
1843 Good-bye, Boys, Medley—Two-step. For dancing.National Promenade Band	
1844 Melinda's Wedding Day (Al Piantadosi) Coon duet, orch. accomp.A. Collins and B. G. Harlan	

1845 Daddy Has a Sweetheart and Mother is Her Name (Dave Stampert) Tenor, orch. accomp.Manuel Romain	
1846 There's One in a Million Like You (J. Schwartz) Tenor, orch. accomp.Walter Van Brunt	
1847 The Whip March (Abe Holzmann).....New York Military Band	

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A1352 The Drink Cure. Nat Wills. Comic monologue. Comic Medley Song. Nat Wills. Orch. accomp.	
A1354 Borrow From Me (Williams). Bert Williams, Baritone, orch. accomp.	
On the Right Road (Williams). Bert Williams, Baritone, orch. accomp.	
Al Jolson, the Famous Black-Face Comedian—in Two Winter Garden Successes.	

A1356 Everybody Snap Your Fingers with Me (Puck). Al Jolson, Baritone, orch. accomp.	
That Little German Band (Fischer). Al Jolson, Baritone orch. accomp.	
A1359 Sweethearts (Herbert). "Sweethearts." Grace Kerns, Soprano, orch. accomp.	
Sweethearts (Herbert). "Every Lover Must Meet His Fate." Reed Miller, Tenor, orch. accomp.	

10-IN. DOUBLE-DISC RECORDS.	
A1358 We've Got a Parrot in Our House (Muir). Byron G. Harlan, Tenor, and Arthur Collins, Baritone, orch. accomp.	
They've Got Me Doing It Now (Berlin). Eddie Weston, Tenor, orch. accomp.	

A1361 Mammy's Fireside (Carroll). Byron G. Harlan and Arthur Collins, Baritone, orch. accomp.	
Let Her Go, Let Her Go, Let Her Go (Jentes). W. Van Brunt, Tenor, orch. accomp.	
A1353 It Takes a Little Rain with the Sunshine to Make the World Go 'Round (Carroll). Henry Burr, Tenor, and Edgar Stoddard, Baritone, orch. accomp.	

A Little Love, A Little Kiss (Sileus). James Reed, Tenor, orch. accomp.	
A1360 There's a Girl in the Heart of Maryland (Carroll). Henry Burr, Tenor, and Edgar Stoddard, Baritone, orch. accomp.	
When I Dream of Old Erin (Friedman). Walter Van Brunt, Tenor, orch. accomp.	

A1351 Stars and Stripes Forever (Sousa). Guido Deiro, Accordion solo.	
Deirina Polka (Deiro). Guido Deiro, Accordion solo.	
A1349 The Ould Plaid Shawl (Haynes). Henry Burr, Tenor, orch. accomp.	

The Singer Was Irish (Murphy and Castling). Henry Burr, Tenor, orch. accomp.	
A1355 Aisha (Lindsay). Prince's Orchestra.	
Girlish Charms (Holst). Howard Kopp, Bell Solo, orch. accomp.	

12-IN. DOUBLE-DISC RECORDS.	
A5483 The Charmed Cup (Roedel). Bertram Schwahn, Baritone, orch. accomp.	
The Chase (Mattei). Bertram Schwahn, Baritone, orch. accomp.	

A5486 Gold and Silver Waltzes (Lehar). Dance Music, Prince's Orchestra.	
For Love of Art Waltz (Lincke). Dance Music, Prince's Orchestra.	

CONGRESSMEN ENTERTAINED

During Their Labors This Hot Weather in Washington by a Talking Machine Thoughtfully Provided by Representative Bartlett, of Georgia—A Pleasing Innovation.

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 31.—Tunes of the latest tangos, mixed with grand opera, was the musical aid given to-day to summer marooned Congressmen. Representative Bartlett of Georgia provided the new musical accompaniment to legislative labors by installing a concert talking machine in his office, its soothing sounds permeating the vast House office building. It may have had some influence in bringing about harmony in the discussions on tariff and currency.

LOW RATES FOR FALL BUYERS.

Merchants' Association Gets Reduced Fares for Visitors to New York.

Leading Jobbers of Talking Machines in America

SANGER BROTHERS
Dallas, Texas

VICTOR
Distributors

"We ship the same day."

W. D. ANDREWS
Syracuse - - Buffalo

All orders are acknowledged the same day received by shipping the goods. Make us prove it. All foreign records in our stock.

Victor - - Edison

Edison Phonograph Distributors
for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND
JOBGING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street - - BOSTON, MASS.

PACIFIC COAST **DISTRIBUTORS OF**
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

You should get this sample package of Puritone Needles—sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Distributors

Atlanta, Ga., Columbia Graphophone Co., 132 Peachtree St.
Baltimore, Md., Columbia Graphophone Co., 305-307 North Howard St.
Birmingham, Ala., Columbia Graphophone Co., 1818 Third Ave.
Boston, Mass., Columbia Graphophone Co., 174 Tremont St.
Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
Chicago, Ill., Columbia Graphophone Co., 101 N. Wabash Ave.
Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Graphophone Co., 913 Euclid Ave.
Dallas, Tex., Columbia Graphophone Co., 1403 Main St.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Graphophone Co., 114 Broadway.
Hartford, Conn., Columbia Graphophone Co., 719 Main St.
Indianapolis, Ind., Columbia Graphophone Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
Livingston, Mont., Scheubert Drug Co.
Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
Louisville, Ky., Baldwin's Music Store, 425 South Fourth St.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Graphophone Co., 75 Church St.
New Orleans, La., Columbia Graphophone Co., 933 Canal St.
New York City, Columbia Graphophone Co., 89 Chambers St.; Columbia Graphophone Co., 35-37 W. 23d St.; Columbia Graphophone Co., 39 W. 125th St.; (Brooklyn) Columbia Graphophone Co., 1372 Broadway.
Omaha, Neb., Columbia Graphophone Co., 1311 Farnam St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
Pittsburgh, Pa., Columbia Graphophone Co., 101 Sixth St.
Portland, Me., Columbia Graphophone Co., 550 Congress St.
Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
Rochester, N. Y., Columbia Graphophone Co., 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
Springfield, Mass., Columbia Graphophone Co., 208 Worthington St.
St. Louis, Mo., Columbia Graphophone Co., 1005 Olive St.
St. Paul, Minn., Columbia Graphophone Co., 20 E. Seventh St.
Terre Haute, Ind., 23 N. 8th St.
Toledo, O., Columbia Graphophone Co., 229 Superior St.
Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.
Wilmington, Del., Columbia Graphophone Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., Wholesale Department, Woolworth Building, New York.

Headquarters for Canada:

Columbia Graphophone Co., McKinnon Building, Toronto, Ont.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the September List.

Landay
BROS INC.

VICTOR JOBBERS Exclusively
What you want always in stock

400 Fifth Avenue
27 W. 34th Street
563 Fifth Avenue
153 W. 42d Street

New York

1856 **WURLITZER** 1919

VICTOR
DISTRIBUTERS

VICTORS EXCLUSIVELY

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

CHASE & WEST DES MOINES IOWA

Machines **Victor** Everything
Records in stock all
Cabinets the time.

WHOLESALE TO IOWA TRADE

Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

OLIVER DITSON COMPANY **BOSTON**
Largest VICTOR Talking Machine Distributors East of Chicago.
Creators of "The Fastest Victor Service." Let us tell you more about our service.

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

Quick Service for all points in the Northwest. Machines, Records, Supplies.

VICTOR DEALERS
TRY US FIRST

We carry the Largest Stock of VICTROLAS, RECORDS and CABINETS of any Distributor in the South.

THE CORLEY COMPANY, Richmond, Va.

Playing Safe

It's a wise merchant that doesn't get "all het up" over one particular season and let the rest of the year just putter along. The up-to-date, progressive dealer knows well that the

Edison Phonograph

is an all year round, winter and summer, proposition, like the weather, for instance. He's prepared for any emergency.

The safest plays in the phonograph business today are the

Edison Amberola and the Blue Amberol Records

because they involve no risks. They sell themselves.

Profit while the profits are good. Write your Edison jobber today.

Thomas A. Edison, Inc.

59 Lakeside Ave.

Orange, N. J.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, Sept. 15, 1913



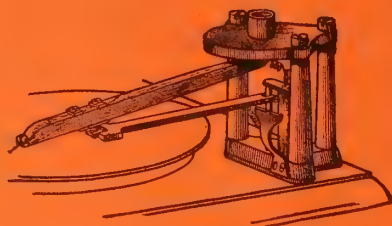
Victor-Victrola XVI, \$200
Mahogany or quartered oak



The instrument by which the value of
all musical instruments is measured

VITAPHONE

CABINET INSTRUMENT



The Vitaphone reproducing device, with solid wood vibrating arm, has the indefinable quality of allowing only the musical tones to pass to the diaphragm. The Vitaphone plays every make of disc record, sharp and clear, without surface noise or nasal twang.



VITAPHONE
TYPE No. 50
\$50.00

Made in Quartered Oak

OTHER TYPES
FROM \$15.00 to
\$250.00

Catalog, Discounts and Terms on Request

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 9.

New York, September 15, 1913.

Price Ten Cents

THE PHONOGRAPH CO. ORGANIZED

In Cleveland with a Capital of \$75,000—Has Taken Over the Business of H. D. Berner, Successor to Lawrence H. Lucker—Two Stores Consolidated in New Quarters.

(Special to The Talking Machine World.)

CLEVELAND, O., September 10.—The Phonograph Co., recently incorporated, with a capital of \$75,000, has taken over the business of H. D. Berner, successor to Lawrence H. Lucker, and consolidated the two stores at 1260 to 1306 Huron road, next the Hotel Euclid and facing Euclid avenue. The new quarters, 100 feet front by 125 feet deep, have been fitted up and furnished beautifully with the indirect lighting system, in keeping with the goods displayed. The company is the exclusive distributor of the Edison cylinder and disc phonographs, and have in the store a large stock of machines and records. A recital hall, 25 x 75, five demonstrating rooms, 15 x 20, and a cozy reception room and office have been provided, together with a well-equipped repair department. A large sign, 10 x 18 feet, in national colors, shows Thos. Edison enjoying his favorite selection.

BOLLMAN AFFAIRS CAUSE TROUBLE.

Victor Stock of Koerber-Brenner Music Co. Held Until Referee in Bankruptcy Gives Opinion as to Ownership—Sale Not Recorded on Bollman Books Despite Contract.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., September 10.—The tangled affairs of the Bollman Bros. Piano Co., are still holding the Koerber-Brenner Music Co.'s stock of Victor machines prisoners in that building. By a special ruling the firm is enabled to continue their retail business under the eye of the custodian of the Bollman stock, but Referee in Bankruptcy Coles must pass upon the application for separation. Mr. Coles is off on his vacation and will not return until well in September, and the month will probably be half gone before he reaches this case. Koerber-Brenner took over the Bollman stock of talking machines last November to protect their jobbing account with the firm. They have a sale contract but the Bollman books do not show the sale, hence the tangle. Just what will be done with the stock after the adjustment with the Bollman trustee, who was appointed on August 26, Secretary Rauth, of Koerber-Brenner is unable to state. This was one of the strongest Victor stores in the city and its disposition means something to other retailers.

WANTS A GOLF ASSOCIATION.

President Bremner, of the Eastern Talking Machine Dealers' Association, Wants Golfers of That Association to Get Together.

John G. Bremner, president of the Eastern Talking Machine Dealers' Association, is strongly advocating a new golf association to be organized by the members of the association and their friends who are devotees of that game. There are at the present time over a dozen members of the association in New York and vicinity who play golf regularly, and it is planned to get them all together early next summer for a genuine tournament.

WORK AND OPTIMISM.

Time and tide wait for no man. Luck is fiction. Merit, grit and go win every time. Action means work. There is no royal road to success. The get-rich-quick schemes never pan out. They are all sand and none of it carries gold.

Finally, be optimistic. The "blues" kill more people than any other thing. Worry really brings on disease. You can make a fellow sick with your talk. Keep a stiff upper lip and go on. Meet the world with a smile and it will smile back.

PEARSALL CO. IN NEW QUARTERS.

Moving to Beautifully Furnished Establishment at 16-18 West 46th Street—Nine Sound-Proof Booths Installed—Ladies' Rest Room Attractive Feature of New Store.

As this issue of The World goes to press, the Silas E. Pearsall Co., Victor jobbers, of which Charles Bobzin is general manager, will have removed from its location at 541 Fifth avenue to its new home across the street and one block north, at 16-18 West Forty-sixth street. The company has been moving by short laps since the first of the month and it is now practically settled in its beautifully equipped and appointed wareroom.

For the past few months Mr. Bobzin has been working on the layout and furnishings of this new building, and his completed work shows experience, skill, knowledge of acoustics, interior decorating and a combination of a business and social environment that is most pleasing. The wood used in the construction of booths and general offices is hazelwood. Nine large booths, each one soundproof, have been constructed. These booths are larger than ordinary ones and permit the full scope of tonal power of the Victor. The booths are arranged on the right and left as the customer enters.

At the rear are the general executive offices, bookkeeping department, special record rooms for 30,000 records, and Mr. Bobzin's private office.

A feature of the equipment is the ladies' rest room magnificently furnished. In the spacious show window there has been constructed the reproduction of an entrance to a Grecian garden, the steps leading from the wareroom floor to the window. The massive staple pillars and elaborate furnishings, with an appropriate display of machine models, should serve greatly to impress the intending purchaser of the Victor at the Pearsall store.

To show how far Mr. Bobzin's observation has developed, a word about the lighting system is important. This system of beautiful hanging lamps include shades that reflect a light that makes the patron appear radiant, as it were. He has entirely eliminated the fixtures that diffuse ghastly light, as from his experience he has found that they have frequently prevented people from entering a store.

BIG WAREHOUSE FOR SANGER BROS.

Contracts Let for Erection of Big Twelve-story Building in Dallas, Tex., by That Company—Victor Talking Machine Business Excellent.

(Special to The Talking Machine World.)

DALLAS, TEX., September 8.—Sanger Brothers, the prominent department store of this city, and who also act as Victor distributors, have approved plans and placed contracts for the erection of a new twelve-story wholesale depot and warehouse at the corner of Austin and Wood streets. The new building will cover a plot measuring 100x200 feet and will be ready for occupancy some time in the spring.

Lester Burchfield, manager of the talking machine department of the company, is most enthusiastic regarding present conditions and future prospects as the affect his department. Interest in the retail end of the Victor department is maintained at high pitch through the medium of frequent and elaborate Victrola recitals in a special hall in the store.

TO RETIRE FROM RETAIL FIELD.

Benjamin Switky, the Victor distributor of New York, announces that with the expiration of his lease on the present store in the Fifth Avenue building, 9 West Twenty-third street, he will retire from the retail field and devote his entire attention to the jobbing end of the business.

TO ORGANIZE IN PHILADELPHIA.

D. D. O'Neill, of Connor & O'Neill, Starts Campaign for Talking Machine Dealers' Association in That City—To Hold First Meeting in Estey Hall Some Time During This Month.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 9.—News of special interest to the local trade is the effort being made to organize the retailers into a body that they may jointly take under their consideration and action anything that may be detrimental to the trade. A letter sent out reads as follows:

"It has been suggested that an association be formed comprising all firms in Philadelphia selling talking machine goods at retail. The object of such an association is to enact by-laws to govern the sale of machines on lease account, to charge interest on deferred payments, to govern misleading advertising and any other evils that now exist in our business. What we desire is that you signify your willingness to attend a meeting to be held the early part of the month (date of meeting to be announced very shortly) and your co-operation. Thanking you for an early reply, I am

"Respectfully yours,

"DANIEL D. O'NEILL."

Mr. O'Neill, who sent out the letter, is a member of the firm of Connor & O'Neill, on South Fifteenth street, and he is deeply interested in seeing that such an organization is effected. There has been a general demand among the retailers for the organization, and at their request Mr. O'Neill took the initiative.

Mr. O'Neill says he has interviewed every talking machine retailer in Philadelphia, and they have all signified their willingness to join such an association. The letters were mailed on Thursday of last week and the meeting will be held as soon as possible after the fifteenth of the month, for by that time Mr. O'Neill believes all the talking machine men will be back and regularly at business again. The meeting will be held at Estey Hall. Such an association really had its inception at the recent convention at Niagara Falls, when Louis F. Geissler, general manager of the Victor Co., suggested the formation of such associations.

BISPHAM IN VAUDEVILLE.

Famous Baritone to Help His Art by Being Heard by the Masses—Should Boom Record Trade—Will Also Star in Operetta.

Talking machine dealers handling Bispham records will be interested to know that Martin Beck, the well-known vaudeville impresario, has signed a contract with David Bispham, whereby the famous baritone is to appear for six weeks in the leading vaudeville theaters of this country, to open at the Palace Theater in New York the third week in September.

The terms accorded to Mr. Bispham record a new limit for an artist from the broader fields of music. Moreover, while Mr. Bispham could have had a much longer tour granted, six weeks was all he could accept, because of the Werba & Luescher production of "The Jolly Peasants," to be launched in November.

In the negotiations Alf. T. Wilton acted as Mr. Bispham's intermediary, though the engagement was offered to Mr. Bispham through Robert Grau, whom Mr. Beck had asked to explain to the distinguished singer the aims of the management to present attractions of the highest grade, in order to follow up the Bernhardt success at the Palace at the close of last season.

You can't get a reputation for optimism by being noisily cheerful when the other fellow has a run of bad luck.

Pride is easily acquired. The summer novel that lasts till fall, thinks itself an Undying Classic.

PREPARING FOR BIG FALL BUSINESS ON PACIFIC COAST.

**San Francisco Branch of Columbia Co. Getting Excellent Results Throughout Territory—
Pacific Phonograph Co. to Manufacture Cabinets—Types of Machines That Are in
Demand—First of New "Wonder" Machines Received—The Victor in the Schools.**

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., August 30.—With vacations about over and everyone getting back to regular duties, talking machine business as well as business in most other lines shows signs of improvement here, and all indications point to big preparations for the fall and winter trade. Dealers are enthusiastic over the new products recently placed on the market from the various factories, which are meeting with instant favor in this section of the country and promise to become prominent factors in the coming season's business.

Good Business with the Columbia Co.

At the local office of the Columbia Graphophone Co. a satisfactory month's business is reported. Fred Anglemier, who looks after the wholesale interests, spent the greater part of August at Santa Cruz, a popular summer resort about seventy miles south of here, and upon his return to duty says he finds considerably more activity in his department than when he left. He predicts an enormous amount of business with the Leader machine, which, he says, is attracting even more favorable attention than did the Favorite, which so far holds the record for popularity within the bounds of his territory at least. C. J. Moore, traveler from this office, took Mr. Anglemier's place during his absence, but is about ready to go on the road again now.

James Ferguson in Charge of Department.

A change has taken place in the management of the Dictaphone department of the Columbia Graphophone Co. here, Mr. Murray having resigned and his successor being Jas. Ferguson, formerly principal of the Polytechnical High School of San Francisco.

Pacific Phonograph Co. to Make Cabinets.

A. R. Pommer, manager of the Pacific Phonograph Co., is back on duty after spending several weeks at his summer retreat, "Cozy Pines," in Bear Valley, Mariposa County, where he seems to have enjoyed himself immensely. Another expansion was made by the Pacific Co. recently when a manufacturing department was added for the manufacture of cabinets and tables. The company's main reason for taking up this part of the business, according to Mr. Pommer, was on account of the high freight rates charged on this class of merchandise from the East, it being classified as double and first class. The latest innovation with the Pacific Co. is a patented cabinet, which it is manufacturing under the designation of the Universal cabinet. The principal feature of this cab-

inet is that any Edison horn machine may be placed in it, thus converting it into an up-to-date hornless type.

Edison Traveler on Visit to Coast.

E. V. Chandler, special representative of the phonograph sales department of the Thomas A. Edison, Inc., is the only Edison traveler who has been out in this territory the past month. He has been working the Coast counties north of here, with Eureka in Humboldt County as his objective point.

New Victrola X Proves Popular.

Jas. J. Black, manager of the talking machine department of the Wiley B. Allen Co., says that business kept up very well during the summer and that fall trade is opening up in good shape. C. T. Edwards, outside man for the department, is conducting an active campaign in the interests of the new style Victor Victrola X among the apartment houses and clubs of this city, and Mr. Black says this style of machine is filling a long-felt want in that particular direction. The record department, under the management of Joel R. Scott, shows a decided increase over the past month over the corresponding period of last year. Lawrence K. Wilson, window dresser for the Allen store, is working on a series of new and novel trims for the fall trade, in which talking machines will be given a prominent position. This talking machine department has a new member on its force in the person of Clarence Anrys, son of Frank Anrys, general manager of the Wiley B. Allen Co.

Featuring the Victor in the Schools.

Miss Gertrude Johnson, special representative of the Victor Talking Machine Co., whose home is in Berkeley on the east side of San Francisco Bay, is devoting her attention at present to special demonstrations of Victor Victrolas at the private and public schools of this city, and the dealers appreciate the work she is doing to develop that business.

New Wonder Machines Received.

The first shipment of hornless Wonder machines was received in the talking machine department of Peter Bacigalupi & Sons during the past month from the Boston Talking Machine Co., and Peter Bacigalupi, Jr., says they are meeting with instant favor. E. C. Howard, special representative of the Wonder products, is now calling on the trade in southern California after spending several weeks in this vicinity.

L. F. Douglass' Ranch a Mecca for Hunters.

The ranch of Leon F. Douglass, of the Victor

Talking Machine Co. in Sonoma County, has been visited by a good many sportsmen of the music trade this summer as usual. A. G. McCarthy and Fred Sherman, of Sherman, Clay & Co., were up there on a hunting expedition recently; Peter Bacigalupi, Jr., was there earlier in the year, and it is understood that Henry Babson, of Babson Bros., Chicago, is a guest of Mr. Douglas at the present time.

New Kohler & Chase Manager Succeeds.

P. H. Beck, who assumed charge of the talking machine department in Kohler & Chase's about a month ago, says initial business has been fully up to expectations both in machines and records. He reports a very encouraging demand for the new style No. IX Victor Victrola and also for the new Columbia Leader.

Recent Trade Visitors.

Among the recent visitors to the trade here were N. L. A. Cody, of Merced; Mr. Logan, proprietor of Logan's Music House, Salinas; K. K. Nishkian, Fresno, and C. H. Arbenz, manager of the Victor department of the Knight-Campbell Music Co., Denver, Col., who came here to meet Chas. Wells, of the Knight-Campbell Co., upon his return from Honolulu. They left here together for the southern part of the State.

Trade Changes Reported Recently.

D. J. Lawn has purchased from Leslie's stationery store and Wm. Thomassen, Hollister, Cal., the entire stock of Edison talking machines and records.

F. A. Young & Son, who recently opened for business in Martinez, Cal., are carrying a complete line of Columbia products in conjunction with their piano business.

Eilers Music House in Spokane, Wash., has disposed of its small goods and sheet music stock, and now plans to devote more attention to the talking machine department, in which all makes of hornless machines will be carried. The rooms now used for the sale of both records and machines will be devoted to records exclusively, and new machine demonstration rooms will be added.

COMMON HONESTY

Is the Golden Thread That Runs Through All Successful Business and Applies to Advertising as to Everything Else.

"In all of this wide range of differing forms of commercial activity there is one continuous quality that runs like a golden thread through all successful business," says W. C. Freeman. "Without it advertising is bound to fail. With it any business—any effort that supplies a human need—is susceptible to the benefits of advertising. It is common honesty—telling the truth and 'making good.'"

PLEASE

don't wait until the rush is on before stocking up on Victor and Edison Machines and Records.

NOW IS THE TIME

to prepare for the busy season. Now is the time to see that your record stock is brought up to high-water mark. Now is the time to accumulate a stock of machines of all types, so that later, when the rush is on, you will be in a position to supply your customers promptly. Think it over. Remember past experiences,

THEN TAKE ADVANTAGE OF EASTERN SERVICE

The service that means profits for you. The service that has back of it years of experience and the largest and cleanest stock of goods in New England. Concentration brings results. We concentrate on Talking Machines exclusively.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR

ST. LOUIS DEALERS ENTHUSIASTIC OVER CONDITIONS.

Strong Spurt in Trade with Beginning of Fall—Little Worry Over Poor Crop Conditions in Certain Sections—New Columbia "Leader" Proves Popular—Stix, Baer & Fuller Co. Department Enlarged—Mark Silverstone Optimistic Regarding Edison Disc Line.

(Special to The Talking Machine World.)

St. Louis, Mo., September 9.—Talking machine dealers hereabouts appear to be especially jubilant as regards fall prospects. The good feeling goes all along the line, from big to little dealer and on to the jobber. August got to be a pretty dull month when one hot day after another was the only program, but the last week some good showers arrived, followed by cooler weather, and there was an instant answer in improved trade.

Then also came word from the great Southwest where jobbers here place a large bulk of their business, saying that while the corn crop was a failure, nobody was alarmed, for almost every other crop grown was a bumper one, and the farmers would be in fine shape anyway. And that seems to be the case. The August backset of Oklahoma cotton will hurt worse than the entire corn loss, because entire communities sometimes depend upon cotton, but not on corn.

But the reports have been good enough to make everybody smile with the coming of the cooler weather. In every store there were reports of good sales coincident with the first pleasant shopping days.

At all jobbing houses there was less anxiety apparent over the supplies than in recent years. The jobbers think the factories are in better shape to take care of them and in all cases records are reported to be moving smoothly.

R. D. Duffy, retail sales manager of the Columbia Co. joins with other St. Louis talking machine men in declaring that the average sale of machines during the summer averaged much higher than for any previous similar period. This he ascribes to increased appreciation of the talking machine.

"The long, hot summer somewhat depressed trade," he said, "but the few cool days the latter part of August brought instant improvement. We had expected a fall revival, of course, but that instant improvement when the weather became comfortable was surprising even to our optimistic view. We look for a splendid fall trade. Our new model, the Leader, at \$75, is proving a strong proposition and is making friends for us. We have had several good sales of our table machines, too."

Both Harry B. Levy, of Aeolian Hall, and Secretary Rauth, of the Koerber-Brenner Music Co., Victor jobbers, say that the orders being placed for fall shipment are large and complete as to style, showing that dealers, both city and country, have prospects of sales of large as well as small machines. They say, too, that hurry-up orders for special finish machines are being received.

The Stix, Baer & Fuller Dry Goods Co., which handles Victors, has enlarged its department, making a total of five demonstration rooms. Manager Alex Robinson says that a nice business has been experienced for the summer, with excellent prospects for the winter. The department is located on the fifth floor, where a good many special sales are held, and these bring a large number of persons to that part of the building. Also the children's playground is near, and here come folk who listen to a new record, unconsciously while resting.

Mark Silverstone, president of the Silverstone Music Co., returned from the Edison jobbers' meeting in New York, holding a very optimistic view of the fall trade. "I do not deny," he says, "that the record supply was getting somewhat on my nerves, and that I feared we were going to be

handicapped in our fall trade. But after what Mr. Edison told us and what we saw at the factory of increased facilities and prospects of still further capacity to turn out good work, I feel much better about it.

"Indeed, already our records are coming smoother and we are having less worry about them. The only thing I fear now is that our meeting may have aroused the enthusiasm of the jobbers to such an extent that they will cut loose and embarrass the factory capacity for machines.

"Never did the fall look better to me. We have realized on a surprisingly big lot of prospects this summer that I thought were for fall use, and merely kept in touch with them for future use. And each sale adds to our prospect list. The number of persons coming in and asking to hear the disc machine increases constantly. We are pushing only the \$250 model, and we tell the prospective customer that it is for their good that we are doing so."

Mr. Silverstone was accompanied East by Mrs. Silverstone and their little son. Mrs. Silverstone and son stopped at Niagara Falls, while Mr. Silverstone went on to New York. He rejoined them there, and after fully investigating the Falls, they took a leisurely trip home, boating across the lakes and changing from steam roads to trolleys for several long runs on interurbans which they greatly enjoyed.

Manager Reid, of the Columbia Co., says: "You would never know from looking over our fall orders that there is or was such a thing as sun-burned corn. We are going a good pace and the country business is responding excellently. Here in the city, the retail and jobbing business has been all that we could ask.

"No returned approval Victrolas or records in our complete stock," is a keynote in a new advertisement the Thiebes Piano Co. has been running in connection with the Victor Co. general machine on approval; it has caused some comment among students of advertising.



Patent Design Applied For.



This Distinctive Victor Calendar

Will Make

An Instantaneous Hit

with all Victor patrons, and will prove to be a great "ad" for your store. The appearance is so close to the natural Victor Record that you will almost believe a calendar pad has been stuck upon a Real Red Seal Victor Record. Thousands of these Calendars have been sold for November delivery, so get your order in Now so as to insure Prompt Delivery. We give you a very liberal discount on all large orders.

This is the Advertising Novelty that will be appreciated by all your customers and will get them talking about your store. "Make up your mind to-day and you'll have your Victor Calendar right away."

GET IN TOUCH WITH YOUR JOBBER NOW

Manufactured Exclusively for Victor Dealers
\$15.00 a Thousand Net

THIS GREAT VICTOR DEALER NOVELTY is approved and recommended by the Advertising Department of the Victor Talking Machine Company. No live dealer should overlook this, the greatest of all advertising for Victor dealers.

THE INTERNATIONAL ADVERTISING AND SALES CO.

39 Ann Street, Hartford, Conn.



It ought to be clear to you right now that the selling rights for Columbia product in your locality are just about ripe enough for somebody to pick. That it can't do any harm to make inquiries, at least.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

**Columbia Graphophone Company
Woolworth Building, New York**

F. K. DOLBEER ADDRESSES TALKING MACHINE DEALERS

At Special Meeting Held at Keen's Chop House on September 3—Discusses Record Exchange Proposition—Strong for Co-operation—V. W. Moody Interprets Sections of New Victor Contract—Association Takes Action on Various Matters of Interest.

As announced in The Talking Machine World last month, a special meeting of the Eastern Talking Machine Dealers' Association was held at Keen's Chop House on the morning of September 3 for the purpose of hearing from F. K. Dolbeer, manager of the phonograph sales department of Thomas A. Edison, Inc., the position of his company in the matter of the record exchange proposition, and as far as possible, the company's views on that matter.

Frank Dolbeer's Address.

In his address to the dealers Mr. Dolbeer said: "Mr. President—I was somewhat surprised as well as amused at an article appearing in a recent issue of The Talking Machine World stating that I was going to address your members on the subject of our record exchange. Nothing, either in the letter received from your secretary or in my interview with your committee, indicated that this particular subject was to be discussed to the exclusion of other matters, nor do I deem it of more importance than many other things which are of mutual interest, but as there appears to be a desire to obtain some expression of opinion from our company as to the merits of our plan, I certainly have no objections to making entirely clear our position regarding it.

"Some years ago we instituted an exchange which compelled jobber and dealer to purchase three records for one—in order to be relieved of unsalable records—which resulted in the trade largely overstocking; later we changed the plan, making it only necessary for you to buy double the quantity to be returned, and still later on, the even exchange became effective, which was obviously unfair to the factory, as it compelled us to manufacture two records for the price of one, and although we realized the plan was costing us enormous sums, it was continued until we had sustained a loss aggregating several hundred thousand dollars.

"Despite the fact that we were running our factory to the limit—to supply new goods for old—without profit, the practice was continued until it became too great a burden and some step was necessary to devise a plan which would prove more equitable and still bring the same result.

"After serious consideration from all points of view, it was decided that the proper method would be to permit the trade to return records based upon a percentage of their purchases, hence the present plan, which to the dealer who is doing any business whatever, is wholly satisfactory, and has resulted in cleaning up the undesirable record stocks, particularly in the case of the dealer who has availed himself of the opportunity of taking on our new line.

"The provisions governing an even exchange are not only obviously unfair to the manufacturer, but do not prove entirely satisfactory to the dealer, as it necessitates the ordering of a quantity of rec-

ords, some of which immediately become an overstock and which must again be returned, causing an added expense when you come to consider the cost of packing, freight charges and incidentals.

"One moment's serious thought on your part will clearly show the effect that an even exchange has on the manufacturer, who is compelled to manufacture an excessive quantity of records, only a percentage of which are ever sold, or are absorbed by the buying public.

"At the present moment we are particularly interested in the live Edison dealer who is pushing the sale of our goods, and who is seriously considering taking on our combined lines, and to such



Frank K. Dolbeer.

dealers we can give our assurance of eventually being relieved of their overstock of records, because we know that our present exchange plan will bring about the desired result for such dealers within a reasonable length of time.

"It has been intimated that apparently I was not in accord with your association or associations generally, but such is not a fact, as I am heartily in favor of them, and your policy of getting together as you do at frequent intervals is to be highly commended.

"Men in the same line of business, co-operating through lunch clubs or other friendly meetings should endeavor to be very frank with one another, and when called upon to explain some act which does not appear to be quite friendly in a business way, may often clear it up by an honest explanation, which in almost all cases will prove to be entirely satisfactory.

"Remember that your competitor is probably as free from, and as far above dishonorable actions and trickery or cunning practices, as you are. The increase of mutual confidence among business men will do much to bring about a better condition of affairs, and you will also find, after becoming better

acquainted, that there is much to admire in the character of your business associates.

"As I stated earlier in my remarks, there are many things which could be discussed to our mutual advantage, but having consumed so much of your time on this subject, will only touch upon one thing more, and that is the matter of protection to dealers.

"One of the principles now recognized by the keenest and shrewdest observers is that the 'square deal' is the surest and soundest foundation of success in either a large or small business, and that is what Edison dealers are going to obtain from our company if we are accorded the same treatment.

"You are all aware that we do not under any circumstances grant exclusive territory, but we are giving the loyal Edison dealer the utmost protection by refraining from establishing other dealers where we are obtaining proper representation at the hands of those already established. I have one case in mind, a city where the population is in excess of forty-five thousand, with only one Edison class 'A' dealer, we having declined to accept bona fide immediate shipping orders from two other concerns, both in excess of \$5,000. Would you consider the Edison franchise a valuable one under such conditions? Do you want to obtain a franchise to sell these goods under somewhat similar conditions? It rests largely with yourselves!"

Following Mr. Dolbeer's address the dealers had luncheon together at Keen's, and at the afternoon session were addressed by V. W. Moody, sales manager of the New York Talking Machine Co., who cleared up several matters of doubt regarding the real meaning of various clauses of the new Victor dealer's agreement and new model installment form. Mr. Moody pointed out that with the exception of the repossession clause in the new agreement, it differed in practically no particular from previous agreements issued by the Victor Co., and in many cases was designed to take care of future exigencies rather than present conditions.

At a formal meeting of the association, also held in the afternoon, a resolution was adopted to the effect that the members of the association keep a record of the numbers of all machines repaired, as well as of the addresses of the owners, in order to aid other dealers in tracing machines that have been stolen. In this connection several of the jobbers have also offered their assistance.

Advertising of Victrolas at low terms by jobbers to the detriment of the trade of the dealer was also the basis of a resolution, it being the plan of the members of the association to threaten to withhold their trade from offending jobbers.

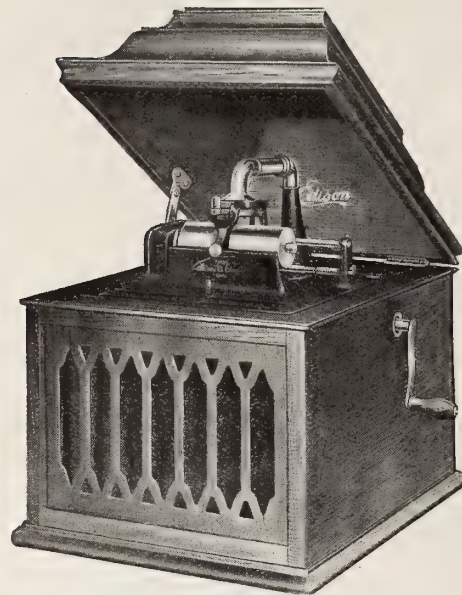
In the course of the meeting the members of the association were strongly urged to watch for the reappearance of the Oldfield bill, and upon the day before it is scheduled to be read send a flood of letters to their Congressmen.

The employment bureau recently started under the auspices of the association is now in working order and will soon be in a position to render comprehensive service to the dealers in that particular.

Although there were only about twenty-five members of the association present at the meetings, the sessions were among the liveliest and most interesting in the history of the association.



EDISON AMBEROLA
Price \$250.00

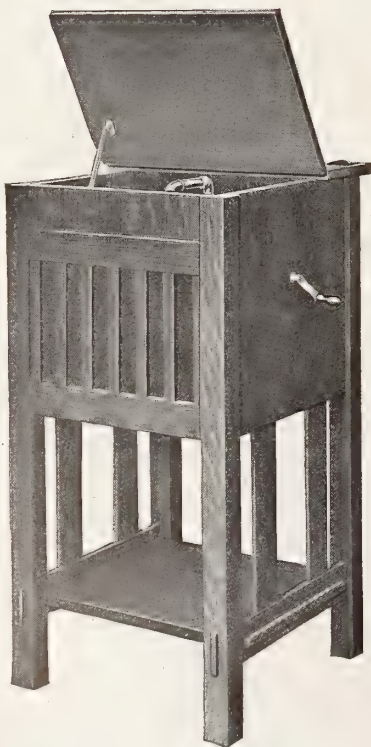


EDISON AMBEROLA VIII
Price \$45.00

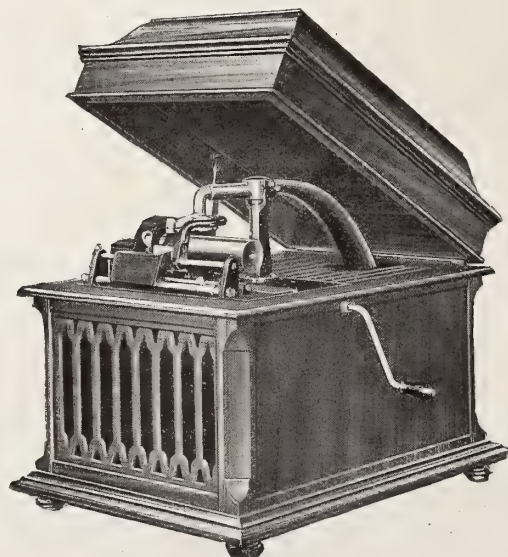
Edison's complete line for 1910

Look at this array of the new Edison hornless Phonographs. Compare them in design, tone, strength and price with any other machine made. Consider the tremendous scope of this line with prices ranging from \$30 to \$250 and you will get an idea of the organization that is behind the name "Edison."

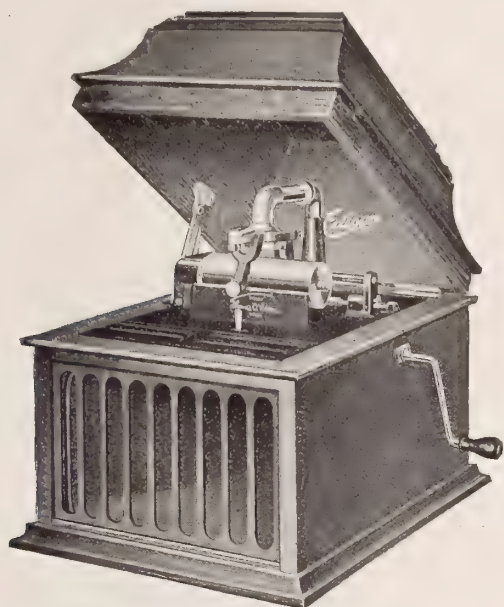
There will be a sharper demand than ever this fall for the Amberola machines. This new line will meet it.



EDISON AMBEROLA IV
Price \$100.00



EDISON AMBEROLA V
Price \$80.00



EDISON AMBEROLA X
Price \$30.00

of cylinder phonographs 13-14

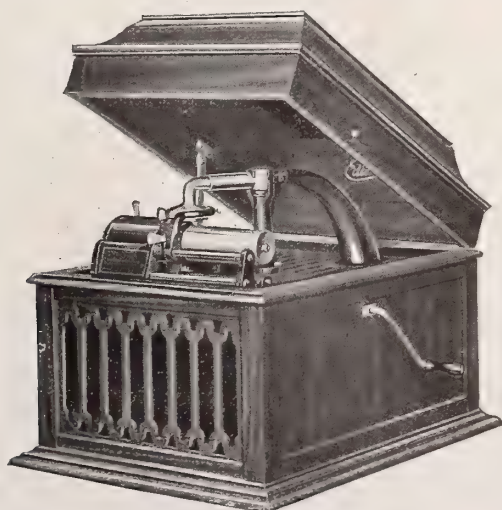
The orders will roll in faster than ever. The wise dealer will get *his* orders in early and be prepared to meet every requirement of his local trade.

Let the Edison organization help up. Your jobber will supply you with everything you need. Don't delay. Play up these wonderful machines that bring wonderful profits.

Thomas A. Edison, Inc., 59 Lakeside Avenue, Orange, N. J.



EDISON AMBEROLA I
Price \$200.00



EDISON AMBEROLA VI
Price \$60.00



EDISON AMBEROLA III
Price \$125.00

WISCONSIN DEALERS SEE NOTHING BUT BIG BUSINESS.

Crop Situation Very Favorable and Large Stocks Put In—Death of F. A. Watson—Improvements in Gensch-Smith Co. Store—Talking Machine Exhibits at Household Show Piano Salesmen to Sell Talkers—New Branch for A. G. Kunde—The Month's Doings.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., September 11.—September seems to have marked the end of the dull summer season in the talking machine trade, and there are indications that the usual fall revival is being experienced. People have returned from their summer homes and annual vacations and have settled down to work once more, so that business in most lines has resumed its normal tone. Both retailers and jobbers seem to be meeting with an improved demand for machines and records.

The early fall revival and the encouraging outlook has resulted in a decidedly optimistic feeling in the trade. Predictions are being made that a record breaking business will be received from now on. The crop situation is even more favorable than at this time a month ago. Threshing has been completed and, with the possible exception of barley, the yield was fully up to the average. Corn has been making a phenomenal growth as a result of the warm weather and extensive rains, and there is not the slightest doubt but that a bumper crop will be harvested, providing the frost holds off long enough. Prof. R. A. Moore, head of the department of agronomy of the University of Wisconsin and one of the best known crop experts in this section of the Northwest, estimates that the Wisconsin corn crop will be worth between \$60,000,000 and \$70,000,000. When the corn crop is good in this State it means general prosperity, as it reflects favorably upon the hog raising and dairying interests, which are all important in the Badger State. Wisconsin is now the leading dairy State in the Union, and when everything is favorable in this line it means more available money for all phases of trade.

Death of F. A. Watson.

F. A. Watson, of Dixon, Ill., one of the incor-

porators of the Wisconsin Talking Machine Co., of Milwaukee, jobber for the Victor line, died on August 9 at his home in Dixon. The retail store of Miss Gertrude F. Gannon, 312 Grand avenue, and the offices and warerooms of the Wisconsin Talking Machine Co. were closed on August 11, the day of Mr. Watson's funeral.

Makes Department More Complete.

The Gensch-Smith Co., operating an exclusive Victor store at 730 Grand avenue, has made several changes in its establishment, including the erection of a large balcony, available for the storage of stock. The company has been laying in a large stock of records and machines in preparation for the coming fall and winter trade. Business with the new concern has been increasing each month.

Establishes New Sales Record.

L. C. Parker, manager of the Victor department at the Gimbel Bros. department store, established a new sales record during the first week of September. Business during August showed a satisfactory gain. Mr. Parker has just returned from a business trip to Chicago.

Substantial Addition to Stock.

C. W. Abbott, manager of the Victor department at the Boston Store, has been making substantial additions to his stock in order that he may be ready for the fall and winter trade. Several more new record cabinets have been installed. Mr. Abbott has more than doubled the business of his department during the past year.

To Exhibit at Household Show.

Most of the larger downtown talking machine stores of Milwaukee will be represented by exhibits at the annual Household Show, which will be held in the Milwaukee Auditorium, September 22 to 30. Among the exhibitors will be A. G.

Kunde, 516 Grand avenue, Columbia jobber and retailer; the Wisconsin Talking Machine Co., jobber for the Victor line; the Milwaukee Phonograph Co., jobber for the Edison line; the Heller Piano Co. and the Edmund Gram Music House. Dealers and jobbers who exhibited last year found that the venture was a successful one and that much new business was secured in this manner.

Edison Demand Is Active.

William A. Schmidt, manager of the Milwaukee Phonograph Co., 347-349 Broadway, jobber for the Edison line, says that the Edison disc phonographs are selling so well that it is hard for the local jobbing concern to keep its supply of machines and records up to requirements. The Blue Amberol records and the new hornless machines seem to be selling well in every section of the State, according to William P. Hope, traveling representative of Thomas A. Edison, Inc., who recently spent a few days in Milwaukee. Manager Schmidt, of the Milwaukee Phonograph Co., reports several new Edison dealers at various points about the State. Ernest Stiller, Green Bay, and W. J. Augustine, Fond du Lac, both Edison dealers, were recent visitors at the headquarters of the Milwaukee Phonograph Co.

Giving Piano Salesmen a Chance.

Officials of the J. B. Bradford Piano Co. are trying out the scheme of having no particular salesmen give up all their time to Victor sales, but instead giving every piano salesman a chance to sell a talking machine wherever he may find a prospect. Thus far the plan is working out very successfully, and a brisk Victrola and record business is reported. Most of the salesmen while out calling on piano prospects run across prospective talking machine customers and in this way can increase their commissions. Miss Jule Steiner looks after the inside sales at the Bradford house, both in the machine and record line. Thomas DeSwarte, treasurer of the company, still has general supervision over the Victor department.

Remodeling and Enlarging Quarters.

The retail store of Miss Gertrude F. Gannon, 312 Grand avenue, is being remodeled, enlarged and refurnished. Another new Victrola demonstrating room and additional record cabinets have been installed to care for the rapidly increasing fall business. A large and attractive new sign has been erected at the front of the store. J. H. Becker, Jr., now sales manager for Miss Gannon, says that the outlook is exceptionally good for a fine fall trade.

Larger Quarters for Gram.

It is expected steps will be taken this fall by the Edmund Gram Music House in arranging new and larger quarters on first floor for its Victor department. No expense will be spared in making the department strictly high class and in conformity with the artistic furnishings and decorations on the main floor of the Gram store. Some fine Victrola sales are reported by Paul A. Seeger, manager of the Victor department.

Fishing De Luxe.

J. H. Becker, Jr., sales manager at the retail store of Miss Gertrude F. Gannon, according to his annual custom, again made use of a Victrola to "round up" the fish while on his annual vacation at New London, Wis. Mr. and Mrs. Becker have been submitting pictures of one day's catch of bass and pickerel which they caught while a Victrola in the boat furnished music. It was "some" catch.

Kunde to Open Branch Store.

A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer, is preparing to open a new branch store at 3410 North avenue by September 15 or October 1. Mr. Kunde is so confident of the business possibilities with the new store that he has leased the property, a new building, for a period of two years. The branch will be located in an exceptionally fine business neighborhood, while there is not another talking machine establishment within a distance of thirty blocks. The manager for the new store has not been secured as yet.

When married women get to the point when they believe their husbands are the only men who understand them, the divorce courts can go out of business.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.

EFFICIENCY IN THE HANDLING OF RECORD STOCK.

Easy Matter When Gone About in the Proper Way, Says the Voice of the Victor—No Excuse for Having Shortages in Records—How the Parcel Post Fits Into the Scheme of Things—Checking Stock with the Empty Envelopes and Other Suggestions.

The proper and most effective way of handling record stock has long been among the important problems confronting the talking machine dealer. No matter how large or small his business may be, the progressive and up-to-date dealer is apt to find some flaw in his method of handling records, and until he has found this flaw and rectified it he does not feel satisfied.

A number of excellent suggestions on the proper handling of record stock have appeared from time to time in the columns of The Talking Machine World, and many of our readers have assured us that the plans outlined in our pages contained suggestions of real value. In this connection a plan for handling retail record stock recently appeared in the "Voice of the Victor" which will be found of interest, and which we print in full below:

"Keeping a retail stock of records in a state of real efficiency is a comparatively easy task when one goes about it in the right way, and it is a matter of the utmost importance.

"It may be unreasonable, but it is nevertheless a fact, that the customer quite frequently feels annoyed when the dealer is 'out' of some particular record. You see, the customer may have come into the store for the definite purpose of hearing that particular record.

"With the assistance of parcel post and an efficient method for keeping track of 'shorts,' there is less excuse for being out of records than there ever was. The present limit of parcel post weight is twenty pounds. That means that a number of records can be sent through the mail, and the dealer who supplements his monthly or weekly order for records with an occasional order by parcel post shipment will have few disappointed customers to contend with.

"Contend with,' by the way, is just the right way to express the case, for a customer who has been repeatedly disappointed is quite apt to develop a streak of passive antagonism for the source of his disappointment. The streak isn't always passive—on occasion it becomes acutely active.

"As we have said, parcel post takes care of emergency shipments *quickly*, and at a very moderate expense. The most vital thing is to know at a glance just what records you are short of and know exactly which records you are entirely out of. It can be done with *practically no effort*.

"Keep your entire retail stock of records in heavy manila envelopes (or, for that matter, get enough regular Victor envelopes to answer your purpose. We charge less than one-half cent apiece). Stamp the number of the record in good bold figures in the upper right-hand corner of the envelope. Just underneath the number make a pencil memorandum showing how many of each particular record you have in stock.

"This is how it works: We will suppose that all your retail stock of records is in the special stock envelope, and that the factory envelopes in which the records were supplied to you, and in which you, in turn, must supply them to your customers, have been put into a special drawer.

"A certain number of records are sent out today. Each record is taken out of the 'stock' envelope, put back into the factory envelope and delivered to the customer. *The empty stock envelope is then put into a special drawer.*

"Next morning the boy who sweeps out the store fills all the empty 'stock' envelopes from your reserve stock and makes a pencil memorandum on the envelope showing how many more records of that number are in reserve. If there are no

more of any particular record, the empty retail stock envelopes cannot be filled. Such envelopes are brought to your desk.

"For retail purposes it is best to keep your records 'on edge'—simply because records so kept can be taken out of or put back into each compartment with the least possible effort.

"Let the envelopes project a little from the rack. They should all face the same way, and when so arranged it takes only an instant to run the thumb along a whole row of the projecting corners. As this is done each number flashes into view. It is easy to find the record you want, and with the pencil memoranda of reserve stock to guide you, 'stock-taking' is an operation requiring only a very few minutes at any time.

"With such a system and with parcel post for emergency orders, disappointed customers should be few and far between so far as *your* store is concerned. With such a system the Victor dealer will be able to show a much greater profit at the end of the year. We discovered long ago that time is money, and in any business the amount of profit is largely dependent upon keeping down operating expense. If you know a better system than the above, use it. If you do not, it would be well to adopt this."

SELLS TALKING MACHINE STOCK.

T. M. Carter Music Co., East St. Louis, Ill., Sells Victor Line to Rhine & Wesson.

(Special to The Talking Machine World.)

EAST ST. LOUIS, ILL., September 9.—T. M. Carter Music Co., Victor dealers in this city, has sold its stock of talking machines to Rhine & Wesson, of Belleville, Ill., another suburban town. The Rhine & Wesson firm is a comparatively new one at 203 East Main street.

The T. M. Carter Music Co. will retain the agency for its line of pianos, but has given up its small goods, sheet music and talking machines. The Lehman Music House, of East St. Louis, took over the sheet music, and Hunleith Bros., of St. Louis took the small goods.

"MASTERPHONE"

FOR TALKING MACHINES

A SIMPLE DEVICE WHICH

Clarifies, Articulates and Magnifies.

Eliminates Scratch, After Tones, and the Mechanical Tone.

REPRODUCES ALL the Artist put into the Record.

Increases the Volume of a Fine Needle Tenfold.

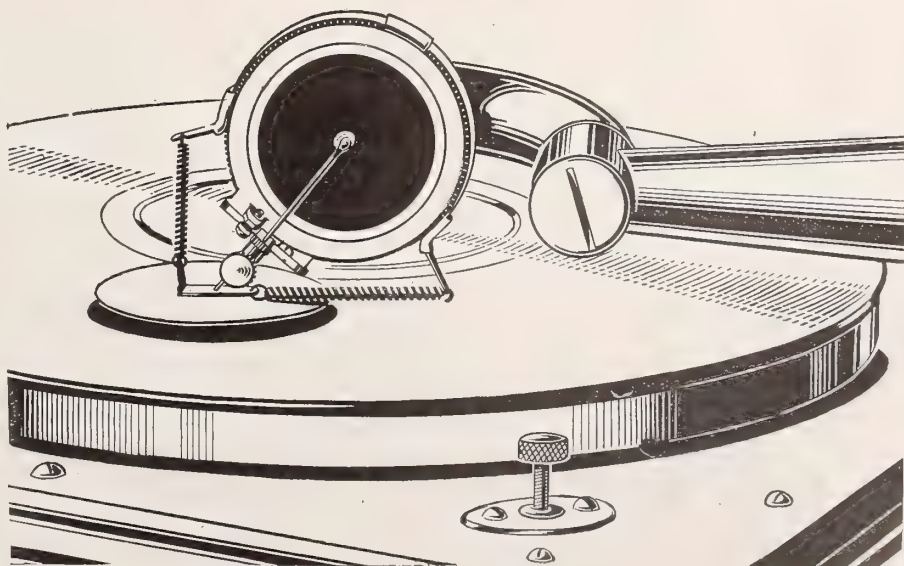
Permits Playing a Record 1,000 Times Without Perceptible Wear.

Brings Out DETAIL Never Heard Before.

Sells on Demonstration.

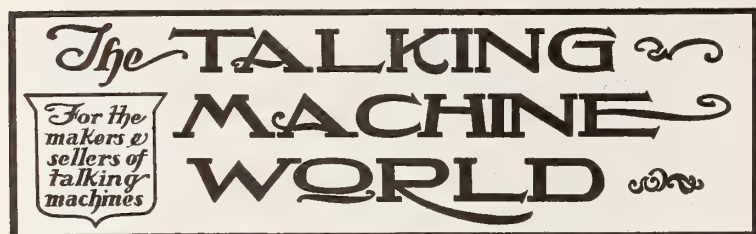
Speaks for Itself.

Sells for ONE DOLLAR, Worth Ten.



For Trade Discounts Apply

THE MASTERPHONE CORPORATION, 187 Broadway, New York City



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NEW YORK, SEPTEMBER 15, 1913.

THAT there will be a big talking machine business this fall is certain, and it is sure also that the size of the business will be limited entirely by the ability of the factories to supply the demands.

In other words, it is reasonably sure that there will be a shortage of manufactured products and this condition will exist notwithstanding the great enlargement of the physical properties of the different companies.

That fact alone should show the tremendous increase in popularity of the talking machine, hastened materially by the carefully planned publicity campaigns which have increased the interest and widened the knowledge of millions of people regarding the talking machine.

Jobbers and dealers who have written to The World recently state that prospects for business with them are excellent. Rains in the drought-stricken regions of the Southwest have arrived in time to save the greater portion of the menaced corn crop and relieve the shriveling pastures.

It is now authoritatively estimated that the yield of maize will fall about three hundred million bushels short of last year's actual harvest. This is a great loss, but it is only one-half as great as it appeared in the recent interesting estimates, and in view of the enormous reserve carried over from last year there surely will be "enough to go round."

With an assured unprecedented yield of wheat and the promise of fifteen million bales of cotton the harvests will be at least equal to the average. The purchasing power of the agricultural communities as a whole will not be impaired. That this fact is appreciated is evident in the liberality with which merchants in all parts of the country are ordering merchandise to replenish their shelves, depleted by the hand-to-mouth policy so long pursued.

The country since the panic of 1907 has nearly completed its cycle of "seven lean years" and is in train to enter upon its series of fat ones. Wall street has "called the turn" in this instance, as it has done often in the past, by the recent rise in stocks and a recovery of fully one-third of the depression that had occurred in bonds from last autumn until midsummer.

Whatever depression was caused by alteration of the tariff is now over. Manufacturers and merchants have "discounted" the actual enactment of the new rates. The country has not gone to the "demnition bowwows," as many ultra-protectionists asserted it would, and many respectable authorities believe that the trade will broaden when the law goes into operation.

The specter of "a money famine in the autumn" has been banished and the prospects are good for so shaping the currency bill

that it will be shorn of objectionable features while preserving the essential feature of circulation based on commercial assets. Dreaded possibilities on which the financial markets abroad and at home were depressed beyond all reason have proved to be like the old woman's troubles that never occurred, and the way is now cleared for a general period of prosperity. It is, therefore, time for talking machine men to prepare for the greatest season in history.

WHEN a great manufacturing company announces radical changes in its policy of dealing with its representatives, it quite naturally follows that such action will create comment, and it may be truthfully said in this connection that the announcement by the Victor Co. of its new system of licensing its patented products has caused widespread discussion in trade circles, for many have failed to interpret the meaning of the various clauses in the contract.

When the Supreme Court announced its decision in the Henry vs. Dick case, the Victor Co., realizing the advantage of a more advantageous system of marketing its products, commenced on the development of new plans which could be utilized in dispensing its products throughout the United States. Then came the recent decision of the Supreme Court in the famous Sanatogen case, which has been fully dealt with in the columns of The World, and through which it became apparent to all that a smashing blow had been delivered at price maintenance.

Presumably this decision hastened the plans of the Victor Co. in perfecting its new lease system of agreement which was promulgated on the first of August.

As we view it, this system is one by which the retaining control of the patented products remain with the producing house, the title in the machines and records being vested in the Victor Co., which claims the right to take possession of them in the event of any breach of conditions, the company to repay to the licensee the amount of the license fee or royalty paid by him as per the conditions set forth on the labels.

The machines contain the notice of the restrictions under which they are licensed for use only. This new selling plan of the new agreement annuls the old existing distributors' and dealers' contracts.

The Victor distributors have been requested to immediately secure signatures to the new agreement from every Victor dealer at present on their dealers' list.

It is understood that the signed agreements have been returned to the company in a number quite up to their expectations, when we consider the extent of territory to be covered and the necessary thought required to consider the new agreement from various viewpoints.

The World has been asked for an opinion regarding this important move from a number of sources. In fact, inquiries numbering hundreds have reached this office, and they are coming in in such a way that it is almost a physical impossibility to reply in each individual case. We would say that such questions as these should not properly come to a trade publication. The contract is strictly personal between the company and its representatives.

It is obvious that primarily this movement was put in force for price maintenance, and every talking machine dealer realizes the importance of price maintenance to his business. The new Victor license agreement, according to the opinion of some of the best legal talent in America, complies with the law and will serve the interests of the trade. That in a nutshell presents the case.

Price maintenance has been and will continue to be the sheet anchor of the talking machine industry.

Some of our legislators obviously have a mistaken idea as to just what price maintenance and its relation to the purchasing public amounts to.

It does not mean, as many of them allege, monopoly by any means. It means a safeguard to trade interests and it means that the purchasing public is assured of full value for its money.

If manufacturers of price-regulated articles had overcharged the public, purchasers would not be long in finding it out, but when goods like talking machines are sold under restricted price agreements, it means that dealers cannot enter into a price war, thus annihilating the values of the very stocks in which their capital is invested.

Price maintenance has been the safeguard of the talking ma-

chine industry. It has saved men from themselves and has prevented price slaughtering which in the end could only have culminated in disaster.

THE apparent and tangible results of good advertising—its outside work—are increasing sales, winning new customers, adding new dealers, standardizing a trade-mark, earning that greatest of business assets, good will.

But advertising does more, it does inside work as well. It produces unearned increments less clearly grasped and not so easily impressed on the non-advertiser—particularly the incredulous non-advertiser. One of its most valuable results is its stimulating, enthusing, uniting effect on all the members of the organization, from the head of the firm to the office boy.

Advertising is bound to raise the standard of the goods advertised. No one can afford to pay out thousands of dollars pushing a poor, unsatisfactory article where first sales represent little or no profit. Advertising alone will not hold customers long or bring the reorders necessary to success. Merit alone will do that. You may take it for granted that a persistently advertised article in these days is exactly what it purports to be, otherwise it could not continue to be exploited.

As the manufacturing standards and selling methods improve, as the output grows and the plant enlarges, as distribution follows in the wake of advertising, as the goods appear attractively displayed in stores from one end of the country to the other, a natural pride in the product spreads throughout the organization. It is human nature. Everyone, knowingly or unknowingly, shares it.

Salesmen, too, have come to realize the assistance of advertising to them individually. Those who were once loudest in their condemnation have become its strongest supporters. The insistent demand for the goods caused by advertising has simplified their work, heightened their interest and increased their sales. It creates *esprit de corps* and confidence both in the goods and the organization. If you don't believe this ask the big advertiser—the man competent to give an expert opinion.

That in liberal advertising of a product the manufacturer gives the buyer his greatest protection is the idea put forth by many prominent advertising men. The reason is that the firm making a talking machine or any other product is willing to affix its name and stake its reputation upon the goods fulfilling the claims made in the advertising.

Manufacturers who conduct their business upon this modern manner of merchandising set aside a certain appropriation each year for advertising purposes. At first thought it may seem that this is a tax which the consumer pays, but instead it is an insurance, just as you pay a premium to protect your property against fire.

The very fact that even though the consumer must pay a certain amount of the purchase money of his product toward the publicity that has been given it, yet this is the protection the buyer obtains in the guarantee it thus gives him as to the strength of the manufacturer's claims and to the value that is created for the product through this publicity.

It is natural to have more confidence in persons whom we meet who have been well introduced and whose record is presented to us by persons in whom we had confidence than we have in chance acquaintances, and advertising merely is the introduction and the record that are put before the buyer as to the trustworthiness of the article mentioned.

Publicity has been the great guarantee of fair dealing. In the language of the day it is the one thing that forces all the cards on the table, and it is as impossible for a firm to succeed and be unfair in the quality of its product as it is hazardous for the buyer to choose any articles, whether it be talking machines, pianos, clothing or friends, that are not properly introduced through the recommendation either of acquaintances in whom we have absolute confidence, unless the articles are advertised in such a manner that the mere fact of the advertising guarantees the truthfulness of the claim.

This is logical and understandable.

THE Eastern Talking Machine Dealers' Association under its present administration appears to have come into its own as one of the liveliest organizations in the talking machine trade. Under present conditions it has proven that an association of talk-

ing machine dealers of any one locality need not of necessity be the means for holding a club over manufacturing or jobbing interests for the sake of securing desired trade reforms or changes, but that without going outside of its own membership, such an organization can prove of immeasurable assistance to the individual member in the conduct of his business.

No one man in any one line of trade knows it all, in spite of any belief of his own to that effect, but when fifty or one hundred men in the same line get together and exchange business ideas, the probabilities are that they will cover the ground very thoroughly.

Under the new administration the Eastern Talking Machine Dealers' Association has, for instance, established an employment bureau, with a view to supplying to the members, at short notice and when most needed, employes with clean records. For the individual dealer to secure new help by himself means that he must spend time in investigating the applicant's references or taking a chance on securing an incompetent, and in either case the result is not strictly satisfactory.

In the matter of locating lost machines, the dealers also took the proper action, and it is very probable that other bureaus or sub-bureaus operated by the association for the benefit of the individual member will grow out of the many suggestions offered at recent meetings.

The greatest value of the association, however, appears to be the benefits derived by the individual member through its association with fellow-dealers at the meeting. New ways of doing business; suggestions regarding the handling of machines and their various parts; success or failure of certain forms of publicity; new prospects of getting schemes, are all brought up and discussed. The dealer leaves the meeting room in possession of a consensus of opinion on certain matters, which, if properly made use of, should repay him in one day for the total yearly expenses of time and money in the association membership.

ELBERT HUBBARD says, in a series of articles, the first of which appeared recently in *The Music Trade Review*:

"In the old days business men cut each other's throats. Later they cut prices. Then they cut acquaintance. Now they co-operate. The inane competition born of selfish rivalry, which has only one object—success through the failure and elimination of a competitor—is now almost non-existent.

"The competition that obtains nowadays is that of friendly rivalry, based on trustfulness, which seeks to merit success. It is emulation; a noble effort to obtain the highest excellence and give the highest good by sustained effort and applied intelligence.

"The one-price system and the fulfilment of 'promises' have contributed largely to this desirable condition and friendly feeling between business men and business houses. All this has been the result of education. The truths of fraternity and the square deal have been assimilated until they have become the life-blood of industrial and commercial activity.

"It is to meet the requirements of these new economic conditions, this thirst for special information on specific subjects, that we have offered to us technical and commercial courses by various schools and colleges throughout the United States. And thousands have benefited thereby. But if I were asked what I consider the chief medium of instruction and helpfulness for the business man of to-day, I should unhesitatingly say his Trade, Technical or Class Paper."

Fra Elbertus philosophizes in the article in *The Review* for the benefit of readers who are interested in trade publications.

If the entire series of articles which have been arranged for *The Music Trade Review* are as good as the first, they certainly will make good reading for business men.

SALESMEN must be competitors, but credit men should all be partners. Credit men should not even try to stand alone. To paraphrase a little: They should share each other's woes, each other's burden bear, and each should always ready be to help the other swear.

If a fellow will avoid being the same kind of a fool twice he stands a ten-to-one chance of being numbered among the sane and sensible, even though he may have been several kinds of fool during the course of his career.

SALTER FELT-LINED CABINETS

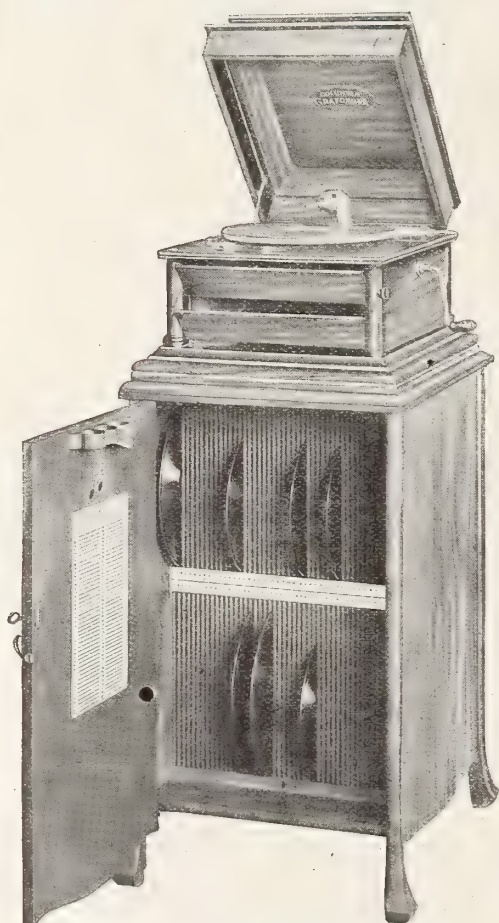
The Idea that has Revolutionized the Record Cabinet Business

A felt-lined compartment for *each* record.

Scratching and warping absolutely prevented.

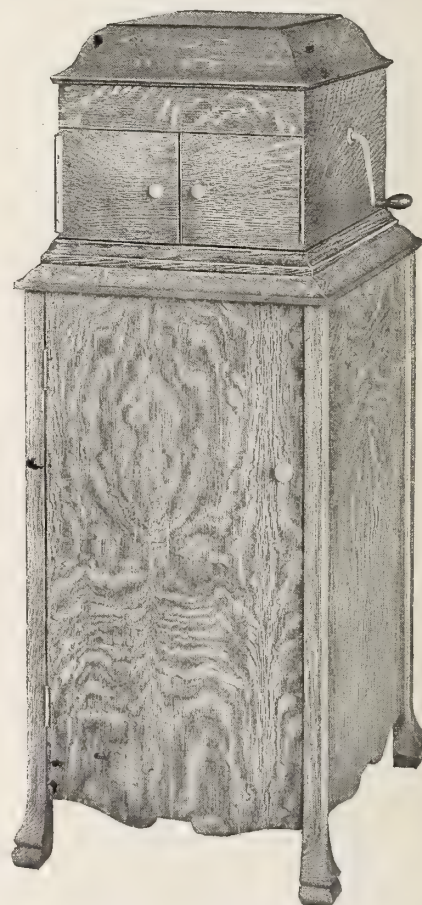
Absolutely dustproof.

The single compartments and a simple and accurate index enables one to find the desired selection *instantly*.



Style 111 for Columbia Favorite

You can greatly increase your business this fall by means of the remarkable "outfits" you can offer your trade in combination with the New Salter Styles made to match the "cabinetless" models of Columbia Grafonolas and Victor Victrolas.



Style 8 for Victrola VIII

The new styles constitute the last word in the Cabinetmaker's Art. The top edges are built up to correspond perfectly with the base of the machine and hold the latter firmly in place.

Send for Complete Catalogue Showing Entire Line

SALTER MFG. CO.

337-43 North Oakley Boulevard

CHICAGO



"The closer the competition the surer the sale; because the closer the competition the closer the comparison. If everyone made comparisons before buying everyone would buy Columbia instruments. It is the rare exception for Columbia product to lose out in competitive sale."



(From "Music Money," a free book you ought to have)

Columbia Graphophone Company
Woolworth Building, New York

MAKING THE DEALER'S SALESMEN MORE COMPETENT.

Practical Demonstrations of Victrola Construction and Live Talks on Salesmanship Enter Into Latest Plan of Benjamin Switky—Claims Salesman Should Know Every Detail of Machine and Its Construction—Staff of Gimbel Bros. Department Entertained.

A decided innovation in the matter of service rendered by a talking machine jobber to his dealers through increasing the efficiency of the retail sales staff, was recently introduced in New York by Benjamin Switky, the well-known Victor distributor. Through arguments presented by the head of his repair department, A. H. Dodin, Mr. Switky became convinced of the fact that unfamiliarity with the mechanical details of the various types of Victor machines reduced the efficiency of salesmen to a considerable extent, chiefly through forcing them to sell machines of a low value, owing to their inability to explain why other types were higher in price, and consequently worth more. The result was that a series of practical demonstrations of the Victrola mechanism and its construction were arranged for, and the first of the "dealers' evenings" was held at Keen's Chop House in West Thirty-sixth street, on August 18, with the complete sales staff of the talking machine and piano departments of Gimbel Bros. and representatives of other establishments in the vicinity, as guests of Mr. Switky.

Before going to Keen's, however, Mr. Dodin and Mr. Switky visited the Gimbel department, where Mr. Dodin spent over an hour and a half in taking apart the motors of various types of Victrolas, giving a short and non-technical lecture on the differences between them, and wherein lay the value of the various types.

The mechanical details of the machine were so presented to the salesmen that they were able to grasp them instantly, and all acknowledged that following the lecture, they were in a better position than ever before to give a convincing sales talk to the prospective customer on Victrola values.

Following the enjoyable dinner at Keen's, Mr. Switky proceeded to give an excellent address on talking machine salesmanship, based on his own experiences.

Speaking of his new campaign, Mr. Switky stated that he was not posing as a philanthropist, but that every dollar expended in this new direction, he fully expected to reap many dollars in increased business, through the greater knowledge of the salesman, consequently, through the greater number of high-priced sales negotiated through the medium of that knowledge.

He stated that a knowledge of repair work was essentially a part of the stock of the real salesman, not necessarily ability to take the machine apart completely and re-assemble it, but to be able to make any minor adjustments, often found necessary, even in new machines received direct from the factory. By the salesman knowing just what to do when the machine was a little "cranky" and doing it without calling upon the repairman, the customer was not aware anything was wrong and, consequently, was not in fear that the machine would be constantly out of order when in the home.

For a salesman to call for help as soon as things would not run properly, served to arouse suspicion in the mind of the prospect, and frequently either delayed, or actually killed the sale. In the matter of salesmanship itself, Mr. Switky advised that a prospective customer be met immediately upon entering the store or department, before he had a chance to become impatient with delay. An angry customer frequently loses track of what he had intended to do, and either wandered out without buying, or bought a very small proportion of the amount originally intended. Then, too, when a customer is angry, it means that the salesman must waste time smoothing down his ruffled feelings before actually beginning to sell goods. Even then the real selling becomes a much more difficult matter.

Sets Forth Valuable Ideas.

"Everyone who comes into the department," said Mr. Switky, "is a prospective customer, whether they are simply shopping around or really have half-formed ideas of buying. They may say to the salesman, 'I cannot afford a machine at the present time,' and through careful questioning, he could discover that they are in a position to make payments on a mighty good article, and through a little careful selling talk, could also land the contract. Even where the sale is not made on the spot, the salesman should always make it a point to get the name and address of the prospect. Play a few records over and get his attention and friendship, and then follow up that prospect until he does buy.

"To many salesmen, one of the most difficult propositions they have to handle is the task of describing to the customer the reason why one machine cost \$50, and another one, apparently only a little different, \$75 or \$100. The salesman must bear in mind that the Victor Co. in pricing their machines, give value to justify the increased cost.

"In fact, the arguments offered by the double spring motor and its superiority over the single spring, are so many that good salesmen can lead the customer to wonder why the price for the machine with the double spring motor is not really higher than it is. The record filing devices in the cabinets; the higher finishes to the different parts of the cabinet, motors and other parts of the machine, all represent higher manufacturing cost and therefore justify a higher selling price.

"The salesman who hesitates to meet the challenge of the customer and prove the necessity for the difference in price of machines admits his incompetence as a talking machine salesman. In handling machines I can only say, see that all machines in the department are in perfect playing condition all the time and then learn to play them. Many a sale has been lost because the salesman ran the machine at the rate of sixty miles an hour, sometimes through his inability to regulate the speed. Don't take anything for granted

in demonstrating. See that everything is right.

"Next we come to the selling of records, the subject that often does not receive the proper amount of attention from the salesman, because as a matter of fact, a record sale should receive as much, if not more, attention than a machine sale, being invariably conducted on a cash basis. In many stores, it is only the fact that a large number of records are sold for cash makes it possible to carry the heavy amount of instalment paper secured for machines. The records furnish the capital for the business.

"Selling records is really a combination of art and science. A knowledge of the art of music is necessary for the proper selection and playing of records. The science of salesmanship is necessary to bring about their final disposition. Then, too, it is very necessary for a salesman to have a good memory and be able to remember, not only the titles of the selections, the authors and composers, the names of the songs, but also the record numbers to facilitate his work when he is in the middle of a rush. There are so many sides to the selling of records that it is almost impossible to give a complete list of suggestions as to how that end of the business should be conducted."

Educating the Sales Force.

Mr. Switky here gave a number of practical illustrations of the difficulties met with in record selling in his own experience and how they were overcome. He also emphasized strongly the necessity for a salesman to possess some knowledge of the leading operas. He, himself, last year, purchased several tickets for the entire season for one of the more popular grand opera companies playing in the vicinity of his store, and insisted on all the salesman taking turns in going to hear the various operas. Arrangements were made so that each night two or three of the salesmen attended the opera performance, and Mr. Switky stated that the increased sales in better class of opera records, growing out of the increased knowledge of the salesmen of how to select and play these operatic records, in the first season alone, paid for the cost of the expense.

Mr. Switky announced that each month a similar demonstration of sales talk would be given by himself and Mr. Dodin at the store of the different dealers, until all the dealers on his list in New York and vicinity had been visited.

Before the meeting at Keen's Chop House broke up J. Van Camp, the prominent baritone, a member of the Gimbel Bros. piano selling force, sang a number of new selections in his usual pleasing style, and C. Wakefield Smith gave several of his better-known recitations.

On the whole, the meeting was a decided profit to all those who had the privilege to attend, and the further progress of the movement will be awaited with interest.

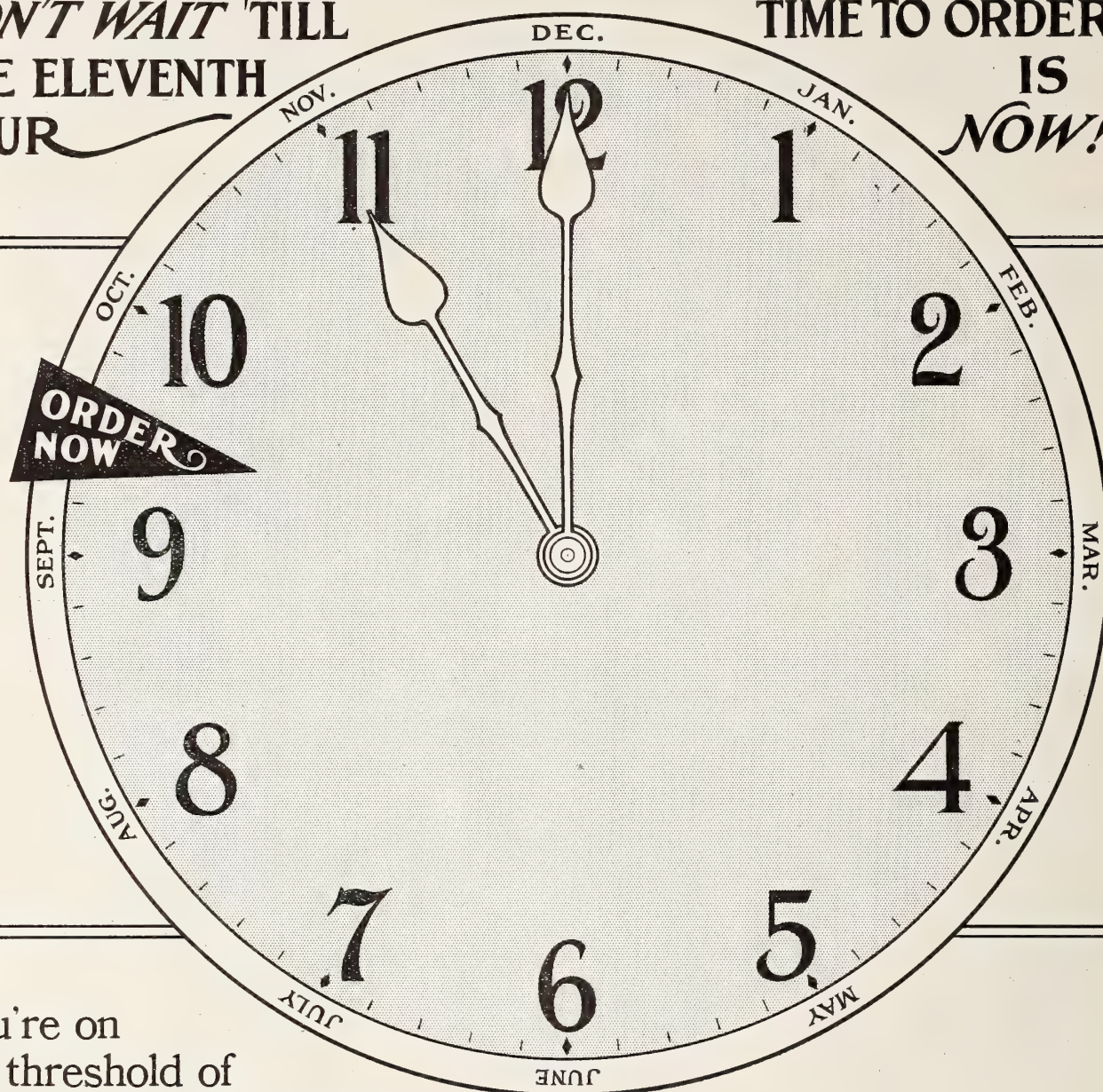
Yes, sometimes the spider plays his waiting game too long and gets his web torn to tatters. But you'll notice he gets busy spinning again, just the same.

He who gets what's coming to him probably meets it half way.

Mr. VICTOR DEALER, Wherever you are,

***DON'T WAIT 'TILL
THE ELEVENTH
HOUR***

***TIME TO ORDER
IS
NOW!***



You're on
the threshold of
the four biggest months
of the year — *October, November, December, January.*

***Have You the Victor Stock?
Have You Made Sure Preparations for a Stock?***

Even we, the oldest Victor wholesalers in the country, can't
guarantee immediate shipments of all styles, but your one
best bet is to have an order in with us as early as possible.

If it is possible for anybody to take care of you WE can.

NEW YORK TALKING MACHINE COMPANY

Successors to VICTOR DISTRIBUTING AND EXPORT COMPANY

81 Chambers Street - - - - - NEW YORK

REVIEW OF TRADE CONDITIONS IN NEW YORK CITY.

Outlook Most Encouraging and a Feeling of Optimism Prevails Throughout the Trade—
New Styles of the Different Companies Being Presented to the Public in a Manner to
Interest—What Leading Members of the Trade Have to Say of the Outlook.

With fall trade already making its presence apparent by an influx of orders for all types of machines, the situation in the talking machine trade in New York City is decidedly encouraging. There is a general feeling of optimism current in all quarters, and as a matter of fact, both distributors and dealers are looking for the very best season in the history of the industry, providing sufficient goods, to take care of the demand is furnished the trade.

The cause for this satisfactory condition in the local talking machine trade is not difficult to locate, as this summer has been a splendid one for talking machine dealers in New York and vicinity. For the past few years the dealers have been realizing that "summer dullness" was a mere bugaboo, and each succeeding year, particularly the present one, has seen the theory of business stagnation during June, July and August pushed further in the background, thanks to the energetic and aggressive methods employed by the dealers to such excellent advantage. The manufacturers co-operated in this commendable plan to push summer trade, and as a result the past few months have been far ahead of all expectations.

Talking machine dealers in New York, Brooklyn and the near-by suburbs have realized the value of presenting to the public at opportune times the new machines that are introduced by the companies. As a result local show windows the past few weeks have featured the new Victrola X at \$75, the Columbia "Leader" at \$75 and the new Edison Amberola VI at \$60. In a number of instances the entire show window of the dealers are devoted to one or the other of these new instruments, and when it is considered that this space commands a real monetary value along Fifth avenue or the adjoining side streets, where enormous rents are common, some idea of the profits to be obtained from these timely displays may be gleaned. This featuring of the new models is but one example of the up-to-date methods of the present-day talking machine dealer, but it affords concrete evidence of the realization of the local trade that in order to obtain a profitable percentage of the talking machine business every opportunity must be utilized to excellent advantage.

Local piano houses and those in near-by territory are all looking forward to banner trade this fall in their talking machine departments. Without a doubt the piano store and the talking machine business are enabled to form an ideal combination, and the many recruits to the lists of talking machine representatives from this particular field during the past year justify and substantiate the idealism of this combination. Among the markedly successful piano houses which are enthusiastic over their talking machine departments are the Aeolian Co., with its beautiful Victor department; the Pease Piano Co., which is making a very gratifying success with a Columbia and Victor department; F. G. Smith, New York and Brooklyn, with a Columbia department that is scoring a splendid success, and a number of other representative piano merchants, who have taken advantage of the apparent possibilities of closing a profitable business with a talking machine department conducted along high class methods.

The local department store, with its talking machine department, has also been an important factor in this year's business to date. Such stores as John Wanamaker (Victor and Edison), Gimbel Bros. (Victor and Columbia), Greenhut-Siegel

Cooper Co. (Edison and Victor), McCreery & Co. (Victor), have made energetic efforts to maintain their talking machine departments along high class methods, and their success is apparent. The department store with the talking machine department is probably more general in New York and Brooklyn than in any other section of the country, but the live wire and active dealer is meeting this competition successfully by aggressive solicitation of his prospects and efficiency in each and every department of his business.

A few individual cases will give a fair idea of the optimism of the local trade. The New York Talking Machine Co., 81 Chambers street, New York, Victor distributors, which completed this week a thorough renovation and refurnishing of its headquarters, reports the very best year in its history to date. This establishment now presents to the company's dealers the very acme of convenience and comfort by reason of its increased facilities and additional furnishings. Anything that would conduce to the comfort of the company's dealers was incorporated in the company's plans for the revamping of its headquarters. The company is doing a record-breaking business with all styles of Victrolas, particularly the high-priced models.

The Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison distributor, is looking forward to the closing of the best year in its history. The company's store also recently emerged from the hands of the carpenters and decorators, and a new show window is one of the features of the completed store. Blackman dealers will profit this season by the company's utilization of considerably increased space with a corresponding increase in all service facilities. The trade in both Victor and Edison machines and records is far ahead of last year.

R. F. Bolton, manager of the Columbia Graphophone Co.'s store at 97 Chambers street, New York, returned this week from a short trip through New York State. Mr. Bolton reports more prosperous conditions in this territory than he ever before experienced. He established a number of new and important Columbia representatives who all expect to close a splendid business with Columbia products. This Columbia wholesale store is showing a substantial gain over last year's business that is unusually gratifying, owing to the fact that 1912 was a record breaker from January to December. Every month so far this year has shown an excellent gain over last year, which is certainly going some.

Landay Bros., Victor distributors, with three stores in the very best shopping district of the city, are preparing for the best year in their history. The company recently decided to retire from the player-piano and music roll business, which it entered last fall, and with this decision the store adjoining the headquarters at 563 Fifth avenue was vacant. Max Landay, however, immediately took advantage of this chance for increased space, and to-day the 563 Fifth avenue store also includes the store next door, making one of the largest and most attractively furnished stores in the local trade.

The Columbia Graphophone Co.'s retail store on Twenty-third street is featuring with marked success the new "Leader" and "Favorite" machines. Manager Cleveland is enthusiastic over the outlook, and states that the new product of the company is proving even more popular than had been expected, and as the expectation had not been by any means conservative, some idea of the real popularity of the Columbia machines may be gathered.

The Tower Manufacturing & Novelty Co., 328 Broadway, New York, representing the Edison disc line and Amberola product, are going ahead with an energetic campaign in behalf of these products. A number of excellent sales were closed this month which certainly augur well for a good fall trade. Brooklyn houses, such as the American Talking

Machine Co., F. G. Smith, Frederick Loeser & Co. and similar concerns, all report an excellent outlook in their territory, with Long Island business looming up as an important factor in the next few months' business.

OPEN NEW DEPARTMENT.

The Famous & Barr's New Talking Machine Department in Charge of C. E. Ligon—Handling the Victor Line with Great Success.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., September 10.—The Famous & Barr Co. talking machine department was opened September 8, in charge of C. E. Ligon, who has had varied experience in this line. About fifty styles of Victors and Victrolas were shown.

Owing to a physical impossibility of building the department in the time permitted, the department was without demonstration rooms, but these will be supplied at once. They will be sound-proof and in every way modern. There will be improved facilities for handling records.

The department is on the sixth floor, connected with the piano department and near the recital hall, of which it will have frequent use. Near by is the restaurant, one of the best patronized eating places in the city.

The formal opening of the store is from September 15 to 20.

UNUSUAL USES OF GRAPHITE.

Graphite is used for phonographic records; for making hats; for lace making; for the bakery; for making paint—not face paint, unless you are to take part in a minstrel show; for polishing coffee; for polishing tea; for gall sores on horses; for polishing powder; for polishing shot; for preventing the freezing of gun locks in the far Arctic and Antarctic regions; for medicine; for curing "sticking" or "speaking" in anything or everything that has a tendency that way; in place of talcum powder, if you don't mind the color, as it is infinitely better.

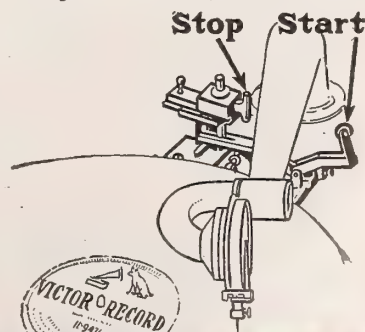
A clean and orderly store is the cheapest advertisement a merchant ever had.

Simplex Automatic Start and Stop Device

LISTED BY 95%
OF VICTOR JOBBERS

WHY?

STANDARD GRAMOPHONE APPLIANCE CO.
173 Lafayette Street, New York, N. Y.

**A full 12" record travels 1/4 mile**

under the needle at 4 miles an hour. Unlubricated, the needle is ground to shaving edge and cuts record. The RECORDSAVE and CLEANNOTE PAD lubricates, and trebles life of record; improves tone; lessens scratch. No oil, grease, nor grit. \$1 for both. Send for circular.

VOX HUMANA TALKING MACHINE CO.
NANTUCKET, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., September 10.—Some of the Boston talking machine houses were honored with a call a few days ago from Jake Graham, of 76 Renshaw street, Liverpool, one of the oldest and most prominent talking machine dealers in the United Kingdom. He is on his way to Honolulu, and among the establishments that he visited were the Pardee-Ellenberger Co., of Batterymarch street, where Manager Silliman gave him the glad hand, as he well knows how to do; the Oliver Ditson Co., where Manager Winkelman gave him a hospitable reception, and on Manager Erisman, of the Columbia. This was Mr. Graham's first visit to Boston, and naturally he found much to interest him, especially the hustling methods of our business houses. He is on his way to Winnipeg, in the Northwest, where he has a niece who enjoys the distinction of being the only woman engineer in the world. This is not only his first visit to Boston, but his first to America. Several years ago when W. D. Wilmot, the enterprising dealer at Fall River, was abroad, he pleasantly met Mr. Graham and the two became warm friends. So when Mr. Graham reached New York about a week ago he hastened first to Fall River to pay his respects to Mr. Wilmot. Then he came over to Boston, Mr. Wilmot having given him letters of introduction to several Boston dealers. This is the first real vacation Mr. Graham has had in a very long time, and it will be two years before he gets back to Liverpool.

Mr. Graham is a man of striking personality, and one cannot talk with him long before being impressed with his enthusiasm over anything he takes hold of. He has been a dealer in Liverpool for a long time and, as remarked in last month's World, it is his proud boast that he has stocked every title ever listed, whether American or English. Recognizing the importance of good window displays, Mr. Graham has lately engaged the services of a professional window dresser whose sole time is occupied in devising attractive schemes to attract the eye of the public.

Thomas Co. Exploiting Edison Disc Line.

The F. A. Thomas Co., in the Back Bay, has an Edison disc machine department that is in most competent hands. The manager is W. E. Birdsall, who is thoroughly acquainted with the business

and the department occupies a well-appointed apartment on the Exeter street side of the establishment, which is at the corner of this thoroughfare and Boylston street. Manager Birdsall reports that the prospects are excellent for a big fall demand, and even during August he was able to dispose of several of the high priced disc outfits. Mr. Birdsall has not taken any extended vacation this summer, contenting himself with long auto tours with his wife and son. He has an up-to-date assistant in the person of W. E. Zeller, who supervises the moving picture outfits which have a room devoted solely to the exploitation of this interesting machine.

Thomas A. Edison Visits Boston.

Thomas A. Edison, the inventor, was in Boston for a couple of days the first of the month. He and members of his family had earlier gone to Monhegan, Me., to visit friends, but having been seized with a severe cold it was deemed wise to motor back to Boston. While here he made his headquarters at the Copley-Plaza, where he was interviewed by newspaper men to whom he confided the fact that the new disc machine is now a perfect success and that very soon there would be a large number of records available. Leaving Boston, Mr. Edison and family went up to Lowell and then continued on to Lake Sunapee, N. H., where they were the guests of Richard Colgate for a short time. Leaving there, the family motored back to Menlo Park, N. J., which they hoped to reach by September 7.

Covering New Hampshire and Vermont.

W. E. Getchell, one of the valuable attaches of the Boston office of the Columbia Co., is now in entire charge of the New Hampshire and Vermont territories, and when doing the former State he makes Manchester his headquarters, and when in the Green Mountain State he stays at Montpelier. He has been turning in some good business from both States, with many prospects ahead which should materialize during the fall.

Some Recent Visitors.

Harry Brown, pleasantly remembered by his many Boston friends in the talking machine business, paid a visit to the boys of the Eastern Talking Machine Co. the other day, and you bet everyone was glad to see their old Victor comrade. Mr. Brown is now located in Montreal.

Warren Drown, who was in charge of the stock room at the Columbia headquarters, has left to become the assistant superintendent at Saxon River Academy at Saxon River, Vt.

Fred Hagar, formerly with the Boston Talking Machine Co. and who now is with the Keen-O-Phone Co., Philadelphia, was a welcome Boston caller early in the month. Mr. Hagar visited several of the downtown establishments, in all of which he has many friends.

Rearrangement of Eastern Co. Quarters.

The rearrangement of the second floor of the Eastern's headquarters has already proved of immense advantage in the handling of business. New floors have been laid, the woodwork has been repainted and there is an air of newness about everything. The present arrangement allows of considerably more room space for the stockroom. Manager Taft still retains his private offices at the rear of this floor.

Popular with Talking Machine Enthusiasts.

George Lincoln Parker's demonstration rooms in the Colonial building are becoming popular with talking machine enthusiasts these days, and there is much curiosity expressed to hear the new Edison disc machines, of which Mr. Parker is now carrying a large line. Moreover he now is giving more satisfaction through being able to supply more records, the scarcity of which for a couple of months created much embarrassment.

Foreign Records in Demand.

The new department devoted to foreign records at the Columbia establishment is proving to be a popular rendezvous with foreigners as well as those looking for foreign records. Manager Austin Fordham, in charge of this department, is kept on the jump all day furnishing records and answering questions.

Why Arthur Erisman is Happy.

Manager Arthur Erisman, of the Columbia Graphophone Co., is a happy man these days, and has been so now since August 23. As a mode of entertainment his Grafonola now takes a back seat, for he has something else that monopolizes his attention. It is a bouncing daughter who henceforth will be known as Rolla Esther Erisman. Mr. and Mrs. Erisman have been the recipients of all sorts of congratulations at their apartments, 9 Washington avenue, Cambridge.

Movements of Eastern Co. Men.

Friend Fitz, of the Eastern Talking Machine Co., is still lingering at the pleasant camp, "Tisours" at Southport, Me. A few days ago Mark Reed, well browned, returned from the camp, having spent a pleasant vacation there. Friend Chamberlain, wholesale manager of the Eastern's Victor department, and his wife, have returned from their vacation at Newfound Lake, N. H., whither they went in their comfortable machine. Mrs. Chamberlain landed several big salmon, but Friend Chamberlain isn't saying what he caught.

Reports Edison Disc Line in Great Demand.

The Pardee-Ellenberger Co. reports through Manager Silliman that the Edison disc machines are in great demand and the business is moving ahead by leaps and bounds. In the past few weeks a number of new records have been received and with those already on the way it will be only a short time before there are at least 500 ready for delivery. Manager Silliman has just returned from a delightful vacation with his family at some of the Sebago Lake resorts in Maine.

Developing the Wholesale Business.

R. C. Golding, who has been associated with the retail end of the dictaphone business of the Columbia, is now devoting his attention to the wholesale side and has gone to Worcester, where he has closed a number of good contracts and has many more prospects in view. He is working immediately under the supervision of the Boston office.

H. L. Willson a Caller.

H. L. Willson, assistant general manager of the Columbia Co., spent a couple of days in Boston a

Edison Blue Amberols

are of wonderful beauty, tonal smoothness and clarity. They will make new customers, win back old friends and put dollars in your pocket.

Won't Break or Scratch

nor will they show surface wear. They are made properly. Will you permit our Special Representative to explain the New Selling Plans, which allow you to sample the Blue Amberol Record to your customers free?

And we'll back it up with exclusive P-E Money Making Service without cost. Write us to-day.

The Pardee-Ellenberger Co., Inc.

BOSTON

NEW HAVEN

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

while ago, and was entertained by Manager Erisman.

Promotion for Ubert Urquhart.

Manager Ubert Urquhart, of the Victor department of Chickering & Sons, has lately been promoted to the post of retail manager of the piano department. This, however, does not in any way interfere with his supervision of the growing business of the Victor department, especially as he has the able assistance of Mr. Bathhelder.

August a Great "Grand" Month.

Manager Erisman reports that August was a remarkably good month and that there were a number of sales of the \$500 Grands, several being placed in the summer homes along the North Shore, including Phillips Beach, Manchester, Beverly and Gloucester. Mr. Erisman exhibited to your correspondent the catalog de luxe entitled "A Culmination," which is about the last word in elaborate publications of this sort.

Amberolas in Demand.

At the Eastern Talking Machine Co.'s Tremont street store it is stated this month that there is a large demand for the No. 8 and 10 Amberolas which sell for \$30 and \$45.

Reports Good Summer Business.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., has returned from his vacation spent in New Hampshire. He says he has had a good summer business and there have been a number of inquiries for the higher priced Edison outfits since his return home.

Flightner Goes to Toledo.

Frank Flightner, who has been in charge of the outside wholesale department of the Columbia, has gone to Toledo, O., where he will take a managerial position with the Columbia's establishment in that city.

L. L. LEEDS RESIGNS AS MANAGER

Of the Boston Talking Machine Co., After Two Years' Work—His Future Plans Not Revealed.

(Special to The Talking Machine World.)

BOSTON, MASS., September 9.—L. L. Leeds, formerly general manager of the Boston Talking Machine Co., Cambridge, Mass., has resigned his position and is now taking a much needed rest following his two years' work in the Hub. Mr. Leeds, it will be remembered, is the man who designed and supervised the erection of the company's new plant as well as to outline the various departments for efficient manufacturing. At the present

time he has no future plans but is simply resting at his home in Short Hills, N. J.

WHAT FRIENDSHIP MEANS.

The Part That True Friendship Plays in Life—The Necessity of Friendship in Business—Friendship May Do Its Part, but We Must Do Ours in Order to Reap Success.

Every man of intelligence recognizes the part that true friendship plays in life. To have a friend to whom we can turn in an hour of need—for sympathy and advice if not for more material assistance—is a blessing that no sane human being will underestimate. To be without a friend is one of the worst privations that one can face. To feel that we have a friend in whom we can place our trust implicitly—as we would trust ourselves—is one of the joys that make life so well worth living.

At the same time, to assert that no man can do anything of moment unless he has a friend back of him is to impose a task upon friendship for which it is not fitted. Friendship may do its part in helping us to travel the road to success, but it is wrong to make it responsible for our success. To succeed in any undertaking of moment a man must fight his own battles, and if he lacks the ability to play this part all the friends in the world cannot prevent him from tumbling head first down the hill to failure.

There are so many instances in which men with the best of backing have failed to "make good" that some have stopped giving much weight to letters of recommendation. Letters of introduction play a vital role in business affairs; letters that state frankly that a man has performed certain duties satisfactorily may help a little, but, even at the best, they are not worth a great deal, and the more laudatory they are the less value they represent. The most that friendship can do, therefore, is to assist a man in getting his opportunity. There the backing must stop. The rest is up to the man himself.

To say that we never do anything of moment unless we have some other person back of us is manifestly an absurdity. If it were true, few of the great feats that have made men famous would ever have been performed. Read the history of any one of the great inventions. In nearly every case you will find that the poor inventor had a

life-and-death struggle with almost every possible opposition before he finally succeeded in making the world believe that he knew what he was talking about. This was the experience of Edison, of Bell, of Morse. They were compelled to fight their own battles practically to the point of victory before they could command the backing that they required. And it wasn't friendship that started them on the road to success or that eventually enabled them to reach the goal for which they were striving. It was self-confidence, courage and initiative that counted, and these are qualities that are generated within ourselves, not imparted to us by our friends.

If all that was necessary to success was to get a friend to stand back of us the universe would be overrun with successful men. There are few persons who cannot count at least one friend. Practically every man can put his hand upon one person who believes in him and who would do anything to advance his interests. It makes no difference how sincerely we love another person, however, we cannot make him what he is not. It is he himself who must do the creative work. The most we can do is to help by encouragement and perhaps with advice. Friends can help us. If they have our welfare at heart they may hear of opportunities that might otherwise escape us, and so aid us in securing the very chance we need. But the actual work—the real performance—is another matter. That is where we come in. The real work is up to the individual.

A BOON INDEED.

"At last," exclaimed the long-haired inventor, "I have evolved the greatest practical blessing of the age!"

"Oh, tell me, Theophilus—tell me what it is!" begged his wife.

"A collar button with a little phonograph inside that will call out when it rolls into a dark corner under the dresser, 'Here I am! Here I am!'"

DETERMINED MAN GETS MORE.

A customer's refusal to see you isn't any higher than a stone wall, or more impassable than a barb wire fence. Walls and fences never kept a boy from the melonpatch—and a really determined salesman can't be kept from good, ripe orders by customers refusing to be interviewed.

BAGSHAW NEEDLES

are guaranteed to be the best for any record

More Bagshaw-made needles are used in the world than any other brand. Quality is the reason.

W. H. BAGSHAW

Established 1870

LOWELL, MASS, U. S. A.



The Columbia Fall line is beautifully complete—a full line of disc instruments from \$17.50 to \$500, an unmatched record product—and a rapidly growing popularity and good will in the name Columbia which gives the dealer something to look forward to.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

AND HE WEIGHS NINE POUNDS.

Another Recruit for Talking Machine Trade Announced by W. S. Schermann of the Columbia Graphophone Co.

The Columbia Graphophone Co.'s advertising department is increasing space. It is not such a protracted age since P. M. Brown, who sends the gospel of Columbia down to the benighted heathen in darksome lands south of the equator and east of Suez, announced the arrival of a nine-pound son and heir. And now comes Schermann—W. S. Schermann, to be real personal—with half an acre of smile strewn over a nine-inch face, shouting



from the housetops that a second addition has arrived; that it weighs nine pounds, that he is the finest Schermann in history and the most prodigious babe that ever entered this vale of sorrow via the Bronx. He arrived Sunday, August 17, and on Monday morning there was a rose-tinted path of triumphant paternal celebration streaking the landscape from the Bronx to the Woolworth Building.

As Schermann says—he has the phrase memorized, by the way: "Gee whiz, fellers, you ought to see that kid; muscled like a Goliath and lungs like organ bellows, sound in wind and limb, and good looks. Say! he's more beautiful than his pop—and HE'S NINE POUNDS!!!"

DISC RECORD ALBUMS POPULAR.

The Growth of the Record Trade Has Resulted in a Big Demand for the Disc Record Albums Made by the National Publishing Co.

Dealers everywhere are finding a demand for disc record albums owing to the tendency of talking machine users to enlarge their library of records. In this connection the record albums made by the National Publishing Co., 235-243 South American street, Philadelphia, Pa., are much in favor because of their durability and finish.

For the convenience of customers who may desire to rearrange their discs six indexed pages, three in front and three in back, have been placed in these albums. Each page of the index contains seventeen consecutive numbers, each number having two lines, thus making a title page to register records as placed in the pockets, the pockets being numbered one to seventeen in regular order.

The National Publishing Co. does all in its power to help the dealer make sales, and in this connection it prints the business cards of dealers on their circulars free of charge, and aids the dealers in their publicity campaign in a manner that cannot fail to bring results. This progressive policy, combined with the merits of the albums themselves, has resulted in the National Publishing

Co. doing an enormous business in this special line. Dealers interested should read its advertisement elsewhere in this issue for details.

FIGURING PROFIT COST

Should Form an Interesting Pastime for the Business Man Who Does Not Know "Where He Is At" in the Great Trade Battle.

Figuring profit cost is one of the mighty "live" questions in these days when every penny counts in the great competitive business war. How it may be done by the dealer who wants to keep within the domain of safety is as follows:

- 5 per cent. added to cost is 4¾ per cent. profit on selling price.
- 7½ per cent. added to cost is 7 per cent. profit on selling price.
- 10 per cent. added to cost is 9 per cent. profit on selling price.
- 12½ per cent. added to cost is 11½ per cent. profit on selling price.
- 15 per cent. added to cost is 13 per cent. profit on selling price.
- 16¾ per cent. added to cost is 14¾ per cent. profit on selling price.
- 17½ per cent. added to cost is 15 per cent. profit on selling price.
- 20 per cent. added to cost is 16¾ per cent. profit on selling price.
- 25 per cent. added to cost is 20 per cent. profit on selling price.
- 30 per cent. added to cost is 23 per cent. profit on selling price.
- 33¾ per cent. added to cost is 25 per cent. profit on selling price.
- 35 per cent. added to cost is 26 per cent. profit on selling price.
- 37½ per cent. added to cost is 27¼ per cent. profit on selling price.
- 40 per cent. added to cost is 28½ per cent. profit on selling price.
- 45 per cent. added to cost is 31 per cent. profit on selling price.
- 50 per cent. added to cost is 33¾ per cent. profit on selling price.
- 60 per cent. added to cost is 37½ per cent. profit on selling price.
- 65 per cent. added to cost is 39½ per cent. profit on selling price.
- 66¾ per cent. added to cost is 40 per cent. profit on selling price.
- 100 per cent. added to cost is 50 per cent. profit on selling price.

SENDS OUT NEEDLE SAMPLES.

A suggestion that has proven of considerable value is advanced by Ernest N. Barnes, of the Atherton Furniture Co., Atherton, Mass., who states that he has found it very handy and result productive to have a sample of each Victor needle attached to the sample card recently sent out. Mr. Barnes states that the card occasioned a demand for demonstrations of the needle question and that this was much simplified by having a sample prominently and conveniently displayed.

HIGH CLASS OUTFITS IN INDIANA.

Indianapolis Dealers Report Demand for the Higher Priced Machines and Records—Several Members of the Trade Visit Factories in the East—Cline Ellis Heads New Dictating Machine Co.—Hot Weather Holds Back Business, but Future Prospects Are Excellent.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., September 10.—Inspection of the factories where talking machines and records are manufactured was a favorite pastime with Indianapolis talking machine dealers this summer. Miss Lazarus, manager of the talking machine department of the Aeolian Co.'s store in North Pennsylvania street, spent her vacation in the East.

"I had the best time at the factory of the Victor Talking Machine Co.," said Miss Lazarus. "I learned a great deal about talking machines and was almost awe-stricken with the size of the factory and its output."

Walter E. Kipp, of the Kipp-Link Phonograph Co., distributors of the Edison machine, visited the Edison factory at Orange, N. J. Mr. Kipp has made several visits to the factory and is always glad to have an opportunity to "go again."

Business has started out good with the talking machine department of the Aeolian Co.'s store. There has been a demand for the Victor style which sells for \$150.

The Columbia Graphophone Co.'s store has been making strides with the Grafonola Grand. At the opening of the Severin Hotel, one of the most elaborately equipped hotels in the Middle West, a Grafonola Grand, placed by the Columbia Co.'s representative, H. M. Wright, of the local branch, won much praise.

The American five and ten cent store has arranged with the Columbia store for the use of a Grafonola Grand during State fair week, September 8-12. The instrument has been placed in a balcony of the five and ten cent store, which is in the heart of the city. Concerts are being given frequently during the week.

Frank H. Wheeler, a wealthy automobile manufacturer and promoter of Indianapolis, is the first Indianapolis man to buy a Grafonola Grand. Mr. Wheeler has recently completed a magnificent home northwest of the city and the Grafonola Grand goes into its music room.

Cline Ellis, formerly of Springfield, Ill., has opened offices in Indianapolis under the name of the Dictating Machine Co. Ellis handles the Edison business phonograph. The offices are in the Lemcke Annex, one of the new skyscrapers of Indianapolis.

Chester McDougall, of the sales department of the Columbia Co.'s store, has been seriously ill for the last three weeks, threatened with appendicitis.

The weather continues to be of the sizzling hot variety and business, while it is picking up here and there, is not what it should be at this time of the year. Dealers are attributing the sluggishness to the hot weather—and it is very hot. Some attempt to explain away the uncomfortable feeling produced by the weather by saying "It is the humidity," but whatever it is, it is hot.

NEW COMMITTEES FOR NATIONAL JOBBERS' ASSOCIATION

J. C. Roush, the New President of the National Association of Talking Machine Jobbers, Gives Names of Those Who Will Assist in the Work of That Organization—Only Nine Victor Jobbers Not Members—Special Meeting of Executive Committee in Chicago.

(Special to The Talking Machine World.)

PITTSBURGH, Pa., September 9.—J. C. Roush, of the Standard Talking Machine Co., this city, who will take office as president of the National Association of Talking Machine Jobbers on September 15, has announced the following committee appointments to take effect on that date:

Arrangement Committee—L. C. Wiswell, chairman, Lyon & Healy, Chicago, Ill.; E. C. Rauth, Koerber-Brenner Co., St. Louis, Mo.; Benj. Switky, New York City; A. A. Trostler, Schmeltzer Arms Co., Kansas City, Mo.; Parham Werlein, Philip Werlein, Ltd., New Orleans, La.

Grievance Committee—E. F. Taft, chairman, Eastern Talking Machine Co., Boston, Mass.; C. H. Eisenbrandt, H. R. Eisenbrandt Sons, Baltimore, Md.; O. K. Houck, O. K. Houck Piano Co., Memphis, Tenn.; T. H. Towell, Eclipse Musical Co., Cleveland, O.; H. W. Weymann, H. A. Weymann & Son, Philadelphia, Pa.

Legislative Committee—J. F. Bowers, Lyon & Healy, Chicago, Ill., chairman; L. H. Clement, Whitney-Currier Co., Toledo, O.; C. A. Grinnell, Grinnell Bros., Detroit, Mich.; J. B. Miller, Penn Phonograph Co., Philadelphia, Pa.; P. B. Whitsit, Perry B. Whitsit Co., Columbus, O.

Membership Committee—E. C. Rauth, chairman, Koerber-Brenner Co., St. Louis, Mo.; L. Burchfield, Sanger Bros., Dallas, Tex.; F. W. Corley, Corley Co., Richmond, Va.; F. Nestor, W. F. Frederick Co., Altoona, Pa.; W. H. Reynolds, Reynolds Music House, Mobile, Ala.

Press Committee—W. F. Davisson, chairman, Perry B. Whitsit Co., Columbus, O.; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; H. L. Royer, M. Steinert & Sons Co., Boston, Mass.; E. A. Siemon, Rudolph Wurlitzer Co., Chicago, Ill.; Parham Werlein, Philip Werlein, Ltd., New Orleans, La.

Traffic Committee—L. C. Wiswell, chairman, Lyon & Healy, Chicago, Ill.; W. S. Barringer, Stewart Talking Machine Co., Indianapolis, Ind.; L. Burchfield, Sanger Bros., Dallas, Tex.; Ben Lee Crew, Phillips & Crew, Atlanta, Ga.; Fred Kesney, Corley Co., Richmond, Va.

Resolution Committee—George E. Mickel, chairman, Nebraska Cycle Co., Omaha, Neb.; T. W. Barnhill, Penn Phono Co., Philadelphia, Pa.; W. C. Roberts, E. F. Droop & Sons Co., Baltimore, Md.; H. D. Rupp, Grinnell Bros., Detroit, Mich.; H. A. Winkelman, Oliver Ditson Co., Boston, Mass.

Special Edison Exchange Committee—J. N. Blackman, chairman, Blackman Talking Machine Co., New York City; Louis Buehn, Buehn Phonograph Co., Philadelphia, Pa.; H. H. Blish, Harger & Blish, Des Moines, Ia.

The new officers of the National Association of Talking Machine Jobbers who take charge September 15 are: J. C. Roush, president, Standard Talking Machine Co., Pittsburgh, Pa.; George E. Mickel, vice-president, Nebraska Cycle Co., Omaha, Neb.; Perry B. Whitsit, secretary, Perry B. Whitsit Co., Columbus, O.; W. H. Reynolds, treasurer, Reynolds Music House, Mobile, Ala.

Secretary Whitsit announces that a special meeting of the executive committee of the association will be held at the Chicago Athletic Club, Sunday, September 21, at 10 a. m., for the purpose of installing new officers and taking up any matters of interest to the talking machine trade, of which there are a number at the present time. All members are invited to be present at this meeting, and if they cannot be present are requested to write Secretary Whitsit at Columbus, O., of any matters that they wish brought before the association for action.

E. C. Rauth, new chairman of the membership committee, has compiled a number of statistics on membership. He finds that, with the exception of twenty-two jobbers, every jobber handling the Victor line is a member of the association. Of this number, thirteen are members at the main office,

leaving only nine Victor jobbers not represented in the association by one or more of their branches. It is the desire of the membership committee to have the following firms sign an application and send to E. C. Rauth, care Koerber-Brenner Co., St. Louis, Mo., with their check for yearly dues at once:

The general opinion points to the next convention being held at Atlantic City, and there is con-



J. C. Roush, the New President of the National Association of Talking Machine Jobbers.

siderable agitation among members of the association to hold the 1915 convention at San Francisco during the Panama-Pacific International Exposition.

AIDS TO EFFICIENCY.

The Right Environment Helps Materially in Securing the Most Desirable Results—Some Suggestions Worth While.

If you want to do good work you must arrange to do your work under the right kind of conditions. If you are an employer of workers the same rule applies. To get them to do good work for you you must enable them to enjoy the right sort of environment. It is useless to attempt to make people work for you through fear. Fear may inspire them to work hard when they are being watched, but remove the guard you have placed upon them and you have anything but good service.

Fortunately this is not entirely a theoretical idea. Some men have been clever enough to realize that environment counts for something, and they have applied this knowledge to the material betterment of their product. To know what this means, let us first consider one of the horrible examples, for it is this kind of illustration that sometimes points the moral of a tale most graphically.

Not long ago a friend of mine, writes Graham Hood in the N. Y. Globe, visited the office of a large manufacturing concern. In a large room he found more than thirty people at work—young women at typewriters and clerks working over their accounts. As he sat near the door he noticed that none of them displayed overmuch energy. First one yawned; then another. At a desk a man who seemed to be the directing genius of the office was nodding behind a paper. In fact, as he watched he could not refrain from wondering how

such a force of workers ever succeeded in accomplishing anything.

Can you guess what was the matter? It took my friend but a moment to put his finger upon the cause of the inefficiency existing in that office. There was practically no ventilation and all the light available came from the electric lights overhead. No light—no air! Is it any wonder that the clerks were listless and unable to perform efficient service?

That is the moral that I desire to emphasize. To do good work you must have a working chance. You must obtain a sufficiently large remuneration to keep yourself properly fed and adequately clothed. No person can do good work when he is but half nourished; few men if they feel that they are not dressed decently. Above all, however, it is necessary that you should have both light and air. A stuffy room is one of the worst handicaps to efficient production that it is possible to conceive.

I know another office in town where the system of serving afternoon tea has been established, and it works beautifully. At 4 o'clock each afternoon a cup of tea and a few crackers are served. It takes but a few moments, and the gentleman at the hear of the concern long ago discovered that this innovation was the best paying investment that he had made in many a day. It gives the worker a few minutes' recreation. It takes the mind from the tasks of the day and gives it an opportunity to recuperate in the best way possible—by giving it a chance to stray into fresh fields. It is possible that the same result might be obtained without the tea, but the tea affords a good excuse for this brief respite.

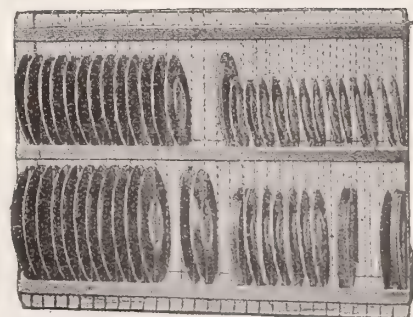
This gentleman has no need to try new methods of speeding up his workers. He has no pacemaker and needs none. His rooms are light, and he has arranged proper ventilation. This, and the afternoon rest—not more than ten minutes in all—solves his problem of efficiency.

Think it over, Mr. Employer. It's a scheme well worth trying.

The reason men oppose progress is not that they hate progress, but that they love inertia. Change to the many is a very painful process. Even as great a man as John Ruskin foresaw that the railroads would ruin England by driving the stages out of business and killing the demand for horses, thus ruining the farmer.

Briggs—Have your daughters accomplished much in music?

Griggs—Yes; their playing has rid us of two very undesirable neighbors.—Boston Transcript.



This shows a multiple of one of our Systems. For 10" or 12" records. Each tier holds about 250 records. Costs about \$2.00 a tier.

BUILT OF HEAVY STRONG WIRE,
PLATED AND LACQUERED.

WRITE for 20-page catalog giving details and information on the best way of keeping your records.

The Syracuse
Wire Works

SYRACUSE,
NEW YORK

Feise
SYSTEM
TRADE MARK

A Positive Clearing Sale

Order Direct from This Ad
There are no additional particulars

You ought to sell some Music Boxes this Fall because this opportunity gives you a chance to make a lot of money. Our excess stock of boxes will be cleaned out during the next few months, and to hasten it the old quotations have been lowered to less than the cost of manufacture.

Wholesale Prices Cut in Halves On Mira Music Boxes



No. 67 with Harp-Zither.
Regular price, \$54.

Sale Price
\$13.50

25 12-in. steel records free. In beautiful, hand-polished mahogany or oak case, 17½ in. long, 15½ in. wide and 10 in. high. Steel combs of 64 tongues. Spring motor.

No. 167 with Duplex Harp-Zither.
Regular price, \$71.

Sale Price
\$17.25

25 12-in. steel records free. The design is the same as No. 67, the dimensions being 21 in. by 18 in. by 11 in. In addition are duplex steel combs of 128 tongues.



No. 77 with Harp-Zither.
Regular price, \$84.

Sale Price
\$21

25 15½-in. steel records free. In mahogany or oak case, 26½ in. long by 20 in. wide and 13½ in. high. Steel combs of 78 tongues.

No. 177 with Duplex Harp-Zither.
Regular price, \$115.

Sale Price
\$30

25 15½-in. steel records free. Of similar design as No. 77 and the same dimensions. Special feature of duplex steel combs of 156 tongues.

which is a sufficient drop to sell this stock. Every music box is packed with 25 steel records of our own selection and is ready for immediate shipment. Quality is guaranteed, but we cannot agree to send you what you order unless you order at once.

Orders Filled as Received Stocks Not Complete

This is a genuine, modern cut-price sale at wholesale—the first real drop in price ever offered you. For instance, take the little machine at the top—No. 67—which is sold with 25 steel records. The records alone cost \$10, but we send the whole machine for \$13.50, including the records. The regular price is \$54. You can sell some of these in your city without much exertion.

Sale prices are only good for a short time. Send your orders right away to cover your Holiday trade, and we will ship at once as long as they last.

Mermod & Company
505 Fifth Ave. New York

Along the Canadian Talking Machine Trail.

Advice on Instalment Collections—Uses Talker and Records in China Parody on Artists—Dealers Attend C. N. E.—The "Leader" Popular—Melba Coming to Canada and the United States—Trade News From All Over Canada.

(Special to The Talking Machine World.)

TORONTO, CANADA, September 10.—With the large proportion of business done by talking machine dealers on the instalment basis, the question of collections is one, the importance of which cannot be overrated. The remarks which follow have been compiled by an experienced collector, whose collections average over 90 per cent. of all accounts each month, and so essential are the points emphasized that the R. S. Williams & Sons Co., Ltd., here, Edison jobbers in Canada, and Victor-Berliner and Edison retailers, have called the attention of their dealers to them.

Instalment Collections.

We notify all customers, in advance, of the instalment due, and if the instalment is not paid at that time follow up our notice with a second and plainer letter within a week or two weeks from the due date. Then, if the second notice has not the desired effect, follow it up again in a similar length of time with a stronger letter. The advance notice, however, is the important one, and the one that has the most effect when sent regularly.

If a customer happens to live in the country or some distance from the post-office, it might be well to let a longer time elapse between notices, as your letters may not be received as promptly as they would be where they have a delivery, or where the post-office is handy.

When a customer replies, making an indefinite promise, exact a definite date. Look for payment at that time and let the customer understand that you are expecting it exactly as promised. Customers will at times promise payments "shortly" or "as soon as possible," which might mean any time, and if you accept a promise like this you are then unable to again ask for payment for probably a longer period than would be necessary if the exact date were set.

A great majority of people, that is even those who are considered good pays, are likely to overlook an instalment, or to allow five or six weeks to elapse between payments, which, of course, means that several instalments are skipped within a year's time, whereas, if they are reminded regularly they cannot overlook the date. They also know that their account is being watched carefully, it naturally having a tendency to make them more prompt and careful.

Never grant an extension of time, or make any concessions in the terms of the contract without first ascertaining the why and the wherefore as in a great many cases the time is not really required, and besides, if requests of this kind are granted promiscuously, the customer is more likely to make a similar request again in a short time, thinking that it makes little or no difference to you, or thinking that all they have to do is to ask for the additional time, when it will be granted. If you consider, however, that an extension is really required, and you feel that the customer is deserving of leniency, do not grant the same begrudgingly, as you would often hurt the feelings of your customer, and would, in some cases, stand in the way of their recommending new business, and would defeat your very object in granting it—cementing his good will.

If a customer offers a smaller amount than is due, without making any comments, draw his attention to the fact that the payment is short, asking for the full amount, or asking that the shortage be made up within a certain length of time. If this course is not pursued, customers will pay partial instalments, and if nothing is said at the time, they naturally think you are satisfied and will most likely drift into the habit of making short payments each month or quarter, as the case may be. This, of course, you wish to avoid.

System.

We have found one of the best plans of keeping track of an instalment account to be the card system and a diary or ticker, that is, having all particulars of the sale on the front of the card, in fact, have it practically the same as the page of your ledger, and then arrange these cards alphabetically, entering the names in your diary several days before the due date, or several days before you wish it to next come before your notice.

When all your accounts are arranged in this system, take each day's cards, giving them the necessary attention, enter the names forward on the dates that you next wish them to come under your notice. By keeping the payments posted regularly, and noting all memorandums, such as letters sent, extensions granted or promises made, on the back of the card, you have at all times a true history of the account from the start.

Customers are likely to request a month's extension on the strength of a promise to catch up the following month or at a future date, and if you have not a card system in vogue for keeping track of such promises, they are liable to be overlooked and the customers will, in many cases, when not reminded, just pay the current monthly or quarterly instalment without making an attempt to include the back payments as promised.

Courtesy.

Always greet your customers in a friendly manner, no matter how bad a delinquent he or she may be, or even

though you know that you intend talking pretty plainly to the extent of threatening a suit or enforcing the lien.

Let them also leave with a pleasant good-bye, no matter how you have to scold, as your scolding then has a better effect and more weight, they understanding that it is entirely business and not in any way personal animosity.

Of course no set rules can be made governing all cases, as many times an individual case requires special leniency, or again it may be that it would not be policy to be as liberal with some parties as you would ordinarily.

The writer feels that if the above hints are acted upon that instalment accounts as a whole can be kept up to as high a standard as possible, but, of course, it is impossible to collect one hundred per cent. of the amount due each month at all times.

Appreciated in China.

In writing home to Canada, Rev. J. A. Slimmon, of Hwaiking Fu, Honan, North China, relates how he puts the talking machine and suitable records to successful use in his work in that wonderful country of China. Mr. Slimmon says, "As helpers I had with me two Chinese evangelists and 'Harry Lauder,' a talking machine with 'records' of some songs, among them some of Harry Lauder's. I wonder what Lauder would say if he knew that he was helping in mission work in the back woods of China? That he was a very real help no one could doubt who saw the hundreds who gathered day by day to hear the 'sound box,' and at the same time have the Gospel preached to them.

"I had other records besides Lauder's, but his were the favorites. One man who had attended regularly right throughout the series of meetings, remarked about Lauder that he was 'probably a man about fifty years of age, who had lost some of his teeth.' He had evidently noticed something peculiar about Lauder's accent, even though he did not understand any English. 'But,' he added, 'he has a fine voice,' which shows that the Chinese really have an ear for music.

"There was another record which divided the honors with Lauder, that was a laughing song. It was asked for at every meeting, and when it began the crowd would admonish each other to remain perfectly quiet; but when the singer got fairly underway, the whole crowd would drown everything in one roar of laughter. 'One touch of laughter makes the whole world kin.' A crowd would always rather laugh than cry, and these poor souls need something to cheer them up."

Dealers Attend C. N. E.

A number of talking machine dealers and their salesmen took advantage of the Canadian National Exhibition at Toronto, August 23 to September 8, to visit headquarters for the purpose of attending the fair, enjoying the fraternal handshake with other dealers, and placing their orders for fall trade.

The splendid "Grand" Grafonola made by the Columbia Graphophone Co., occupied a prominent place in the attractive exhibit of the Toronto Hydro Electric System, which is one of the evidences of municipal ownership in this country. The Grand attracted considerable attention, particularly from the ladies, as it was part of the furnishings in the "hydro dining room." The records by Columbia artists, which were played on the Grand kept the crowds in front of the display most of the time.

Now when it is remembered that the total attendance was a million people, it will be seen that this was good advertising on the part of the Columbia Co., and Columbia dealers were not slow to realize the advantages that it would bring to them in their business, as people were here from all over the continent.

Columbia Distributors Busy with Visitors.

The office and warerooms of the Music Supply Co., who are exclusive distributors of Columbia products in Ontario, were the scene of constant activity during the entire fortnight of the exhibition, and both John A. Sabine and Charles R. Leake, the proprietors, were kept busy entertaining their dealers and handling orders for fall trade. In the case of practically every dealer there was

a demand for quantities of the Leader, one of the company's newest designs, which retails in this country at the popular price of \$100. With the excellent crops that have been harvested throughout Ontario, the heads of the Music Supply Co. anticipate a marked forward movement in the talking machine trade between now and Christmas.

The Higher-Priced Sales.

An up-to-date salesman who is a constant reader of The Talking Machine World has the faculty of cultivating the higher priced sales. In discussing this subject he volunteered this information: "We have seen people literally forcing salesmen to sell them Victrolas. It seemed hardly possible that any dealer or his salesman should refuse to sell a Style XVI, but we have seen them almost do it. The way they do it is this: they have a mental picture of \$250 being quite a wad of bills if it were in their own pocket, and they approach their customer in a sort of apologetic, doubtful manner, almost justifying themselves in advance, that the price is a good reason for not making the sale, and they haven't the honesty to admit to themselves when they recover from the surprise, that the buyer was the seller. If a man goes out with a type IX., for example, and you know he could afford and should have in his own interests, and in your interests, a type XVI., then condemn yourself good and properly, but don't do it again. Similarly you know which of your customers can afford to buy Red Seal records—if you don't you are not 'on to your job'—and it's up to you to set your gauge up to the Red Seal standard. If you think nobody can buy more than 90-cent records, then you will sell mighty few five dollar ones. Now don't mistake this for an insinuation that it's not good business to sell 90-cent records—for it is, and your customers can't get any better value anywhere, but can't you see how much higher your profits will average if you work in some of the \$2, \$2.50, \$3, \$4, \$5, \$6, \$7 and \$8 records.

"Many of your customers think nothing of spending ten dollars on one concert, then can't you see how easy it is to show them that they can have all the world's leading musicians as often as they wish?"

Recognition for Mr. Berliner.

Victrola enthusiasts in Canada were interested in hearing that Emile Berliner, of Washington, D. C., founder of the Berliner Gramophone Co., of which he is president, and inventor of the gramophone, has been awarded the Elliott Cresson medal for 1913, by the Franklin Institute of the State of Pennsylvania. There is one of the highest scientific honors in the United States, and the accomplishments necessary for its attainment are eagerly pursued by inventors. It was awarded Mr. Berliner in recognition of important contributions to the telephone, and to the science and art of sound reproduction.

Melba Coming to Canada.

Madame Nellie Melba, who sings exclusively for Victor records, is opening her Canadian concert season in Massey Hall, Toronto, September 22. This will be this world-famed prima donna's first appearance in the Queen city for three years. Although the present year is the twenty-fifth anniversary of her first appearance in the world's metropolis, Mme. Melba is this season the toast of London. Since the early part of May, both her individual and operatic appearances have been attended by scenes of remarkable enthusiasm. Newspaper reports of her jubilee appearance at Covent Garden are still fresh in the public memory. She was heard in "La Boheme" in association with Caruso, and the performance marked the apex of a wonderful season. In recent years it has not been possible to secure the great diva for a Canadian appearance, on account of her continued success in other countries. At this time, however, she is accepting a few special engagements prior to a

(Continued on page 24.)



It may be well to remind you again that the Columbia policy is the "open shop" policy—free competition, a fair field and no favorites.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

ALONG THE CANADIAN TALKING MACHINE TRAIL.

(Continued from page 23.)

coast to coast tour of the United States, which will occupy her time well on to next summer. Madame Melba's Canadian concert is going to start a fresh demand for her records in many points.

New Appointment.

T. Nash, who is by no means new to Ontario retailers of "His Master's Voice" lines, now occupies the managerial chair of His Master's Voice Gramophone Co., Toronto, having succeeded W. R. Fosdick. Mr. Nash has been representing the Berliner Gramophone Co. on the road for some years, and has also had much retail experience. He knows "His Master's Voice" lines from Alpha to Omega, and is quite familiar with all the possibilities of profit that a live Victrola department offers. Mr. Nash is naturally of an obliging disposition, and his customers will always get the square deal that is a feature of "His Master's Voice" service.

News Notes.

J. J. Barlow, of Danville, P. Q., was one of the recent visitors to the factory of the Berliner Gramophone Co., Montreal. The purchase of an automobile this season has enabled Mr. Barlow to largely increase his sales of Victrolas and records, as he seldom takes a trip without taking an outfit with him, which he seldom brings back.

Ed. Archambault, who occupies the handsomest and most attractive store on St. Catherine street, east, Montreal, has qualified recently as a "His Master's Voice" dealer. Mr. Archambault makes a practice of catering to the highest-class trade, particularly religious institutions, and finds a very large assortment of popular French records, listed by the Berliner Gramophone Co., a great assistance to him.

The management of Nordheimer Piano and Music Co.'s branch at Hamilton, Ont., are planning to increase the capacity of their already commodious Victrola department. By the addition of several new booths, they will, with much greater ease, take care of the growing demands of this department.

The T. Eaton Co., Ltd., of Toronto, Canada's largest department store, is now largely increasing the capacity of its talking machine department, by adding new demonstrating booths, which will enable the big store to take care of its rapidly growing business in Edison, Columbia and Victor lines.

Messrs. H. C. Wilson & Sons, of Sherbrooke, Que., again exhibited the Victor line at the Sherbrooke fair. This enterprising eastern township's firm reports that results always accrue from their exhibit.

S. Hadley, of Frankford, Ont., an energetic Columbia dealer, was an interested visitor to the Music Supply Co.'s warerooms during the exhibition.

Geo. H. Suckling, of Edmonton, who is very enthusiastic over all things pertaining to "His Master's Voice" products, recently passed through Montreal on his way to Edmonton, after spending some time in England.

J. D. Ford, manager of the R. S. Williams & Sons Co., retail talking machine department, was a recent visitor to the Berliner factory at Montreal, and was an interested spectator of the various processes of manufacture.

Monsieur Foisy, of Foisy Freres, one of Montreal's progressive music houses, visited Toronto recently, accompanied by his daughter. This firm, who also have a large piano and player-piano business, have a well-conducted Columbia department.

Business Good in Winnipeg.

The Winnipeg Piano Co., Winnipeg, Man., are distributors of Columbia Grafonolas and records, and while in Toronto a short time ago, Jock Smith, one of the proprietors of the company, visited the Columbia factory, where he manufactured a record, taking it home as a prized souvenir. Their graphophone department, he remarked, was one of the most pleasing features of their business. The fixed prices, absence of dead stock, the public appreciation, and of course, the profit, were all elements that contributed to make this an admirable branch of their business.

Many Visitors During Fair.

Many of the Edison dealers have taken occasion during the fair to call at the R. S. Williams & Sons Co.'s warerooms, which are the headquarters for Edison lines in Canada. The Edison dealers speak in appreciative terms of the excellent service they get from their jobbers, which is made possible through R. S. Williams & Sons' firm having branches in Montreal, Winnipeg and Calgary. Edison interests are also furthered by the company's house organ, the Williams Echo, which is issued each month and keeps the dealers posted on matters pertaining to the marketing of Edison phonographs and records.

The Columbia Graphophone Co. is running an excellent series of attractive advertisements in the Toronto daily papers, which is proving beneficial to its dealers in this city, the list of which is now a lengthy one.

BROOKLYN DEALER MOVES.

Max Mandel Now in Own Commodious Building at 257 Washington Street—Recently Became a Benedict—Wife Clever Saleswoman.

Max Mandel, proprietor of the Guarantee Phonograph Co., 257 Washington street, Brooklyn, N. Y., seems to have no cause to complain of the treatment received at the hands of the talking machine business. He has just moved into his own building, where he has larger and handsomer quarters, and contemplates taking on one or two other lines that will harmonize with talking machines. Mr. Mandel recently became a Benedict, having selected a mate from the ranks, as it were, the lady being a clever and enthusiastic talking machine saleslady.

Common sense is not in the same class as genius, but it often gets more solid comfort out of life.

NEEDLES AS TONE QUALITY FACTORS.

C. F. Alexander Tells of the Special Merits of Fay's Velvatone Wood Needles and Their Value Acoustically.

Fay's Velvatone Wood Needle, made by the Velvatone Wood Needle Co., 900 Benton Boulevard, Kansas City, Mo., is one of the latest products in the trade. This needle is manufactured from hardwood, which is chemically treated to increase the hardness and to make a needle of high character.

C. F. Alexander, of this company, commenting about the Velvatone Wood Needle, says: "The very first essential needed in the talking machine is sound, and the perfection of that sound has been the aim of inventors from the time that the very first machine was placed upon the market. In many ways this has been done, but it was seen from the first that the solution lay in the needle itself.

"The steel needle, such as we well know it, has always had this great drawback, namely, that there was a harshness and a grating that deducted in no small measure from the clearness and brilliancy of the voice of the singer. To eliminate this the wood needle has been invented, and we believe that in the Fay Velvatone Wood Needle we are able to offer all patrons of disc talking machines the best and brightest improvement so far known.

"For old and worn records it has been demonstrated that the Fay Velvatone Wood Needle is capable of bringing out a clearer volume of sound than can be gotten from any other needle. Isn't it something to know that you can still get the same pleasure from your old favorites that you would when they were new? Take them out of the discard. The saving they effect for you over the steel needle is no small item when it is pointed out to you that you can run anywhere from ten to thirty records with the same needle. Further, the needle actually improves after you have played a record or two, not deteriorates as does the steel needle.

THE SALESMAN'S CREED.

I believe in the goods I am selling, in the firm I am working for and in my ability to get "results."

I believe that honest goods can be sold to honest men by honest methods.

I believe in working, not waiting; in laughing, not weeping; in boosting, not knocking; and in the pleasure of selling goods.

I believe a man gets what he goes after, that one order to-day is worth two orders to-morrow and that no man is down and out until he has lost faith in himself.

I believe in to-day and the work I am doing, in to-morrow and the work I hope to do and in the sure reward which the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and honest competition.

I believe there is an order somewhere for every man ready to take one.

I believe I'm ready—right now!

"Money Back" is a sledge hammer selling argument.

MINNESOTA STATE FAIR EXHIBIT.

The Various Concerns in Evidence with Talking Machines Well Pleased with Results—Minnesota Phonograph Co.'s Edison Campaign—Talking Machine Co. Increases Booth Space in Minneapolis—Start Recital Campaign—The Business Situation Looks Good for Fall Throughout the Northwest.

(Special to The Talking Machine World.)

MINNEAPOLIS, AND ST. PAUL, September 9.—In Minnesota at present the talking machine trade is interested in the state fair and its aftermath. The fair management brought the crowds it had promised and proved by the turnstiles that its advance estimate of a 400,000 estimate was not exaggerated. What the talking machine fellows got is somewhat uncertain—at least the ones concerned disagree. The Minnesota Phonograph Co. had an exhibit at the State fair and William Luckner who was in charge, put his "O.K." on the fair.

"We are more than satisfied with the results," declared Mr. Luckner, "and we spread the Edison name to every corner of the Northwest. We had fifteen styles of disc and cylinder machines including the new No. 8 and 10 Ambrolas and we believe that we gave them a wide reputation. We took many orders although we will not be able to deliver the No. 8 and No. 10 styles until November at the earliest."

The Columbia Graphophone Co. had a booth in the Industrial Arts building, and, undoubtedly, found the enterprise satisfactory.

Victrolas were shown in the Cable Piano Co.'s booth which always had a crowd between 9 a. m. and 10 p. m., when the visitors were requested to move along toward home.

While the crowds were large in both Minneapolis and St. Paul during the entire week it did not appear to be a spending crowd and the retail merchants did not get the business that they had expected while the jobbers found the crowds highly conforming to their business. It is likely that if the talking machine situation is analyzed by an expert that this general rule will apply.

The Talking Machine Co., of Minneapolis, of which Archie Matheis is the proprietor, has installed several more booths which are very artistically decorated. Two of them show scenes on Lake Como, Italy, one from the veranda, and the other the sitting room; the third represents Mme. Butterfly's home, the fourth is a scene in the woods.

This company has just issued a prospectus of its recitals—something new and original, and in which dates are given of the different artists who will appear in Minneapolis during the coming season. Regular recitals have been arranged for on every Thursday night at the warerooms, when talks on the opera and the different artists will be given.

Mr. Matheis reports the largest August business on record, and he is quite enthusiastic regarding trade for fall and holidays. A complete stock of Victor records and machines is being carried at the handsome warerooms of this company at 928 Nicollet avenue.

LOWER PRICE FOR MAGNIFIER.

Clever Device for Talking Machines Now Made by Improved Process That Reduces Production Cost—National Advertising Campaign to Be Started—Stetson Manufacturing Co.—Growing Demand for the Device.

(Special to The Talking Machine World.)

CLEVELAND, O., September 9.—The Stetson Manufacturing Co., of this city, makers of the Arteste Tone Magnifier for disc machines, reports that the demand for that device has shown a heavy increase during the past month and is still growing. Through an improved manufacturing process the production cost of the magnifier has been materially reduced, with the result that the device is now to be offered at retail for \$1.50 instead of \$3.50 as formerly.

Those in charge of the sales department of the company having secured an excellent distribution of the magnifiers throughout the trade, are planning a live campaign of national advertising for the purpose of reaching and interesting the owners

of machines who have not yet learned of the merits of the device through their dealers. It has been found that many machine owners outside trade circles have seen the advertisements of the magnifier in The Talking Machine World and have written direct to headquarters for information regarding the magnifier. It is now planned to reach every talking machine owner in the country through the medium of the large magazines and direct him to the nearest dealer for a practical demonstration of the device.

WALT MASON'S STRIKING TRIBUTE

To the Phonograph Will Appeal to an Army of People Whom It Has Delighted and Cheered.

In his inimitable style Walt Mason recently penned the following tribute to the phonograph which is well worthy of reproduction here:

"The truth is that the phonograph is one of the great blessings of this age of blessings. I have a married friend at whose humble abode I pass an evening once in awhile, and every time I go there he furnishes a free concert with his music mill. He is a phonograph fiend and keeps his machine going

most of the time when he is at home. Before he got the phonograph habit my friend was a restless, dissatisfied man. He didn't know what to do in the long winter evenings. He liked music, but it cost a good deal to go to concerts and take his tribe along. He belonged to a club, but was a poor hand to enjoy its benefits. Then he was persuaded to own a phonograph and his nights were filled with music and the cares that infested the day folded their umbrellas and chased themselves away. He gets more happiness out of that little box than the millionaire gets out of his yacht, and besides, his wife and children have an equal share. He buys a record for a few kopecks and plays it a million times and enjoys it every time."

OPEN NEW YORK OFFICES.

New York offices of the Keen-O-Phone Co., Philadelphia, Pa., have been opened at 1261 Broadway, corner Thirty-first street (916 Martin Building), in charge of Emil Bauer. A full line of these talking machines will be on exhibition so that visiting dealers may see them. M. G. Kreusch, formerly of the Edison Co., is now associated with the Keen-O-Phone as Western traveling representative.

Blackman's "Unwritten Service Law"

THERE IS AN "UNWRITTEN LAW" IN BLACKMAN'S BUSINESS.

You have often read of a so-called "unwritten" law in newspapers but we have one in our business. It is that "law" which we hold "sacred" and obligates us to first serve faithfully, those who have been faithful in patronizing us. It is a law that increases our business only as additional facilities will enable us to offer "ideal service" to new Trade without sacrificing the old.

WHAT IS IDEAL SERVICE WITH BLACKMAN?

It means first that we must have proper facilities to conduct business in both the Sales and Credit Departments.

IT MEANS YOU CAN'T PLEASE EVERYBODY.

As long as there are unreasonable and purely selfish people that will be impossible. As capital is limited, it means that credit must be refused, withdrawn or curtailed where circumstances warrant, in order that there may be enough for cases where it is deserved, and where additional help toward "tidying over" is justified. It means to avoid "unlimited promises," which may mislead, and treating each case individually with an idea of "fairness," though perhaps, sometimes "firmness."

SERVICE IN THE SALES DEPARTMENT.

It costs us a lot of money, but it will be noticed by the Trade that it results in a "net economy" for Blackman Dealers.

WE ARE READY FOR MORE BLACKMAN DEALERS.

We have increased our space, our stock, our capital and if you don't wait too long you can "insure your holiday requirements" with the "Blackman Policy."

DON'T FORGET—WE WILL NOT "OVER INSURE."

In other words, an "extra premium" will not induce us to accept business when it will endanger the Dealers already insured.

THE "BLACKMAN POLICY" OFFERS EVERY "SAFE" INDUCEMENT.

No competitor can "permanently" offer you anything that is not contained in the "Blackman policy." Beware of "temporary inducements," for they are usually but "bait"—you will soon feel the "hook,"—and the "bite" will make you "wiser but weaker."

BIG HOLIDAY BUSINESS IS AHEAD.

Call or write us. Let us hear from you. Let us see you. Let us help you and give us your help. Sometimes complaints are just as necessary as orders. We are not perfect and never expect to be, but we don't want any other Jobber to be any nearer the goal, or even as near. What can we do for you?

Yours for service,

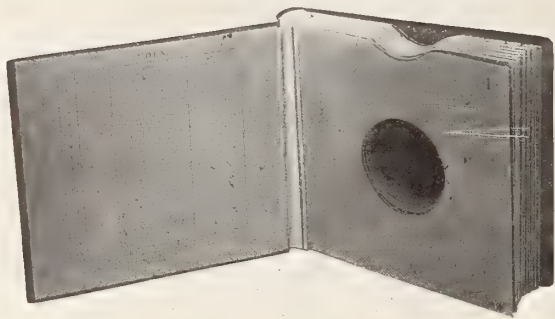
BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



Better Value than Other Albums by Reason of Superior Quality



Our Albums are bound **correctly** by expert hands. **Envelope pockets** are constructed of very tough **Dark Green Fibre** paper. Albums are bound in best **Mahogany Imitation** leather, gilt stamping on face and leather or gold-plated ring pulls as desired. Made for 10 and 12 inch discs. Write for sample and prices, which will convince you, as they have all our other customers, of the superior quality and value of our albums.



NEW YORK POST CARD ALBUM MFG. CO.,

23-25 Lispenard Street, New York

CONCERNING THE BLACK RACE AND BLUE RECORDS.

An Interview Which Shows How a Progressive Dealer Added Materially to His Business by Catering to the Negro Trade Through the Medium of a Competent Colored Salesman—It Pays to Widen One's Business Sphere—Tells How This Is Made Possible.

I found my friend, the jobber, in his private sanctum at the rear of the store grinning at a photograph. He greeted me cordially and invited me to share in his observation. After one glance, I found myself smiling in unison—and no wonder. The picture that confronted us from that bit of cardboard was certainly conducive to mirth. I reproduce it here; draw your own conclusions.

After I had absorbed its laughter-provoking qualities, and found myself growing hilariously cheerful in consequence, I began to bombard my friend with questions regarding it.

"Hold on, son," exclaimed the jobber, fortifying himself against my volley of interrogations with upraised hands.

"Just settle down in that easy chair; have a little patience and a big cigar, and I will elucidate."

"I have a colored salesman on my staff who is bringing in a very creditable business," he began, after satisfying himself as to my comfort, "and this photograph is a donation from one of his customers."

"Son, when a phonograph record becomes so captivating that just the feel of the box in which it is incased makes a pickaninny howl with ecstasy, it speaks rather well for Thomas A.'s latest invention, does it not?"

I agreed with him most heartily, and hastened to tell him so.

"Listen," he continued, reading at random from a letter which accompanied the photo:

"Our baby, Lillian Russell Ford, surely does love the phonograph. She has reached the stage now, after hearing the machine only a few times (we having just purchased it from your George Washington Jackson a week ago), where she yells for a record to play with, and derives more pleasure from its companionship than from any amount of Castoria or Mrs. Winslow's soothing syrup. Even milk meets with a cool reception from Lillian except when served in a blue amberol carton."

"I take pleasure in sending you a picture of our baby which speaks for itself. As a phonographic enthusiast she's a *bare*."

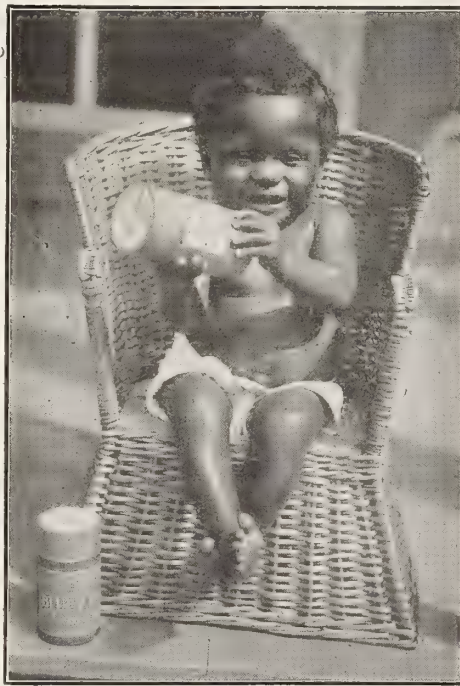
"Son," and here the jobber grew very earnest, "the black man is greatly misunderstood. He is not nearly so ignorant and unappreciative as the world in general would have us believe. I have found out, since my salesman, Jackson, has been disposing of my wares among his colored brethren, that there are right in this little old burg of ours, a goodly number of not only intelligent but cultured negroes. But we are digressing and time flies."

"I want to tell you in as few words as possible how I built up a really good trade among these people. It really started with the hiring of Jack-

son, as porter and general utility man about the store. I was impressed at once with his airs of a gentleman, and his keen desire to please. He had not been with me long before his ability to sell goods began to manifest itself in little ways.

"One day when a handsomely gowned brown skinned beauty called to hear records played, I suggested to Jackson that he wait upon her. He entered upon the position as salesman so intelligently, that I was both amazed and delighted.

"Not only did he sell the lady records but he asked pertinent questions regarding her friends



The Black and Blue—Baby Wants It

who owned talking machines, and also about those who had phonographic aspirations, taking down their names and addresses, and expressing a strong desire to meet them all forthwith.

"The lady, being duly impressed with Mistah Jackson's courtesy and pleasing personality, proffered him her aid. Thus was planted the seed of my now fruitful 'Ham Tree'."

"For a time after his spectacular debut as a salesman, Jackson continued to sell goods as the opportunity offered, filling his position as man of all work between times. However, I soon found that I was wasting precious material; therefore, I substituted the sample case for the broom and sent him forth upon an exploring expedition into the very heart of Africa, which lies South of Pine street. He returned laden with spoils, and from that time until now he has done remarkably well.

His success seems to lie in the fact that he is dealing with his own people. Being a student of human nature, he knows their weaknesses, their likes and dislikes, and can, therefore, cater to their tastes in a most satisfactory manner.

"I sincerely believe," went on the jobber, relighting his head cigar, which he had allowed to go out in his enthusiasm, "that it will pay every dealer to give at least some attention to the negro trade of his city."

"The colored man is exceedingly fond of music. Take as an example, J. Tim Brymn, whose tango, La Rumba, appears among the National Promenade Band's offerings in the Edison Blue Amberol Record List for September. He is an American colored composer about thirty years of age, and is making good in his profession from several different angles (so says the Edison list). He is a good pianist and a 'cellist as well, and has played both these instruments in public many times. He is also an arranger of popular music, and is the manager and proprietor of three separate bands.

"Another young colored man who won fame in the world of music was Paul Lawrence Dunbar, his specialty being lyrics. He was also a poet of prominence before tuberculosis laid him low.

"Therefore, a salesman can use the same methods of approaching the black man as he would apply to the white without fear of being misunderstood, because, as explained above, the negro knows his music.

"I guess, son, that will be about all. Have another cigar?" concluded the jobber, and the interview was over.

I have endeavored to bring out in this story, Mr. Dealer, the fact that a talker man who is fortunate enough to obtain the services of an intelligent colored salesman, can win a large amount of trade from the negroes of his city. I sincerely trust I have, at least to an extent, succeeded.

HOWARD TAYLOR MIDDLETON.

LOOKING FOR BIG FALL BUSINESS.

"Our record album trade is progressing very satisfactorily," remarked George Bates, of the New York Postcard Album Co., 23 Lispenard street, in a recent chat with The World. "One of the most pleasing features of our trade is the fact that we are receiving reorders from our customers in all parts of the country."

"In manufacturing our record albums we have always endeavored to give quality in every single detail of our manufacturing processes. Our factory is run on the principle that quality is preferable to haste, and as a result we have yet to receive the first complaint regarding the durability and merits of our record album. Many of our clients have even taken the time and trouble to write us testimonials regarding the satisfaction that our albums are giving them."

"With all signs indicating a record-breaking fall business in the talking machine industry, we are looking forward to a splendid record album trade, and orders on hand certainly justify our optimistic prediction."

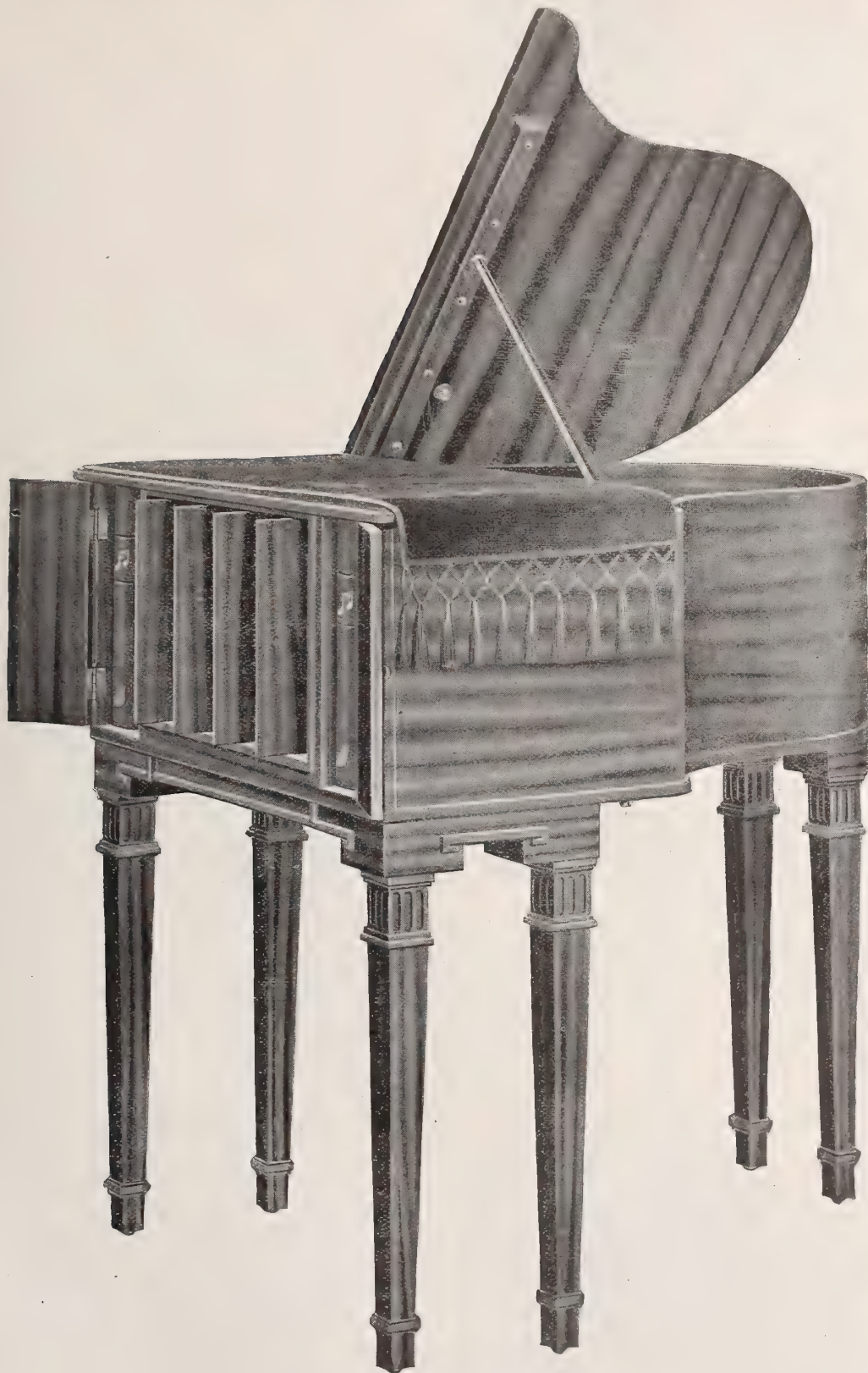
THE NEW COLUMBIA "GRAND" PORTFOLIO.

A Publication Which Is Remarkable on Account of Its Strikingly Interesting Features—A Charming Creation of the Printer's Art Which Is a Most Helpful Volume in Disseminating a Wider Knowledge of the Constructive Merits of the Columbia Grand.

Before us lies a remarkable publication just issued by the Columbia Graphophone Co. entitled: "The Last Word in Instruments of Music." The title is singularly fitting, for the work reaches the high water mark in trade publicity and is an interesting contribution to the talking machine literature of our times. It is of portfolio size meas-

This volume may be properly termed the "Grand" brochure or portfolio, because it is devoted entirely to a description of the Columbia Grand Grafonola.

The textual matter describes in detail the pleasing attributes of the "Grand," showing how this creation was the culmination of a quarter of a cen-



Columbia "Grand," New Colonial Model.

ing 14 inches by 11 and the illustrations occupy more than half of the various pages.

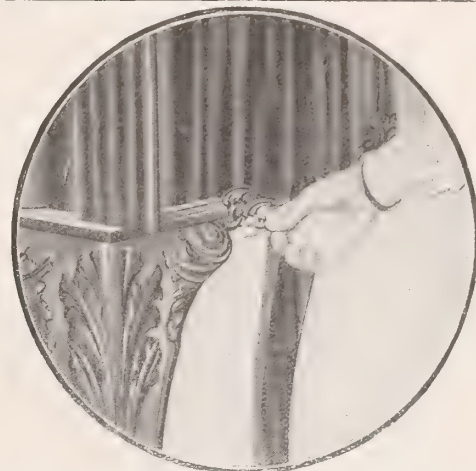
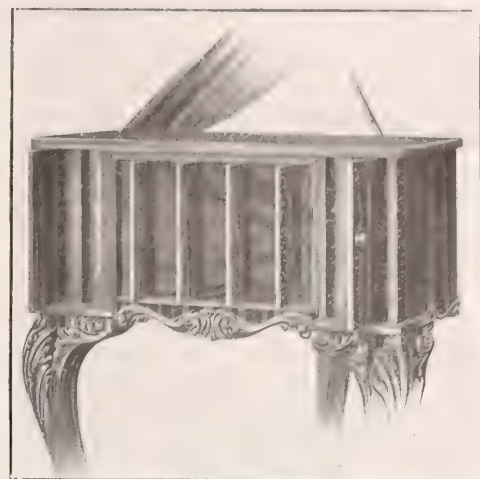
To say that this is an art work expresses a truth, but words are hardly adequate to convey a correct impression of this truly remarkable creation. It is printed in colors and such an aesthetic combination of colors is rarely seen.

Each illustration must be studied to appreciate the beautiful colorings and delicate shadings represented in the picture.

ture of continuous development in the talking machine industry. It tells interestingly of the essential attributes of this wonderful talking machine creation showing that the adoption of the horizontal piano style was no sudden inspiration—that it was the logical outcome of continuous experimental work in the development of tonal effects.

The special equipments of the grand are interestingly shown in colored plates. An important

feature of the grand is the electric automatic start and stop which is the intricate part of the general mechanism of the instrument. It automatically



Showing Operation of Tone-Control Leaves.

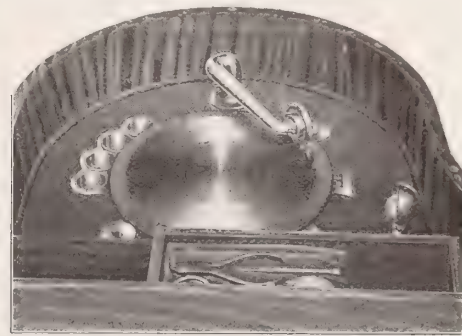
stops the instrument whenever the last line of any record is played and then by simply swinging the tone arm back to its position the instrument is automatically started again.

The illustrations on the various pages are accompanied by interesting descriptive matter which makes a study of the pages educational and delightful.

The functional parts of the individual mechanism of the grand are so lucidly explained that every reader will have a clear and accurate conception of the special features of this great Columbia creation.

It may be said that the "Grand" book is prepared in two forms—one bound in heavy leather to be presented to purchasers of the "Grand," and the other in an artistic brown paper binding which may be used by Columbia dealers to interest prospects.

Certainly such impressive literature must increase the admiration which owners will have for



An Interior View Showing Location of Tone-Arm and Disc.

their "Grands," and salesmen must feel inspired to have such matter placed in their hands to interest possible purchasers.

Such a work is a credit to the house putting it forth, and it must increase the respect for talking machines everywhere.

An adequate description of the book is impossible, as the artistically colored plates and the arrangement of text matter, as well as the general

(Continued on page 28.)

NEW COLUMBIA GRAND PORTFOLIO.*(Continued from page 27.)*

refinement of detail entering into the make-up of the publication must be seen to be appreciated, for the harmonious coloring and delicate tint designs show a perfection of the printer's art which is rare indeed.

It is indeed a Columbia masterpiece in every sense, and the illustrations have a particular human interest which fascinates. They show the "Grand" in homes of refinement and emphasize its constructive features.

In the portfolio is also shown a new grand model of Colonial design. This is shown on this page of *The World*, and it will be seen that it accomplishes another Columbia triumph!

"GADSKI & GORITZ GETS OUR GOATS."

German Couple, Calling on a Local Talking Machine Department, Are Far from Being Impressed with High-Class Music.

A man and his wife, prosperous looking and with decidedly German cast of countenance, recently wandered into the talking machine department of the Simpson-Crawford Co. store. Manager J. Iannell, scenting some good business, gave the couple his personal attention and played a number of records of varied character for the purpose of ascertaining their tastes in that particular.

The final number was Victor record No. 88,440, "Still as the Night," a Goetze number, and sung by Gadski and Goritz. The couple listened to the record to the end without enthusiasm and, if anything, with expressions of disgust.

"How did you like that number?" asked Mr. Iannell.

"The Goetze record by Gadski and Goritz gets our goats," was the satisfying reply, in a strong Teutonic accent.

The man who spends two minutes meddling with other people's business loses two minutes from his own.

BAUER'S INTERESTING CAREER.

Has Been Actively Connected with Small Goods and Talking Machine Trades Since 1880.

For the first time since 1903—over ten years ago—Emil Bauer has consented to have his photograph taken, and here it is. Maybe some one says: "Who is Emil Bauer?" but he must be a newcomer to the musical instrument and talking machine trade, as since 1880 Mr. Bauer has been identified with these professions.

Thirty-three years have passed since Emil Bauer



Emil Bauer.

entered the employ of the Oliver Ditson house. He became the wholesale representative in New England, where he made personal friends of his customers—the kind of customer-friends whose first thought was "save my orders for Bauer."

The Ditson Co. secured, through Mr. Bauer's advice, the first lot of twelve talking machines made by Emile Berliner when the latter was at Washington, D. C. These machines were played by turning a crank, a seven-inch record being used. These twelve were sold to J. A. Foster, of Providence, R. I., at his branch store in Fall River, Mass.

They were crude and the company refused to buy any more. A few years passed and Mr. Bauer, knowing the trend of conditions, made energetic efforts to have talking machines added. This time it was the Edison line. Later the Victor was added. During this period Mr. Bauer was constantly in touch with outside and inside conditions, and his training in the talking machine field dates back to the first machine made.

In 1893 Mr. Bauer resigned from the Ditson Co. to take charge of the S. S. Bauer Co., of Philadelphia, manufacturers of musical instruments. Upon this occasion, to show the esteem in which he was held by his co-workers, Mr. Bauer received a solitaire diamond locket, which he values as one of his proudest possessions.

At the launching of the Keen-O-Phone Co. at Philadelphia, Pa., Mr. Bauer joined that organization, of which to-day he is the manager of the New York offices at 916 Martin Building, 1261 Broadway, New York.

He is of the type of man who evades the brass band environment, preferring to work cautiously, surely and profitably. His advice on talking machine matters has been of value to the company. Time has treated Emil Bauer lightly, for veteran though he is, he has all the fire and enthusiasm of a buoyant youth.

NEW ALBUM FOR DISC RECORDS.

A new album for talking machine disc records has been designed and is offered to the trade by Sutherland & Co., 117 Leonard street, New York. This is a loose-leaf volume, the leaves not only being put in on the loose-leaf system, but the index is of similar construction, thus insuring unlimited life to the album. It is made in both 10-inch and 12-inch sizes, the former retailing for \$1 and the latter for \$1.25, less the proper discount to the trade. Every album contains seventeen leaves. In addition to the loose-leaf principle, each leaf has a flexible paper hinge which gives the proper flexibility when turning the pages. The volume is a good, substantial one—an album that should meet with the esteem of the trade.

THE POOLEY RECORD CABINET

IS NOT A STOREHOUSE FOR RECORDS
BUT A CONVENIENT RECEPTACLE FOR FILING
AND PRESERVING TALKING MACHINE RECORDS
A CABINET THAT HAS AN UP-TO-DATE AND EFFICIENT FILING
SYSTEM AS WELL AS AN ARTISTIC AND PLEASING DESIGN

We want to tell you Talking Machine Men that in the Pooley Record Cabinets we have the goods—the goods that sell the quickest—the goods that will please your customers, and the goods that you will eventually buy. They cost no more.



A Delightfully Easy Way

Those dealers who are still clinging to the old-fashioned, out-of-date record cabinets, with their crude and clumsy interiors, will be mighty anxious to become acquainted with the POOLEY LINE when they see the other fellows getting the business.

Send In Your Stock Order Now While Our Line Is Complete

Write for illustrated catalog.

POOLEY FURNITURE CO.

16th Street and Indiana Avenue

PHILADELPHIA, PA.

Important Deal Under Way in Chicago.

Marshall Field & Co. May Enter the Manufacturing as Well as the Retail Talking Machine Domain—Said to Have Secured Control of the Inventions of Forest Cheney, Whose Process of Sound Production is Along New Lines—What Mr. Cheney and Mr. Howe of Marshall Field & Co. Have to Say to World Representative.

(Special by wire to The Talking Machine World.)

CHICAGO, ILL., September 12.—There is a rumor current in talking machine trade circles relative to the entry of Marshall Field & Co. into the talking machine field, both retailing and manufacturing. Rumor has it that this concern intends to open a large and modern talking machine department in one of its new buildings and that it will be the last word in equipment in every way. Beyond this, and of far more general importance, is being discussed the information that Marshall Field & Co. also intend to enter into the production of talking machines. In this connection it is said that they have secured control of the inventions of Forest Cheney. The improvements upon talking machines invented by Mr. Cheney are said by those who are in touch with them to be very important and make great strides forward in the development of sound reproducing machines.

It is also said that these inventions cover an entirely new process of sound production. Mr. Cheney is a violinist of national prominence and has made tone building and tone quality a special study. He has brought his knowledge of music

and tone quality to bear upon talking machines, and for several years has devoted himself to this work. It is said by those who have heard the completed machines that the Cheney invention gives a most remarkable reproduction of both voice and instrument, showing color, warmth and tone quality.

We have interviewed Mr. Cheney, and his attitude is rather noncommittal. Asked point-blank if he was negotiating with Marshall Field & Co. to back the production of his invention he replied yes and no. It is definitely known, however, that Mr. Cheney has been negotiating with Marshall Field & Co., but the final outcome Mr. Cheney declined to state.

We next visited E. L. Howe, merchandise manager of Marshall Field & Co., who, we understand, has been handling these negotiations, and asked for a confirmation of the report. Mr. Howe was also noncommittal and would make no positive statement one way or the other regarding the facts. He admitted, however, that he was posted regarding the Cheney inventions and that in his judgment the tone produced was a very great improvement over that of any other machine he had ever heard.

Pressed for a more definite statement, Mr. Howe would not deny that Marshall Field & Co. had the matter under consideration. The Talking Machine World, with certain facts to base the statement upon, feels safe in saying that some sort of arrangement has been made whereby Marshall Field & Co. have arranged with Mr. Cheney whereby a certain time has been allowed them to thoroughly look up the inventions and the legal phases of the matter, and also to consider the entire general outlook for talking machines in the future, and that Marshall Field & Co.'s attitude thus far is very favorable.

Mr. Cheney was asked as to whether he was in a position to open negotiations with anybody else, and he replied in the negative, which confirms the statement made above. This great house with its immense wealth does not move rapidly in such matters, and would look at the situation from every angle before deciding what it would do. One can easily estimate the tremendous importance that Marshall Field & Co.'s entrance into the field would have upon the talking machine trade in general.

READY FOR FALL BUSINESS.

A Picture of M. Silverstein, All Equipped for Securing Fall Orders for Victors.

(Special to The Talking Machine World.)

BALTIMORE, Md., September 11.—M. Silverstein, manager of the Victor department of Cohen & Hughes, Inc., this city, is a Victor hustler, and The



M. Silverstein "On the Job."

World correspondent had the pleasure of snapping him the other day when ready to start out on his campaign for orders for fall. His equipment is so neat and effective that it should prove a model for others. That is why the genial countenance of M. Silverstein appears herewith.

Next month the Victor Concert Bureau's advertising system for the season of 1913-14 will be sent out to Dealers in all the cities where Victor artists will be heard.

POINTS WORTH REMEMBERING.

1. Lack of high ideal, lack of mental equipment, lack of health and lack of energy are the only hobgoblins which any person need fear.
2. The best part of the story of success is that part which words cannot describe.
3. And now abideth inclination, initiative and perseverance, but the greatest of these is perseverance.
4. Opportunity may rap at thy door but once. Be not slow or half hearted with thy welcome.
5. Treasure honest criticism more than merited praise.
6. We eventually attain the degree of success for which we have equipped ourselves.
7. If the student of men and books is to read for intellectual and financial profit the spectacles of self measurement must be continually adjusted.
8. The greater the number of talents given the more expert must be the investments.
9. The quality of helpful criticism is not strained; it dropeth as a gentle rain upon a willing mind.
10. The business necromancer says presto, change! And a phantom idea becomes a cashable asset.
11. The unclaimed room is at the top of the business ladder. A wise man climbs.
12. System is the axis around which prosperity revolves.
13. The full measure of success is to succeed as men as well as to succeed in business.
14. There is never but one right course to pursue. The strong man hesitates not when he recognizes it.
15. The basis of all permanent business is mutual benefit, to producer and consumer.

COLUMBIA MANAGERS IN NEW YORK.

S. H. Nichols, manager of the Pittsburgh store of the Columbia Graphophone Co., and W. A. Sprague, manager of the company's Toledo store, were visitors recently at the headquarters of the company in the Woolworth Building. Both of these gentlemen stated that the prospects for the fall in their respective territories were more than encouraging, and even predicted that the coming season with Columbia products would be a record breaker. The new "Leader" and "Favorite" models are going unexpectedly strong in these territories.

Philip Werlein, Victor distributor in New Orleans, has personally guaranteed \$50,000 to secure an opera season for New Orleans.

SIGN NEW AGREEMENTS.

Important Announcement Regarding the Number of Dealers Who Have Signed Up So Far.

In this month's "Voice of the Victor" the Victor Talking Machine Co. announces that its new license agreements sent out to the trade a month since is coming in signed and executed from all parts of the country. This announcement states that within twenty-four hours after the agreement was mailed out, the signed agreements began to come in—the first day two were received, the second day twenty-one, the third day 139, the fourth day 269 and on one single day 1,271 agreements duly signed and executed were delivered to the company. Every day since then has brought the agreements in by the hundreds until there is now only a very few dealers who have not signed up.

Would \$60.00 A Week Interest You?

Would you like to earn this amount every week during the coming season? Outside work? Free to do your own bidding? *Your own boss?*

We seek a representative in your locality. We do not wish a mere "canvasser." We seek clear-eyed men and women who are energetic and who are a credit to themselves as well as to us.

As the representative of this company you are assured a business training that will broaden and develop you besides paying you handsomely. You will agree with us after you have learned of our plan. Talking machine people are especially fitted for the work.

We will explain this when you assure us of your interest. It will not obligate you in any way.

Address

Elmon Armstrong & Company
1808 Republic Bldg. Chicago

Here we go on

WE believe this is a peculiarly appropriate time to remind you of certain features in the Columbia policy—fully established and in entirely successful operation.

This is really only by way of reasserting our stand that there is and shall be no change in the Columbia principle of manufacturing the product that the people want and selling it to dealers with a liberal and standard margin of profit between the wholesale and the fixed, invariable retail price: in other words, as manufacturer to merchant—subject to that one inflexible protective feature of absolute price maintenance.

Glance through these paragraphs once more in one-two-three order:

1—PRODUCT

Model by model—done Columbia machine comparisons. And durability, volume,

2—DEMAND

As evident as the fact

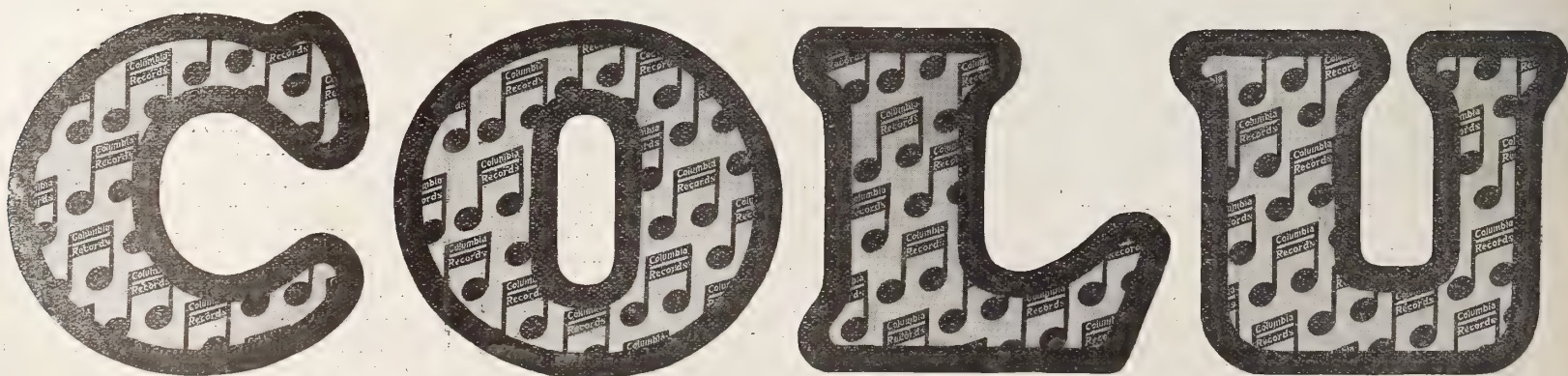
3—INTERCHANGEABLE

The more owners of come to know that other makes of record for it's a good thing more owners of other find out that Columbia their machines, the a good thing for our

4—LIBERTY

Dealers in Columbia freedom to handle as wish. If a Columbia itive record to play ment he can go and you, too, as far as owner of any other a Columbia record buy it.

Trade



Graphophone Company, Wo

Creators of the talking machine industry. Pioneers and leaders in the talking machine art.
DEALERS AND PROSPECTIVE DEALERS, WRITE FOR A CONFID

record once more

FOR EXAMPLE

r for dollar, part by part,
are safe in competitive
records the same—quality,
repertoire, timeliness.

on the town clock.

Columbia machines who
those machines will play
ds, the better we like it,
for the industry. The
makes of machines who
bia records will play on
etter we like it, for it is
share of the industry.

product have complete
npetitive product if they
owner wants a competi-
on his Columbia instru-
buy it—he can buy it of
e are concerned. If the
ake of instrument wants
e can come to you and

This small reproduction of our forthcoming September 27th page in the Saturday Evening Post offers the Columbia "Regal." Like many of our "general publicity" advertisements, it presents to your customers a specific purchase suggestion. It reaches your prospective customers with the full particulars, just as you yourself are doing every day.

September 27, 1913 THE SATURDAY EVENING POST

\$5 a month buys this Columbia Grafonola "Regal"

At the cash price of \$50—no interest, no extras. Free trial allowed or money back in full if it is not as represented in every detail

SPECIFICATIONS

CABINET—Your preference of oak or mahogany. All metal parts heavily nickel-plated.

MOTOR—Columbia two spring motor, powerful, silent, non-varying in speed, plays three records on one winding and can be wound while playing.

MOTOR CONTROL—Start and stop lever and speed regulator.

TONE PRODUCTION—New Columbia No. 6 reproducer; Columbia non-vibrant insulated and suspended tone chamber the new Columbia bayonet joint tone-arm made of one piece drawn, tapered, seamless brass tubing, nicked and buffed.

TONE CONTROL—Full range of six varying Columbia needles, and the exclusively Columbia tone control leaves. Cabinet is equipped with four sunken needle cups for three grades of needles and used needles.

MUSICAL CAPACITY—Unlimited. Plays all makes of disc records. It will play the records of every artist who has ever been recorded, without exception.

There are 8,500 Columbia dealers in this country. Find the one nearest to you and tell him you want to hear this new Regal. He will arrange it for you without cost or obligation to yourself. If you happen not to find him conveniently, write to us and we will direct you.



COLUMBIA

Important Notice
All Columbia Grafonolas will play other makes of disc records. The voice of every artist who has ever made disc records, without exception, is at your command. (Likewise all Columbia records may be played on any other make of machine.)

Graphophone Company, Box 408, Woolworth Bldg., New York
Toronto, 363 Spadina Avenue
Prices in Canada also duty

Dealers and prospective dealers write for a confidential letter and a free copy of our book "Music Money."



Mark



Woolworth Building, New York

Owners of the fundamental patents. Largest manufacturers of talking machines in the world.
MAIL LETTER AND A FREE COPY OF OUR BOOK "MUSIC MONEY."

VICTOR RECORDS FOR CHILDREN.

Graded List of Victor Records for Children in School and Home Just Issued—Illustrations of the Victor in the Schools Also Included.

The Victor Talking Machine Co. has just issued a new number in its series of educational literature. This book is entitled "A Graded List of Victor Records for Children in the School and Home" and contains over 100 pages. The records listed in the book are divided into various sub-heads, such as nursery, kindergarten and primary grades; singing games and simple folk dances for little children; instrumental selections for the intermediate grades; instrumental numbers for grammar grades, etc.

In addition to listing these records under their various headings, this book also contains a large number of pictures illustrating the various record features. These pictures represent scenes in public schools all over the country and present the use of the talking machine in every conceivable way that it can be utilized in school work. Gymnasium drills, folk dances, classroom work and social work, are all illustrated by clear and distinct pictures that give an accurate idea of the real value of the talking machine in the school.

In addition to these pictures are a number of full-page illustrations showing the various instruments that make up the modern band, and as instrumental numbers form an important part of this publication these pictures of the band instruments are of real value.

The first four pages of this educational book are devoted to an introductory which brings out in detail the real value and possibilities of the talking machine in educational work.

Accompanying this book was a letter by Frances E. Clark, head of the Victor educational department to Victor dealers, calling their attention to this latest addition of the Victor Educational Service and suggesting that the dealers carefully consider the school proposition in their fall campaign.

They Sent Jimmy in to Entertain the Minister Awhile, and He Did.



SOME DISTINGUISHED BUYERS

At Landay Bros. Include Grand Duke Alexandre of Russia and Mrs. McKinley Baer.

Hobnobbing with royalty and prominent personages is becoming quite frequent at the headquarters of Landay Bros., 536 Fifth avenue, New York, Victor distributors, as among the sales closed at the Landay store within the past fortnight was that of a Victrola XVI to the Grand Duke Alexandre of Russia, and another Victrola XVI to Mrs. Mabel McKinley Baer, niece of the late President McKinley.

The Grand Duke, who is traveling incognito, dropped into the Landay store one day to hear some records in which he was interested. He remarked that European manufacturers could produce records of certain types, but when it came to real ragtime records America was the only place to secure them.

Max Landay showed the Grand Duke around the store, and then sent up to his room in the hotel over a hundred ragtime Victor records, and the Grand Duke accepted practically the entire lot. The next day he visited the store and stated that he had decided to purchase a Victrola, notwithstanding the fact that he had three other machines in his place at St. Petersburg, Russia. Another se-

lection of records was ordered, and another sale to nobility was then recorded on the Landay books.

Mrs. Mabel McKinley Baer is very well known in the musical world, and contemplates making records at some time in the near future. Her choice of a Victrola XVI was guided, she remarked, by the wonderful assistance that a talking machine can render in the study of music in its higher phases.

MARKETING THE MASTERPHONE.

Claimed by Manufacturers That New Talking Machine Accessory Serves to Clarify the Tone and Improve Articulation.

The Masterphone Corporation, 187 Broadway, New York, is now marketing an accessory for talking machines that is the result of two years' experimentation and labor. It is claimed by the manufacturers of the Masterphone that the use of this device clarifies the tone, improves the articulation and brings out the true meaning of the record as the artist made it.

Directions for the use of the Masterphone are very simple and do not include the drilling of any holes or any change in the sound-box or reproducer.

The company sends out with each Masterphone a six-page leaflet, illustrating in detail how the Masterphone is used and enumerating the various benefits to be derived by the use of this device.

The company has already received many large sized orders for the Masterphone from various parts of the country, and those dealers who have heard it are enthusiastic in their expressions of approval regarding its merits, and expect to do a very large business.

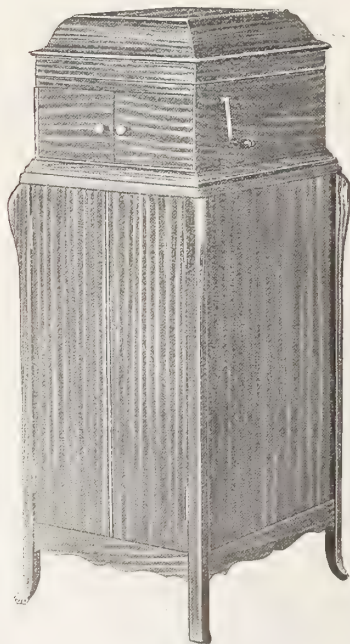
The quicker you acknowledge your mistake to-day, the slower other folks will be to accuse you of making one to-morrow.

If ignorance is bliss, some folks must be covered with blisters.

LONG CABINETS

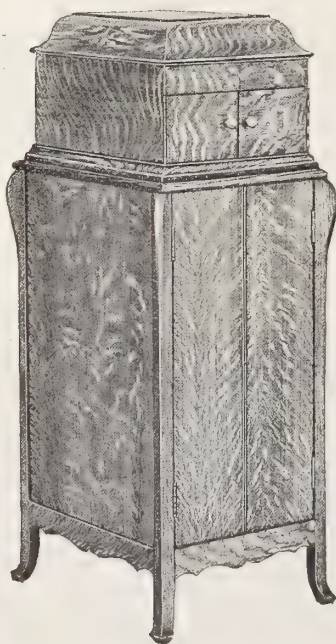
Are distinctively elegant in design, construction and finish. They have many friends.

THE GEO. A. LONG CABINET CO., HANOVER, PA.



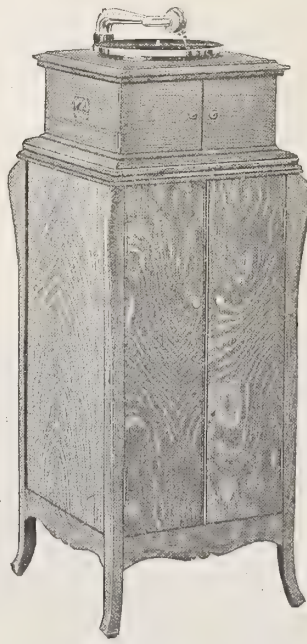
D 67

Mahogany, Golden Oak and W. O.
Finished all around.
Sliding Record Shelf.
For IX Victrolas.
Capacity, 192 12-inch Records.



D 66

Golden Oak. Finished all around.
Sliding Record Shelf.
For VIII Victrolas.
Capacity, 180 12-inch Records.



D 65

Golden Oak. Finished all around.
For VI Victrolas.
Capacity, 168 12-inch Records.

Write
To-day
for
Particulars
of this
Splendid
Line

Circular
Matter
Cheerfully
Furnished
on Request

Address CLEMENT BEECROFT, Sales Manager
309 W. SUSQUEHANNA AVENUE

Philadelphia, Pa.

ENJOYING A RECORD YEAR FOR BUSINESS RESULTS.

First Six Months of 1913 the Best in the History of the New York Talking Machine Co., Says Arthur D. Geissler—New Victor Co. Agreement Tends to Strengthen Confidence of Dealers—No Cloud Visible in the Business Horizon—Progress Is Inevitable.

"The first six months of 1913 were the biggest in business results in the history of the New York Talking Machine Co.," remarked Arthur D. Geissler, vice-president and managing director of the company, to *The World*. "This is remarkable, as the last six months of the year is usually our banner period. The showing for July and August has been such as to prove absolutely to us that 1913 will very nearly double the business of 1912."

"The new license agreement, put out by the Victor Co., has wielded a very strong influence in increasing the confidence of the dealers in the Victor line. This agreement has been received more graciously by the trade than any previous contract put out by the Victor Co. The acceptance and signatures of the dealers have come in more rapidly than any former contract."

"Just before the issuance of this license agreement the New York Talking Machine Co. had started a campaign among its dealers, getting them to put in a stock order for immediate shipment, showing them the advisability of paying a little interest on an investment in Victrolas—possibly storing some of them in the cellar for future use—showing them that for the amount of interest on such an investment the profit lost on the sale of one machine during the holidays would pay that interest. This campaign of ours has been waged most successfully and we attribute its success a great deal to the confidence inspired in the dealers by the general signing of this new license agreement. Before this they were in a more or less nervous state. We were besieged by dealers and in correspondence from them, asking innumerable questions—principal one of which was 'Why should we stock up now when we do not know what the Victor Co. is going to do, and we do not know how long our next door neighbor will maintain prices?' This feeling being removed has resulted

in such orders that we are again at the point of pulling every wire to run up a supply sufficient to take care of our demands. So far, we have been successful."

"We have just leased a large new loft, which gives us five large floors, devoted entirely to the stocking of Victrolas and records. This year we feel we can take care of the demands."

"General business conditions are excellent, while financial conditions show a marked improvement. I was talking with a merchandise man, representing the largest retail and wholesale merchandising house in the world—a man fitted to diagnose the situation from both a retail and wholesale standpoint, if anybody could—I was delighted to see and hear his enthusiasm over the winter prospects. Everything in his line pointed to a record breaking year. The only dark spot on the horizon at the present time is our corn crop, but even that made a very much better showing in the recent report than we had expected, being from 50,000,000 to 100,000,000 bushels better than some authorities had expected. The wheat crop, on the other hand, was shown to hold promise of a total yield, winter and spring combined, of 754,000,000 bushels, which is far better than last year's large crop and exceeds by over 5,000,000 bushels the record yield of 1901."

"Our business is, of course, not a criterion to go by. It seems to be in a class by itself and not affected by any outside condition. Our growth, since the inception of the talking machine business, has been a startling one, and even in the worst panics we have not felt the attendant reflex action."

"So if experience is any teacher, it would seem that the wisest policy for the dealers all over the country would be to stock up on Victrolas, complete their record stocks and put just as much aggressiveness into their fall campaign as the limit of their capital will permit."

FILE PETITION IN BANKRUPTCY.

Chicago Concern Goes to Wall with Liabilities of \$5,500 and Assets of \$3,500.

(Special to *The Talking Machine World*.)

CHICAGO, ILL., September 10.—An involuntary petition in bankruptcy has been filed in the United States District Court asking that a receiver be appointed to assume charge of the U. S. Talking Machine Co., which recently had offices in the McCormick Building.

The largest creditor is the Waterbury Clock Co., with a claim of \$930. Two other creditors are the Bishop-Babcock-Becker Co. and the American Trunk & Case Co. Each presents a small claim. It is said that the total liabilities are in the neighborhood of \$5,500 and the total assets \$3,500.

THE PUZZLING PICTURE.

The serious-minded art critics—scientists in their line—gathered once again about the new find. It was of rough canvas, oddly shaped and much worn in places.

"Apparently," volunteered one savant, replacing his pocket pastoscope, "it was — a — an —"

He thumbed an ancient art catalogue.

"—A Turner. He lived back in the nineteenth century, as you may recall, and was famous for his color mastery and mystery. His independence in compositions was also noteworthy."

The gray-haired artist beside him shook his head.

"I disagree with you, Serico," he remarked. "Turner, if history is to be believed, painted most of his numerous pictures on regularly stretched canvas. This is not—has not been—regularly stretched. I believe it to be of the later school of Cubists or Post-Impressionists, sometimes called the Crazyquiltists. This bit of work probably represented—"

He referred again to the catalogue.

"'A Young Woman Making Up Her Mind Which Hat to Buy.'"

Suddenly the third savant drew a slip of aged, yellow paper from a small aperture just below the strange splotches of color on the odd-shaped canvas.

Slowly, hesitatingly he translated as he read:

"Mrs. Flaherty.—This here mess was made by *your* boy Jimmy. He busted a duck egg on my apron. Please wash it off."

Bill the Butcherboy."

The savants sighed in chorus.

"The further back we go, the less we really comprehend those strange Americans," murmured the nestor of the assemblage.

IMPORTANT MOVE IN DALLAS, TEX.

(Special to *The Talking Machine World*.)

DALLAS, TEX., September 10.—The Dallas Talking Machine Co., of this city, of which J. O. Elliott is manager, is announcing that on or about October 1 it will cast its lot with A. Harris & Co. and merge its stock with theirs in a new location, corner of Main and Akard streets, this city. In its new store it will have one of the most complete Victrola departments in the South.

BUSY TIMES WITH THE POOLEY CO.

(Special to *The Talking Machine World*.)

PHILADELPHIA, PA., September 10.—The Pooley Furniture Co. report steadily increasing sales of their record cabinets, which are distinguished for their attractiveness in design and completeness of manufacture. This demonstrates that the Pooley filing system is exceedingly popular not only with dealers, but with the purchasing public. Earl Pooler, of the company, is quite enthusiastic over the continued expansion of the business in the talking machine field, and says that they are kept very busy filling orders these days.

REQUIREMENTS FOR SUCCESS.

As "Automobilically" Described by a Live Talking Machine Man Who Knows What Is Necessary to Win Out in the Trade—Machine Must Be Strong, Durable, and Capable of Supporting Strains or Back to the Garage."

"When you came into the talking machine business, young man (thus saith the proprietor who had just acquired the auto infection), you represented yourself to be a forty horse power machine, fully equipped and tested; ready for the track; spark-plug in action, bearings oiled, reservoir loaded with gasoline, steering apparatus in perfect order, lamps in place, exhaust properly muffled; hand-painted from end to end; good for a hill-climbing contest, an endurance run, or any old thing in the way of hard work that a chauffeur (that's me) might require of you. These were a few of the specifications that you unrolled before me at the time you were chartering yourself to me for a business run."

"So far, your action has not been good, and your tires are too fully inflated to be secure when you strike the jolts. Your steering gear is hard to manage; you will make for the curb when your place is in the middle of the road. You lag on the hills, and make a big noise in going over the stretches of bad road. At times you can put on the full forty horse momentum, and at other times it drops down to a half dozen old spavined hacks. Your spark plug is erratic. It is in action for a cigarette, I notice, but not to be relied upon when a time comes for the machine to go."

"You don't like to carry loads; seem to be a fancy roadster, not available as an auto-truck in an emergency. I don't altogether like your lubricants; too large a proportion of aqua vitae to the oil."

"How would it do for you, young man, to again go over the specifications and see if you cannot gear up to meet them? The machine seems to have some good stuff in it, and what it needs is to get it into better running order. If so, all right. If not, 'Back to the garage for yours.'"

NEW COLUMBIA REPRESENTATIVES.

Among the many additions to the fast growing list of Columbia Graphophone Co.'s representatives in local territory are the following: E. Brodbeck & Sons, Mount Vernon, N. Y., a well-known piano house; Arthur Herman, 334 East Sixty-fifth street, New York, who will concentrate on the sale of foreign records; H. L. Wilcox, Richfield Springs, N. Y.; Loranzo Quant, Fort Plains, N. Y., and the New York Furniture Co., Bridgeport, Conn.

The Theatrola Talking Machine Co. has been incorporated in Los Angeles, Cal., with a capital stock of \$100,000.

REPAIR MAN WANTED

Wanted—An experienced repair man who is entirely capable to repair both Victor and Edison machines. Address Neal, Clark & Neal Co., Buffalo, N. Y.

TRAVELING MAN WANTED

Wanted—An experienced and successful traveling salesman to represent the Victor and Edison lines. Address Neal, Clark & Neal Co., Buffalo, N. Y.

WANTED TO BUY

Want to buy big jobs of talking machines, second hand or new. Small jobs of records, talking machines or parts for any make, horns, either flower or wooden. Will pay cash for any amount of goods. Address B. Olshansky, 1252 So. Jefferson street, Chicago, Ill.

LURE OF THE MOVING PICTURE.

**5,000,000 Persons a Day Pay to See Them—
That's the Estimate of a Manufacturer of
Films—Character of the Pictures Improving
—Competent Writers Prepare Picture Plots.**

That 5,000,000 persons in this country pay daily to see moving picture shows was stated recently in a magazine article. A man prominent in the manufacturing end of the business was asked by a Sun reporter if he had knowledge of facts which justified such figures.

"We who make the pictures," he said, "know how many films are made and sold, but we can only estimate as to the number of times they are shown and to how many spectators. We do not deal with moving picture theaters but with agencies who rent the films, but we have some accurate information which can be used to test that statement.

"There are in the United States 7,500 theaters using moving pictures; not all of them exclusively for their attractions, for an increasing number of vaudeville houses use them also. The latter houses use the films twice a day, that is, for two sets of spectators, while the exclusive moving picture theaters use their films on an average of six times a day, for six sets of spectators. The moving picture theaters far outnumber the vaudeville houses using films, so that it is conservative to say that five sets of spectators pay to see moving pictures.

"This figures out 37,500 audiences; that is, each audience would have to number about 135 people to justify the conclusion that a total of 5,000,000 people pay daily to see moving pictures. I should say the estimate is not excessive; I have heard men in the business place the total at much higher figures.

"I speak now only of what are known as licensed manufacturers, that is, those who submit every film they make to the censorship of the New York Board of Censors, men and women representing prominent churches and educational institutions. Such manufacturers are making rapid advancement in the standard of their output. One manu-

facturer alone has within a year produced plays written for them based upon the writings of Helen Hunt Jackson, Mark Twain, Rex Beach, Charles Dickens, John Luther Long, Roy Norton, Carolyn Wells. The same studio and others in its class have recently turned out plays based on 'Carmen,' 'Michael Strogoff,' 'St. Elmo,' 'Othello'; they have illustrated four stories of the life of Moses and other Biblical characters; they are making picture plays of 'Alice in Wonderland' and other classics of such rank."

The educational phase of moving picture making is also engaging attention. One manufacturer recently made a film called "The Fly Pest," teaching in a startling way the danger to health caused by careless exposure to the pest of food and drinkables. This film was a success because it was interesting aside from its educational value. Another New York manufacturer is now at work illustrating the subject of milk supply and expects to make this instructive and also interesting.

Men in the business told of remarkable enterprises in other lines of picture making. One firm has had an outfit in South America for four months and expects to show as a result of the work there many films which will popularly instruct regarding the people, industries and scenery of that country. Still another firm is just now arranging to send an outfit of camera men, stage managers and actors by special train over the lines of the Canadian Pacific Railroad through to the Pacific Ocean, illustrating the industries and scenery en route by means of picture plays into which the scenery and industries will be naturally introduced.

"We find," said one authority, "that on the screen of the moving picture theater as well as on the stage of the legitimate theater the play's the thing, after all. The most popular films are those that tell a good play story, drama or comedy. The demand for such plays is of course great, and it is developing a new branch of the art of writing, the telling of a story which can be lucidly explained by silent actors. It is not the play of pantomime; it is written as if to be spoken, yet must be intelligible without words and also without the 'business'



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

of the pantomimist. It is not an easy task, evidently, but more and more writers of recognized ability are engaging in it and no doubt they will develop the art into rules. The licensed manufacturers meet the writers half way certainly; they who have large and well equipped plants provide competent players, experienced stage managers, scene painters and costumers. Their end of the business is at present further advanced than is the writing end, but there are hopeful signs that authors will soon produce work as finished in its way as is the work of the mechanical and staging departments."

Some sluggards are smart enough to know that if they are sufficiently quiet the ants will think they're dead—and come to them.

SILAS E. PEARSALL COMPANY

16—West Forty-Sixth Street—18

Extend to the Entire Talking Machine Trade an invitation to visit their new Sales and Demonstration Rooms



Read what the World says about this new building.

Perfect Equipment
Excellent Acoustics
Prompt Service
Complete Stocks

Nowhere in the Talking Machine World can dealers find it so much to their advantage to sign the new License Agreement as with us.

Let us tell you why, and offer you a welcome to a Victor Home which will at once make you feel how great the possibilities of the Victor are as a business proposition when dealing with us.

Silas E. Pearsall Company
16—West Forty-Sixth Street—18
New York

Victor Distributors

SECURING BUSINESS NOT A MATTER OF SEASONS.

Success Depends Upon Push, Ability, Organization, Recognizing That "Dulness" Prevails Only Where It Is Permitted—The Views of French Nestor Should Be Put in Practice Early Next Spring So That a Phenomenal Summer Trade May Be Recorded.

Some excellent reasons why there should be no dullness in the talking machine trade in the summer, or any other time, are set forth in the following article prepared by French Nestor, manager of the talking machine department of the W. F. Frederick Piano Co., Altoona, Pa. It is rather late in the season to discuss summer business, but there is sufficient "meat" in Mr. Nestor's suggestions to give strength and encouragement to talking machine dealers to develop a new policy next year—that of going after and doing business irrespective of temperatures or seasons. Mr. Nestor's remarks follow:

French Nestor's Views.

"In almost every kind and branch of business it has come to be expected that trade will be 'quiet' during the summer months, particularly July and August.

"In the talking machine business many dealers become imbued as early as May with the idea that the 'summer dulness' is approaching and begin to make sure that business with them at least will be dull, by reducing their machine and record purchases, curtailing or even withdrawing their talking machine advertising from the newspapers, laying off help, and adopting a general policy of retrenchment—all on the assumption that there will be no more than barely enough business to meet a greatly reduced expense schedule until about October 1—and there won't. It's a case of 'Blessed is he that expecteth nothing, for he shall not be disappointed.' The inevitable reward of the man who expects nothing and deliberately plans for nothing is—nothing. Results, in business or out of it, have always been and will always be in direct proportion to the amount of proper means and intelligent effort expended. The dealer who consistently plans in advance for a profitable summer's business in machines and records, and then gets behind his plans with effective advertising and sales-effort will win, just as surely as will the dealer who plans for and expects only a little business get even less than he expects.

"It is true that the seasons of the year influence the demand for certain products. For example, the characteristic fitness for gift purposes of a Victrola with records of the recipient's favorite songs and instrumental selections is responsible for an increased demand for Victrolas in the month of December, and through the machines thus sold for an increased record demand—immediate and future.

"But there is nothing whatever in the nature of talking machine product to associate it with December any more than with July. The specific quality of the outfit for which the buyer surrenders his money—its ability to entertain—is just as available and just as enjoyable in summer as it is in the winter, and it certainly cannot be shown that desire for music and entertainment and the money with which to buy them are periodic influences that come and leave with the frost. In short, the only sufficient reason why such a comparatively small volume of talking machine business is done between June and October is the attitude of the dealer himself and his failure to go after it aggressively. Because people have bought so readily and so plentifully of our wares in December and January, too many of us have assumed that they can not be induced to buy in July and August, and have not made the effort. If this excess fall and holiday business proves anything it proves the widespread popularity of the talking machine with the public and thereby indicates most clearly the possibilities of all-the-year-round business—if we will put ourselves in line for it by effective publicity, prospect and sales work.

"People go shopping for necessities and sometimes for presents, but luxuries must be sold, and unless a buyer comes in direct response to a clever and forceful advertisement, it isn't selling to mere-

ly pass out the thing he voluntarily walks into your store and asks for. That's simply delivering what something or somebody else sold. But when a dealer has carried out an original and effective scheme for securing the names of possible and prospective buyers, has taken hold of the interest of those buyers at zero and by tactful and persistent follow-up and personal work built it up gradually through the stage of desire to the closing point and has definitely clinched the deals with cash, and signatures—then he has made sales. There isn't a thing in the world except inertia to prevent any dealer from carrying such a program to success, and there is no better time to do it than during the summer months when the hurry and confusion incident to fall business is absent.

"There is altogether too much disposition in the trade to plan simply for independent demand and too little disposition to analyze possibilities and endeavor to realize them by formulating and putting into practice positive and aggressive sales methods. If the summer months were made to yield the volume of business which they reasonably should and would, the congested conditions which prevail in December and January would be relieved; better service could be given all along the line and the business conducted in a more orderly and efficient manner.

"Naturally the rapid growth in the demand for talking machines has made it difficult for the factories and the trade to keep pace. This condition is probably more than any other responsible for the average dealer's attitude in summer—indifference to immediate results and great anticipations for an 'unprecedented fall demand.' The emphasis is always on the word 'demand.'

"Just by way of reflection, what would happen to the piano dealer who sat down the first of June to wait for 'the fall demand'? At this point the reflection becomes unpleasant. To improve it: What would happen to the talking machine department if summer sales were as carefully planned for and as persistently fought for as they are in the piano department? The answer is obvious, yet there are dealers who regularly speed up their sales organization to insure a profitable volume of piano business during the summer months and deliberately allow their talking machine business to drift. Hence, 'summer dulness' with those dealers.

"In the final analysis 'summer dulness' is first of all a mental attitude, it becomes a physical fact only through neglected opportunity. Our house demonstrated the correctness of this theory five years ago in the piano business. Nobody hears a Frederick salesman or manager talking 'summer dulness.' He knows in advance that next summer is going to be the busiest time of his life. Talking machines and records lend themselves even more readily to special summer campaigns than do the more expensive pianos, and they possess many points of contact with the buyer's interest that cannot be embodied in the cleverest piano publicity or sales talk.

"But, someone says, 'all this is general. What specific methods do you recommend?'

"Specific remedies can be applied to specific trade conditions only. The main thing is to carefully analyze and study to understand those conditions, not as they are generally accepted but as they actually exist. When this has been done the best means of applying effective local publicity, prospect and sales work can be determined. Some idea of the principles which our house has applied more or less successfully to this problem may be had from the following—let us say

"ARTICLES OF FAITH."

"(1) Realize in the summer that 'dulness' is primarily a condition of the mind.

"(2) Realize in the winter that a demand originating outside of your own store and independently of your own advertising and effort indicates first of all the possibilities of more ade-

quate organization and especially better system.

"(3) Realize all the time that the talking machine industry is rapidly outgrowing the dealer who is in business simply to meet a heavy fall demand which he has not actively helped in previous months to create.

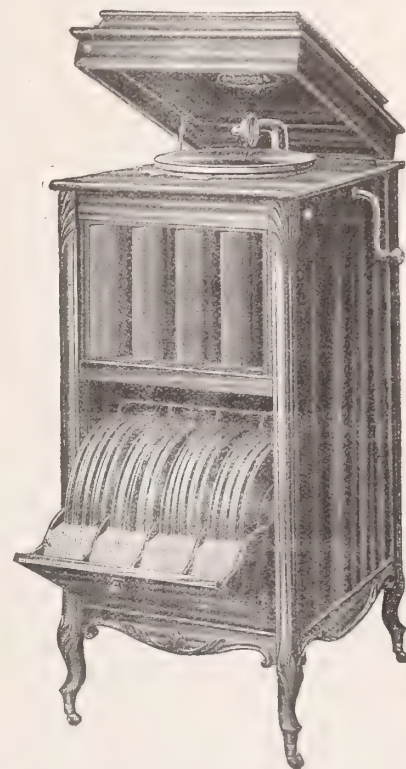
"(4) In the matter of December shortage realize that a factory cannot increase capacity beyond the point of efficient distribution, and that trying to crowd a whole year's business into one short season is not efficient distribution.

"With these things in mind, a complete line of goods in stock and a capable, enthusiastic man in charge of the department, summer business will not be 'quiet!'"

COLUMBIA CO'S NEW MIGNONETTE.

The Latest Addition to the Extensive Line of Grafonolas Enthusiastically Received by the Columbia Dealers.

Under date of August 25, the Columbia Graphophone Co. formally announced to its trade the introduction of a new "Mignonette" machine which will retail at \$100. This machine, as shown by the accompanying illustration, is essentially refined and



New Columbia Mignonette.

dignified in its design and appearance and should prove a welcome addition to the extensive Columbia line.

The new model can be supplied in mahogany, quartered golden oak, early English oak or satin walnut. The cabinet stands 43 inches high on castors; it is 22 inches deep and 18 1/4 inches wide. It is equipped with all the improvements that the company is embodying in its new product, including a metal motor-plate, speedometer, hinge lock and released. All exposed parts are nickel-plated and it is equipped with the popular No. 6 reproducer and the new bayonet-joint tone-arm.

A new folder announcing this machine is now being issued to the trade, and judging from the comments of those members of the trade who have viewed the new "Mignonette," this machine is destined to become one of the most popular types in the Columbia line.

TALKS ON COLUMBIA LINE.

Arthur Herman, 334 East Sixty-fifth street, New York, is one of the latest additions to the list of Columbia representatives in local territory. Mr. Herman will specialize in the sale of foreign records, for which trade his locality particularly adapts itself. He expects to do a big business in this line.

Common sense is not in the same class as genius, but it often gets more solid comfort out of life.

KEEN-O-PHONE

Pronounced
by Musical Critics
the
Perfect Talking Machine



No Changing
of Needles
Our Records
Playable with
Permanent Point

NEW YORK SHOW ROOMS

916 Martin Bldg.

31st St. and Broadway

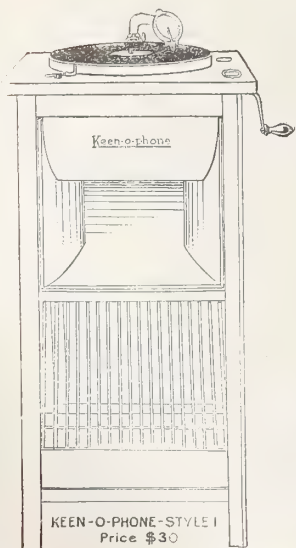
Mr. Emil Bauer in Charge

IF you will stop and seriously consider the features possessed by the Keen-O-Phone you will learn—

First. It is a strong sales getter—appealing to all classes of trade. Its features are found in no other instrument. The mechanism is durable, the superiority of tone quality is emphatically noticeable. Your salesmen will enthuse in presenting it to customers. It will play any make of disc record, while the annoyance of changing the needle after each record is overcome by the Keen-O-Phone needle.

Second. All dealers who are handling the Keen-O-Phone congratulate us for producing an instrument that marks its individuality and gives them a product that pleases their prospects. As a result, this is accomplishing a gratifying business.

Third. The Keen-O-Phone offers substantial profits and ready sales, and is an instrument that you will be proud to include in your stock.



KEEN-O-PHONE-STYLE I
Price \$30

WHY not include yourself among our already substantial dealers?

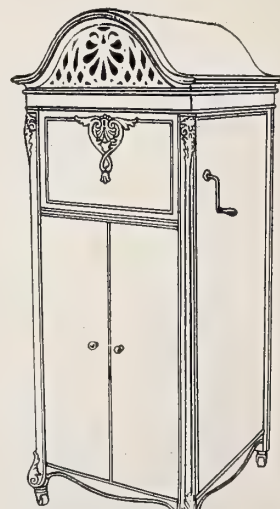
We are prepared to make immediate shipments of Keen-O-Phones and records. There is a large territory awaiting you and profits in proportion. The dealer or jobber eager to enhance his profits should write us at once for details and literature.

Patented in U. S. A. and Foreign Countries.

Keen-O-Phone Company

227 SOUTH BROAD STREET

Philadelphia Pa., U. S. A.



KEEN-O-PHONE-STYLE XXX
Price \$200.



"We give bigger values in Columbia product by actual comparison than any other line in the trade. Machine for machine, record for record, Columbia product gives the consumer a higher intrinsic value on every dollar he spends."

(From "Music Money," a free book you ought to have)

Columbia Graphophone Company
Woolworth Building, New York



"TALKER" HAS REVOLUTIONIZED OPERATIC WORLD.

Robert Grau, the Well-known Manager and Writer, Pays a Tribute to the Educational Value of the Talking Machine in a Recent Article in the New York Times—Shows How the Growth of Musical Taste in America Has Been Helped by Use of Talking Machine.

Recalling the fact that one impresario received more than a million dollars to abandon a line of endeavor that sent the majority of his predecessors penniless into forced retirement, and another got a fortune to refrain from competing with the multimillionaires who now control the operatic situation, one may ask what has been the influence which has transformed the most precarious of all amusement enterprises into a dividend paying business, although the cost of presenting grand opera is now more than double what it was in the days of Abbey and Maurice Grau and four times greater than during the regime of Colonel Mapleson, who once predicted that the ultimate destination of his kind was either the county jail or the poor house.

The season of 1913-14 is to witness the extraordinary spectacle of three distinct opera houses devoted to the highest grade of opera. At the Metropolitan the weekly budget is in excess of \$75,000, while the subscription list, already near the million dollar mark, is the largest in history.

Instead of the old time impresario, who was wont to lay awake nights in an effort to meet his obligations, we see now the \$30,000 a year director, and even at the Century Theater, where opera at popular prices is to be given, two young men have been engaged as directors at a salary equal to that of the President of the United States.

The success of the Boston, Philadelphia and Chicago operatic season, like that of New York, is in the hands of a group of wealthy citizens, and in a dozen cities of lesser size plans for permanent opera houses are fast maturing, a policy due to phenomenal results that attend the visits to these cities of the organizations already in the field.

In Mapleson's day such a thing as even one night of opera in a city like Atlanta, Ga., was unheard of, and even in Mr. Grau's time it was impossible to secure a guarantee of even a part of the enormous expenses. Atlanta to-day holds the world's record for box office receipts during a week of grand opera for three consecutive years.

In 1911 Atlanta paid \$80,000 for six days of opera. This had never been equaled up to that time. In 1913 \$102,000 was taken in at the same house. In Dallas four wealthy citizens guaranteed \$40,000 for four nights of opera given by the Chicago organization. A profit, however, resulted, and in 1914 the season will be a full week.

In Los Angeles \$60,000 was subscribed by 120 citizens for a gala week of opera in 1913. They get their money back, and pledged themselves to a similar guarantee of the next three years.

That the problems of grand opera direction have been solved greatly through the advent of science as a factor in public entertaining is conceded by those best able to speak on the subject. The balconies and galleries of the Metropolitan Opera House are now filled by a new public to whom grand opera was an unknown luxury as recently as eight years ago.

This public, it may be stated, is gradually increasing in numbers, and its influence, unlike that of the photo play public, which has changed the theatrical map from coast to coast, has tended to create a nation of music lovers.

The talking machine and the player-piano instead of encroaching on the realm of the impresarios, singers and musicians have enriched all alike. The Aborns, who are to direct the Century Theater opera seasons, have presented the works of Verdi, Gounod, Wagner and Puccini at extremely low prices in half a dozen cities simultaneously each year. They believe that the profitable outcome of their venture is due to the thousands of new music lovers who have heard the world's greatest singers in their own homes through the various scientific inventions, and becoming familiar with the melodies of immortal composers have naturally wished to see as well as hear the celebrities of the musical world. Once enticed into the opera house where low prices exerted an influence, these thousands have been held fast by the superiority of the real over the simulative. As their number increased the effect of their patronage has been felt in every opera house in the land. This also explains the tremendous vogue of the operatic stars when they go on concert tours. Even the symphony orchestras are benefited.

As to the singers and instrumental soloists they now earn nearly as much from their talking machine records as from their efforts on the opera stage. Moreover, no concession is granted to or asked by the impresario because of these extra earnings. It is stated that Paderewski received a bonus of \$100,000 from one concern to whom he gave exclusive rights. When Caruso was unable to sing the last half of two seasons he found his earnings were not affected to a great extent, as the sale of his records increased every year.

As an illustration of the increase in earnings the experience of one now famous prima donna will serve. The diva in question was singing in California, but had not yet been hailed by the New York or London critics. She offered to one of the large talking machine companies the privilege of making records of her entire repertoire in return for \$1,000 cash. The company declined. This was seven years ago. Two years later the same talking machine company approached the singer and was forced to pay a bonus of \$50,000, while her annual royalties amount to as much more.

One must visit the large summer resorts to grasp how great is the influence of public scientific entertaining. Time was when the big hotels in the watering places were wont to pay the singers hundreds of dollars a night to entertain the guests, but now the hotel man is able to present a program including such names as Melba, Caruso, Renaud, Tetrzinni, Ysaye, Josef Hofmann, David Bispham and Schumann-Heink at an outlay of about \$5 an evening.

A NEW FORM OF SWINDLE.

Man and Wife Arrested on Milwaukee Warrant for Selling Stock in a Bogus Talking Machine and Moving Picture Enterprise.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., September 9.—At least twenty-five Milwaukee women, many of them poor servant girls, who had accumulated savings as the result of years of denial and hard work, are believed to have been defrauded out of several hundred dollars by the operations of Franklin C. Goodale, aged forty-nine, and his wife, Pearl V. Goodale, aged twenty-five, who were arrested in Washington last week at the instigation of the Milwaukee police. Goodale and his wife, who represented themselves as officers of the Goodale Phonograph Co., of Seattle, Wash., sold stock in this alleged concern to any Milwaukee women whom they could induce to invest.

"Pictures of the phonograph factory in Washington were shown us by Mr. Goodale," said Miss Klueber, one of the victims. "He assured us that his invention would startle the world. He said, after working ten years, he had invented a phonograph which would reproduce pictures, songs and music simultaneously and which would be turned out in such styles that could be installed in any home. He said that the moving picture business would be destroyed, because people could have a moving picture show in their front parlors for from \$10 to \$100. The company was incorporated for \$500,000, he claimed, and he carried the idea that he wasn't anxious to sell stock, but that he would let go of a few shares as a favor. I paid him \$254 for two shares and then paid him \$15 as part payment on another. He had a talking machine in his room, but he said that the records, films and other things were stored away in his trunk, so that he couldn't demonstrate the apparatus and let us see who a good proposition we were being allowed to invest in."

A SAMPLE INSTALMENT CONTRACT.

The Victor Talking Machine Co. last week sent out to its dealers a sample copy of an instalment contract that it suggests the trade utilize in their instalment sales. The form sent out by the company is essentially simple, but covers the ground thoroughly. Dealers who desire to use this sample contract extensively are invited to order their contracts from the company at an early date. These will be furnished the dealer with his name and address printed thereon.

A STRONG VICTOR "SPREAD."

The Victor Talking Machine Co.'s double-page spread in this week's issue of the Saturday Evening Post is both striking and attractive in its design and text. A panel at the top of the two pages portrays a scene of old with the nymphs dancing to the music of the primeval flute. Underneath this artistic panel is featured the headline "If you believe in music you need a Victrola" in a forceful though pleasing design. The remainder of the text is excellently conceived, and in combination with illustrations of several styles of Victrolas makes a striking advertisement.

THE TRADE JOURNAL AND EFFICIENCY

From Speech by G. D. Crain, Jr., Before Louisville, Ky., Rotary Club.

What is a trade journal? It is a paper which is made to interest but one class of readers. Technical papers, such as those for architects, engineers, machinery men, etc., are usually included in the same class, though sometimes the distinction is made that trade journals are for those engaged in the distribution of a given class of goods, while technical papers cater to classes which consume certain products.

I believe I am safe in saying that the dominating idea of the present, as far as the commercial world is concerned, is greater efficiency. The problem of doing the thing better, or more quickly, or more cheaply, has been studied at every point, from the factory to the consumer; and the science of management has been evolved from a consideration of the details going into the production of goods or sales in the best possible way.

The trade journal, as I see it, has been more responsible than any other one thing for the increased efficiency of the modern business man.

This is, of course, a broad statement, and yet I believe consideration of the facts will demonstrate its truth. In the first place, it has provided a medium for the discussion of new ideas; and in the second, it has developed a lot of them of its own initiative.

Whenever a new plan for improving methods of production or management is evolved, the best place to get a clear, complete and authoritative statement of it is in the pages of the trade journals covering the fields affected. It will be there—you can count on that. And, on the other hand, whenever anybody discovers that he has a better system of cost accounting, or a better method of handling material than has been used in his line previously, he is pretty likely to tell the trade journals about it sooner or later, directly or indirectly.

A Sign of the Live Man.

And this leads me to remark upon a peculiar and interesting coincidence, and that is that the live wires of every business are invariably the men who read their trade journals most closely. I do not say that they are live wires because they read trade journals; it may be a cause, instead of an effect. But, at any rate, it is certainly significant that the men who are making the biggest successes are those who are giving close attention to the business papers in their respective fields, and are using them in a way calculated to get out of them all the value that they possess.

In the trade journal, when an ideal condition is realized, as it frequently is, members of the business

pool their experiences, the sum total being definite and established facts that can be relied upon to help everybody in the business.

If the trade journal is in the news class, perhaps giving members of the trade in which it is interested timely information on the movement of the leading commodities, it has correspondents located in the principal cities, and these furnish a complete and reliable story of the developments of the market up to within a few hours of going to press.

The typical trade journal of to-day is chiefly educational in character, and smacks more of the magazine than the newspaper, although in many lines the market or news feature will always be predominant.

Whatever its plan of production, the twentieth century trade journal has a service to perform, and it performs it. It has something of value to say to its readers, and it usually says it in an interesting and convincing manner. It has the intimate touch, the familiar tone, the vocabulary and the ideas of the man in the business it reaches; it is by, for, and of that business, and consequently it has a value that no merely general publication could ever hope to have.

This, incidentally, makes the trade journal, reaching a carefully selected class, a remarkably productive advertising medium. When the average person thinks of advertising, it is in connection with the newspapers or magazines, which are what the experts call consumer publications. Consequently, the big national advertising campaigns which are intended to make the name and characteristics of a product known to the general public are featured in periodicals of that character. But it is a fact that some of the largest and most successful advertising campaigns on record have been conducted almost altogether in the trade publications. The public generally never hears of them, and it is not intended that it should. But they are getting results of a definite, measurable character.

I believe that the advertising of the future will be largely confined to just such carefully selected mediums. I do not mean to say that the general magazines will cease to exist; but that there will be fewer of them, and that they will carry less advertising, as the manufacturer finds that he can get the same results at a smaller cost by using the trade journal for distribution and the newspaper for local sales work, with the technical papers forming the link between the producer and the consumer of products which are not distributed generally, such as machinery.

Made to Read.

If I were permitted to make one plea on behalf of the trade paper, it is this: Use it. The journal that is published for a special class cannot accomplish its purpose unless it numbers among its

readers a fair percentage of those in that class. And merely subscribing to such a paper does not end the job. It should be read carefully, from the advertising. No one can do this without benefiting; and the benefit will be measured exactly by the amount of interest put into the study.

HEAVY EDISON OUTPUT FOR FALL

In Both Disc and Cylinder Lines, Reports F. K. Dolbeer—Concerts Given with Disc Phonograph at Prominent New England Summer Resorts—Thomas A. Edison Takes Vacation.

Commenting on the coming fall demand, F. K. Dolbeer, sales manager, in speaking on the production that will be distributed over the country, said: "We have planned a schedule of an output of both disc and cylinder machines and records which we believe will take care of the trade demand. The schedule has been based at rational figures considering what the capacity of the plant is. A large amount of raw material has been purchased and the force of workmen increased. It certainly looks as if we are going to be able to provide sufficient disc and cylinder goods to take care of the sales."

In the interests of the new Edison disc phonograph, four people have been traveling through the summer resorts of New England, including the famous White Mountain district, the coast of Maine, Cape Cod and along the Connecticut shore, and at each hotel concerts are held, using the new Edison disc phonograph. As these concerts were arranged through the courtesy of Thomas A. Edison, the guests came out in full force. Only the highest class hotels are selected, so the character of this publicity is of tremendous purchasing power. This coup in merchandising was directed by F. K. Dolbeer, sales manager of the phonograph end of Thomas A. Edison, Inc., Orange, N. J.

Thomas A. Edison, head of the vast interests bearing his name, returned last week from his first summer vacation in two years, which he enjoyed by automobiling through Maine and the White Mountains. He has been somewhat indisposed since his return, having caught a bad cold.

Robert Michie, secretary to Mr. Dolbeer, has returned from his vacation, which he spent in Maine.

APPOINTED MANAGER.

Paul Carlson, formerly connected with the Victrola department of the Oliver Ditson Co., Boston, Mass., has been appointed manager of the Victrola department of Charles H. Ditson & Co., 8 East Thirty-fourth street, New York. Mr. Carlson succeeds John J. Woods, who resigned last week.

A New, Popular Priced Loose Leaf Album

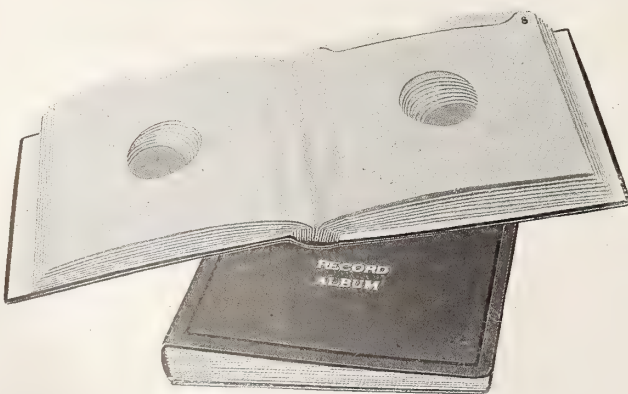
With Detachable Envelopes and Interchangeable Index

The Sutherland Album

At last a loose leaf record album that is built for durability and wear. If an envelope becomes soiled or torn, instead of having a mutilated album, simply insert another envelope in its place. Transfers may be made of old records in original envelopes and new ones procured for later records.

When the index becomes filled, turn it over and write on the other side, or put in a new index. The loose leaf feature applies to both envelopes and index, making the album of everlasting service. The price is the same as for inferior albums of short life.

17 envelopes in every album with two index cards. Extra envelopes, 5c.; indexes, 2c. Send for trade discounts. Better order a dozen samples at the same time.



Bound Full Leatherette—Mahogany Color
for 10 and 12-inch Records

No. 10, \$1; No. 12, \$1.25—Discount to Jobbers and Dealers 117 Leonard Street

Sutherland Album Co.

New York, N. Y.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

CHICAGO, ILL., September 11.—Conditions in the local trade continue to smack of the dulness of the summer months, although dealers are reporting that with the return of thousands of machine owners from woods and seashore there is considerable improvement. A noticeable improvement in sales of machines as well as records followed the first cool days of the fall.

In a wholesale way the improvement over the summer months, of course, is more decided, jobbers reporting that the dealers are ordering their first big shipments in a large way, evidently having learned the advantages of ordering their stock early and receiving the machines and records in monthly consignments.

New Columbia Quarters.

Preparations are being made by the Columbia Graphophone Co. for the removal of its offices and showrooms to the Ward Building, 14 North Michigan avenue, where the company will have, in addition to 12,000 feet of office space on the seventh floor, an exclusively retail store located on the first floor and occupying, with the basement, an additional floor space of about 10,000 feet.

It is planned to make the first floor a model retail institution and one which will be entirely abreast of the most exclusive and best managed shops on fashionable Michigan avenue. Stock is already being moved to the new location, and by the first of November everything will be completed.

Dealers Stocking Up.

The big jobbing houses report that dealers are stocking up heavily for the fall trade, evidently taking cognizance of the difficulties of receiving stock later on. One jobber said it reminded him of the shoe and dry goods business.

Anticipate Big Year.

Preparations for a big year are being made by Wade & Wade, manufacturers of the Wade fibre needle cutters. A demand is already in evidence that, according to S. O. Wade, is indicative of the biggest year in the history of the firm, which, by the way, is entering upon its seventh year. The enlarged plant is working at capacity, as dealers are taking an example from last year and are placing their orders early.

Installing Ground Floor Booths.

F. C. Herriman, manager of the Columbia department of the F. G. Smith Piano Co., has caused two large demonstration booths to be built on the

ground floor of the F. G. Smith Piano Co.'s store. Each booth is eight by twelve feet. They are placed along the north wall of the store and are separated by a good-sized record room.

The Victrola a Magician.

Mr. Blackman, of Lyon & Healy, is telling the following story as told to him by a L. & H. customer who is also the father of the youngster. A small boy of six or seven was taken by his parents to the theater to witness the performance of a magician. When all the wonders were over and the party on their way home, the mother asked the little boy how he liked the performance. He answered as if he were somewhat bored, "Oh, I don't think much of that; our Victrola at home has got bands, men and women, and dogs, and cats, and a little red hen, bears, monkeys, and all sorts of things in it, and when you open the top they're all gone!"

Enters South American Trade.

Germano de Courarie Courrage, formerly connected with the consular service of Portugal and at present residing in this city, will soon leave for Brazil, where he will engage in the musical instrument field. Mr. Courrage speaks five languages fluently, which should be a great aid in dealing with the trade of that country.

Sells Business.

H. C. Cunningham has sold his interest in the Evanston Talking Machine Co. to his former partner, Richard K. Williams. Mr. Cunningham has also sold his interest in the Wilson Avenue Talking Machine Shop to L. F. Cullom, of Denver, Col. Mr. Cullom's sister and Mr. Fenton, former manager of Hillman's, are in charge.

New Retail Manager.

Albert D. Wayne, who has been in the talking machine business for nearly seventeen years, and who is well known to the old-timers in the business, has been appointed manager of the retail department of The Phonograph Co., succeeding E. C. Clark. Mr. Wayne learned the business with Babson Bros., later removing to California, where he was manager of the talking machine department of the Southern California Music House in Los Angeles. Later he entered into business for himself in the City of the Angels. Mr. Wayne is very enthusiastic over the Edison.

Visitors and Personals.

V. W. Moody, sales manager of the New York Talking Machine Co., was a recent Chicago visitor.

Mr. Lackerby, manager of the Victor department of Young & Chaffee, Grand Rapids, Mich., made a visit to the local trade during the month.

A. Glick, Victor dealer at 2100 W. Division street, has installed two demonstration booths which he has had fitted up nicely.

Fred Yesley, credit man for the Talking Machine Shops, has gone on a well deserved vacation. Miss Caldwell, of the Shops, spent some time lately in Iowa.

George Israel, of the talking machine department of Hillman's; Harry Greve, buyer for The Fair, and Harry Solomon, of Rothschilds', have all returned from extensive trips through the East.

Harry Flinteye, city salesman for the Talking Machine Company, has returned from an enjoyable outing at Delavan Lake, Wis.

Dan Creed, credit manager for the Talking Machine Co., spent a vacation at Lake Marie and other points in Michigan. He was met at Harbor Springs by Roy J. Keith, who was returning from a trip to Mackinac.

Harry C. Meek, manager of the talking machine department of the P. A. Starck Piano Co., recently spent several days on a business trip to Cincinnati.

L. C. Wiswell, wholesale manager for Lyon & Healy, left town September 5 for a trip through the East and to the factory of the Victor Co. at Camden. The trip was planned to last about two weeks.

Miss May Robinson, manager of the talking machine department of Emil O. Schmidt, was a visitor from Milwaukee during the week.

L. C. Parker, manager of the talking machine department of Gimbel's in Milwaukee, was also here visiting the local trade. Mr. Parker reports a very large increase in the business over last year. He recently visited the Victor factory and is quite enthusiastic over the way in which the immense plant is conducted.

William P. Gensch, president of the Gensch-Smith Co., of Milwaukee, was in the city for a couple of days arranging for a big fall stock.

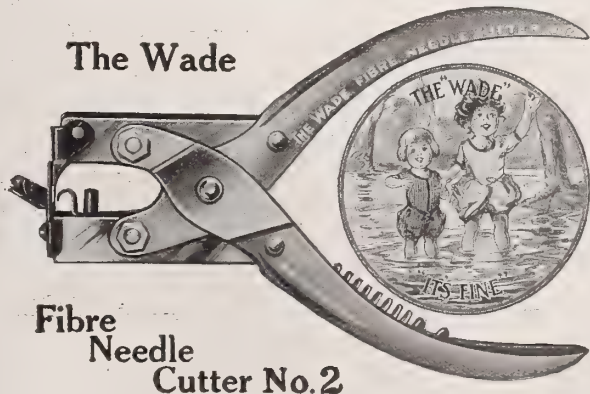
Some other visitors from out of town were: J. B. Johnson, Villa Grove, Ill.; N. Bugenstein, Cedar Rapids, Ia.; Jay Fish, Helena, Mont.

If your competitor talks about you, put him on your payroll. Don't worry about what he says so long as he talks.

The Practical Fibre Needle Cutter—THE WADE

We are the oldest makers of devices for the repointing of fibre needles.

The WADE embodies the right principle, worked out through long experience. It is simple, durable and accurate. It trims the needle at an angle resulting in the best tone. It took years to get this result.



The WADE cutters are made of the best steel and are absolutely guaranteed.

There is no risk in handling the WADE.

The WADE is the most economical as well as the most satisfactory cutter.

It has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points.

No. 1 is a very popular cutter which has given excellent service.

No. 2 has a double action, making it especially easy to operate and affording the most powerful cut of any tool made.

RETAIL PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Ave.
PHONE, DOUGLAS 8108
CHICAGO, ILL.

NEW QUARTERS OF THE TALKING MACHINE CO., CHICAGO.

Convenience in Arrangements One of the Chief Features Considered in Planning the Interior Arrangement of the Company's New Home—Some Views That Serve to Afford an Idea of the Spaciousness of the Quarters—Immense Stock Carried by This House.

(Special to The Talking Machine World.)

CHICAGO, ILL., September 10.—Now that the finishing touches have been applied to the new quarters of the Talking Machine Co. it is possible

and very beautiful indirect lighting system. The walls are decorated with enlarged photographs of the many Victor artists.

To the right are three large demonstrating

the record department there is the immense stock of Victor machines that must necessarily be carried. A repair room where three men are kept busy occupies one corner of the floor. A large elevator which is used for shopping only, unloads to the waiting wagons in the alley below, while another big lift is kept busy at the receiving end.

By this means the work of the receiving and shipping departments is completely separated and it precludes any possibility of confusion arising between the two forces even when, as during the holi-



Machine Display Room and Record Demonstrating Booths.



Private Office and Directors' Room.

for the World to present its readers with a short description of the new offices and warerooms of the company and also to give a few views of what is one of the biggest and most elaborate institutions of the kind in the country. Those who have visited the new offices are loud in their

booths containing different styles of the Victor product. Along the south wall of the lobby is arranged a complete line of Victor machines.

Beyond the cashier's and bookkeeper's desks is the office of Manager A. D. Geissler. Mr. Geissler's sanctum faces on Michigan avenue and

day season, both departments are rushed to the limit of their capacity.

Thus it will be readily seen by the visitor that the keynote of the entire organization is efficiency. In every step—from the reception room to the shipping room—the watchword has been service



Machine Stock Room, Repair and Finishing Department and Shipping Department.

praises of such a combination of beauty and business efficiency.

The new space embraces 20,000 square feet on the third floor of the Ward building and fronts for 140 feet upon Michigan avenue.

affords a fine view of the lake and harbor. Its appointments are complete in every way and go to make up a typically beautiful private office.

Following the line of Michigan avenue windows are the desks of the office force, all facing towards the north end and the desk of Sales Manager Roy J. Keith. All of

and in the coming months dealers will, doubtless, show their appreciation in a concrete way.

The great success met with by the Talking Machine Co. in the past has been due chiefly to the excellence of the service it was able to offer the dealers through the medium of a large and complete stock and the facilities for handling the orders on the day they were received. The arrangement



General Offices of the Company.



Commodious Record Stock Room.

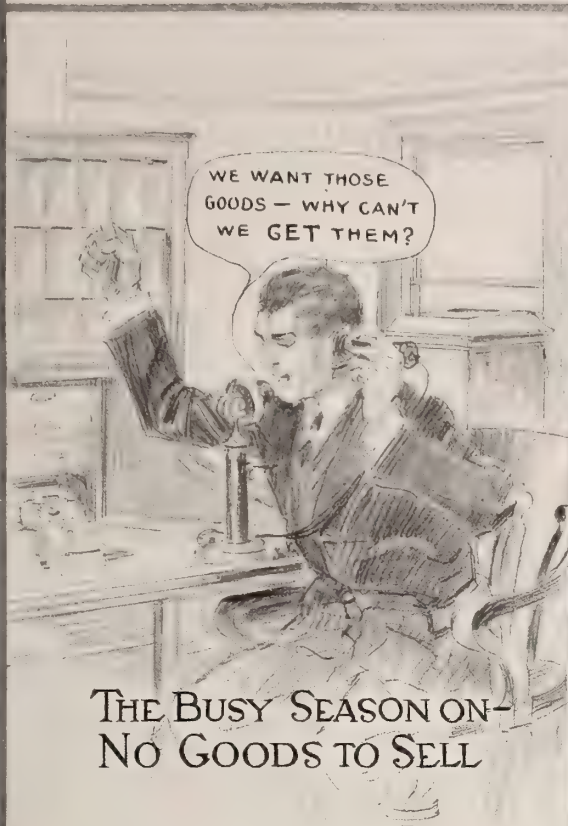
As the visitor steps off one of the three passenger elevators that open directly upon the lobby of the offices he faces the information desk and switchboard. The lobby is decorated in white enamel and glass cloth and is trimmed in mahogany. A heavy green carpet covers the floor and softens the radiance offered by a complete

the office furniture is of mahogany and brand new.

An aisle outside of the offices gives access to the immense record room with its stock of a quarter of a million records indexed in such a manner that the order fillers may secure records for shipping in the shortest possible time. Behind

of the new quarters insured the continuance of that policy despite the rapid growth of the demand upon the company's resources, for experience has taught the company just what is required to insure efficiency in the establishment of a talking machine distributor, especially under rush conditions.

TWO WAYS *of* DOING BUSINESS



THE BUSY SEASON ON— NO GOODS TO SELL



YOU make every customer who comes in your store either a source of profit to you—or a loss.

He leaves your store satisfied—enthusiastic
about your service—tells all his friends about
your courtesy, or he goes away disgruntled
because he could not get the goods he wanted,
or disgusted at the manner in which you
treated him.

**Service—business courtesy—that's something
your own organization can take care of.**

**But Stock—That's Where We Can Serve You.
Stock Up NOW—Reap the Profits of Anticipated Orders.**

*Send your customers away SATISFIED
and BUSINESS GETTERS FOR YOU.*

The Talking Machine Company

12 No. Michigan Avenue

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 39).

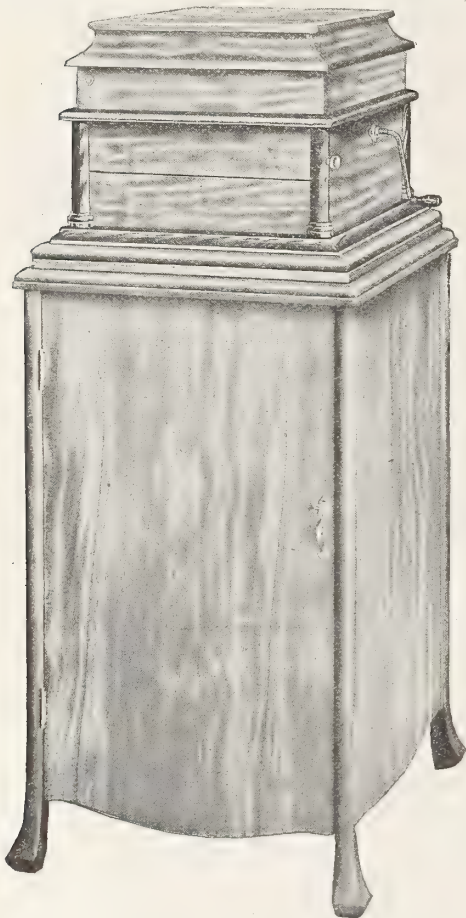
SALTER CABINET IN DEMAND.

Is Number 112 Which Is Designed to Match the Columbia "Favorite"—Finished to Match the Machine—Style Greatly in Demand.

(Special to The Talking Machine World.)

CHICAGO, ILL., September 8.—Following the announcement of the Salter Manufacturing Co. in The World that it had produced and was marketing a cabinet designed to match the Columbia "Favorite," there came a flood of orders and inquiries that proved to be more of a surprise than the company had any idea of and showed that the advent of such a cabinet was, indeed, timely and entirely in keeping with the desires of dealers the country over.

The accompanying illustration shows the Colum-



Salter Cabinet for Columbia "Favorite."

bia "Favorite" as it appears with the Salter No. 112 Cabinet, and shows how successful the effort has been to make a perfect matching combination.

The top of this cabinet has an elevated ridge that fits the bottom of the machine and holds it firmly in place. The interior of the cabinet is fitted with felt-lined partitions which protect the records from scratching and keep out the dust. A separate compartment is provided for each record and an index that enables one to secure the desired selection instantly. The Salter No. 112 is finished in any color to match the machines.

THE IMPROVED TELEGRAPHONE.

A new form of Poulsen's telegraphone has been patented, says the Scientific American, in which a thin wire of tungsten steel is made to run rapidly between the poles of a small electro magnet in the receiving circuit of the telephone. In order to magnify the sounds a Brown telephone relay may be employed.

HE KNEW HIS DUTY.

In a small town theater a soldier, arriving too late, found all the cheaper seats occupied; so seeing a few of the more expensive places vacant, he made toward them.

"Here, where are you going?" called an attendant after him.

"Where am I going?" replied the man, cheerfully. "Where a good soldier should go—to the front, of course."

POOR SALES SERVICE HURTS GOOD ADVERTISING.

A Writer in Printers' Ink Points Out How the Best Publicity in the Best of Magazines May Be Made Unprofitable Through the Indifference or Incapacity of the Sales Force in the Retail Store—Point Worth Considering if Permanent Success Is Desired.

In a recent issue of Printers' Ink appeared the following incident, among the "straight-from-the-shoulder" talks in the department conducted as the "Little Schoolmaster's Classroom." The article is reproduced exactly as it appeared in Printers' Ink, including the "Schoolmaster's" criticism:

"Advertising men are hard to please when it comes to selling methods. We know how sales work ought to be done, according to Hoyle, and it gets on the nerves to see good advertising nullified at the last because of poor or indifferent sales service.

"Here is an uncolored account of a recent sales transaction for an aggressively advertised article—one of the fine 'parlor editions' of the talking machines (never mind which one!).

"Customer enters the store. Salesman steps forward: 'Did you want something?'

"Customer, pleasantly: 'Yes, I rather think I do. I have been thinking of buying one of these machines.'

"Salesman: 'About what price did you want to pay?'

"Customer, again smiling: 'As a matter of fact, there is no particular sum that I had in mind that I especially wanted to get rid of. I should like to see the different machines and compare values.'

"Salesman thereupon shows two different styles, one priced at \$75 and one at \$50, index cabinet extra.

"Customer: 'Is there really any difference in the tone values between these two?'

"Salesman assures him that there is. Customer had been previously apprised, by a friend, who bought the lower-priced instrument, that the manager of the store had given his positive assurance that there was no perceptible difference, so far as tone values went, between these two grades. Grave suspicion of the sincerity of the store's counsel at once began to rise in the customer's mind.

"Customer: 'Is the lower case mahogany or birch?'

"Salesman: 'I don't know about that for sure. I don't guess it is real mahogany, though.' And then, it is but fair to relate, the salesman scored his first real point: 'Wouldn't you like to hear the

\$50 machine?' The customer nodded thanks and began to be hopeful, but just then the salesman called in a poor little office boy and gave him a good scolding that didn't help the atmosphere.

"The customer had a favorite piece that he wanted to hear, but he waited, thinking that surely the salesman would ask if there was anything in particular that he would care to hear. But the question didn't come. One of the regular demonstration records went on, and it was a good record, though it is doubtful that the selection would have suited every customer.

"The situation was saved by the manager himself coming in and taking charge of the transaction. But even then there was a big snag to overcome in the directly opposed bits of counsel as to the difference between the two instruments of different prices.

"We can't reach perfection in salesmanship, of course. No matter what system of training is introduced, there are human beings in the selling business who will not profit by the instruction, who will blunder and spoil the effect of all the back pages and double-page spreads of the advertising campaign. But ought not these clever advertising men look into the methods of the best salesmen of the article, lay out one or more standard ways of greeting and demonstrating, and send out this illuminating material to managers of branch offices?"

COLUMBIA ANNOUNCEMENT.

Under date of September 3 the Columbia Graphophone Co. announced to its trade that the tilting bin "Regent" type of machine, formerly retailed at \$210, will, beginning October 1, retail at \$225. This letter stated, however, that all orders received prior to October 1 for this type of machine will be accepted at the price of \$210.

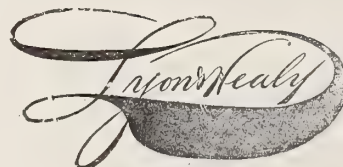
The "Regent" has been considerably improved recently in design, convenience and quality and should prove very popular with Columbia trade this coming season.

Even a tombstone will say good things of a fellow when he's down.

SERVICE

Dealers buying Victor supplies here save time and money.

Any hour, any day, you may want miscellaneous musical goods. If you are sending your Victor business here, naturally other goods can be enclosed with the Victor goods and thus your freight and express charges would be cut in two.



CHICAGO



**"The troubles of the famous Jarr family"
as set forth by Mr. Roy L. McCardell.
The first double-disc is announced in
the Columbia Supplement for October.
Here's one good way to start your Fall
business right.**



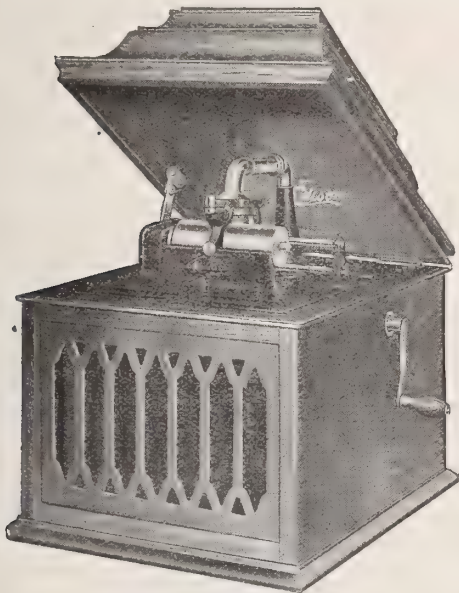
*(Write for "Music Money," a book "full of meat" for those
dealers interested in quick and frequent turnover of capital.)*

**Columbia Graphophone Company
Woolworth Building, New York**

COMPLETE LINE OF EDISON AMBEROLAS FOR FALL

Has Just Been Announced—This Includes Three New Amberola Styles, Pictured on This Page, Which Have Won Exceeding Praise from Dealers Who Expect These Instruments Will Prove Among the Big Sellers This Fall and Winter.

Thomas A. Edison, Inc., Orange, N. J., announces in a very comprehensive way the complete line of Edison Amberolas for the season of 1913 and 1914. Three new Amberola styles appear, Nos. 4, 8 and 10. This and other models, together with the school phonograph, complete the repertoire. All the machines are equipped with the diamond



Edison Amberola VIII.

reproducers and are furnished in several styles of woods. All regular horn types are eliminated and will not appear in the next issue of the Edison catalog. However, until the supply of cabinets and parts is exhausted, the company will continue to furnish these goods.

A few words about the three new models which are the result of unusual effort on the part of the company to make a line of concealed-horn cabinets that will meet the esteem of the buying public:

Edison Amberola No. 4 is furnished in quartered oak, fumed oak finish, Craftsman design. This machine has a shelf for record album. Single spring, belt-drive motor, diamond point reproducer Model B. The size is 41 inches high and 22 1/4 inches deep. The price of this machine is \$100.

Amberola No. 8, made in straight oak with dull golden finish, is a model of unusually graceful lines and ranks with the Edison standard. Size is 15 5/16 inches high, 13 7/8 inches deep. The price is \$45.

For \$30 the Edison Co. offers the new Amberola No. 10 in straight oak, fumed finish. This is a machine of unusual power for its size, the dimensions being 13 1/2 inches high, 12 3/8 inches wide and 15 1/2 inches deep.

All of the three foregoing models play Blue

Amberola records, and when equipped with sapphire point reproducer they will play any four-minute record.

The School phonograph in enameled metal, the price of which is \$75, including the cabinet and stand, with four boxes, each having capacity for twenty-four records, will be sold as heretofore. This machine has the diamond point reproducer, black metal cygnet horn with automatic stop. This particular type of machine is having a very extensive demand and its sales are increasing tremendously for educational purposes.

The balance of the line the trade are familiar with.

The Amberola No. 1 is a very fast-selling line of high-priced machines. In Circassian walnut this costs \$250, while in mahogany, semi-gloss finish or in quartered golden oak the price is \$200.

In a letter, or a part of a letter sent to the trade, is contained the following:

"The sending of descriptive matter showing the revised cylinder line in its entirety is for the ex-



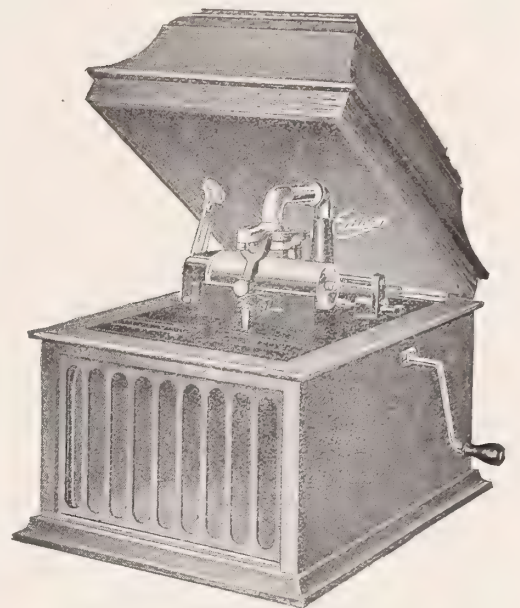
Edison Amberola IV.

press purpose of enabling jobbers and dealers to anticipate their fall requirements by placing immediate orders for the earliest attention possible, thereby making certain that they will obtain their pro-rata share of the factory output.

"Special attention is called to the standardized finishes as adopted, and all orders placed should clearly specify the finishes desired. Any orders

calling for other finishes will be regarded as special, such orders being accepted with the certainty of delay in production and in all probability at an extra price.

"We have been making preparations for a



Edison Amberola X.

largely increased production, but the demand is certain to exceed the supply, and you should, therefore, govern yourselves accordingly.

"Dealers are requested to immediately place orders with their jobbers, and jobbers are urged to anticipate their requirements with the factory for a sufficient quantity of all the types of machines, to enable them to take care of their customers' needs. Blue Amberol Record stocks should be filled out in preparation of the fall demand."

HEISE SYSTEM FOR RECORD CARING.

**An Inexpensive Plan of Caring for Record Stock
That Should Appeal to the Dealer.**

At a cost of \$2 to care for 250 records, the Heise System offers the dealer an opportunity of erecting at a small cost an unusual system for the carrying of the records. These systems come in multiples, each built of heavy strong wire, plated and lacquered. They are built for both 10 and 12 inch records.

Naturally, with a system of this kind a dealer can purchase enough multiples to care for his present stock, and as the business grows the multiples can be increased to care for his growing business. Being built of plated wire, the appearance of the Heise System is a very favorable one and often creates comment from the public.

Information anent the maintaining of record stocks will be sent upon request to the Syracuse Wire Works, Syracuse, N. Y.

Some men fail to land. Old Bill Huckins could whistle "Yankee Doodle" backwards, but he couldn't cash in the pucker when the rent came round.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Flood of Cheap Disc Records Make Their Appearance and Failures Are Predicted—Prophecy End of the Half-Crown Records—New Method of Sound Reproduction by Means of Photography Announced—Many Practical Uses Claimed for It—The Contents of the Latest Record Lists—Meeting of the Dealers' Protective Association—Columbia Co. Introduces Records with Accompaniments by Composers—New Columbia Artists—Big Shipment of Edison Machines and Records for T. Edens Osborne—New Handbook on Patents—Other News of the Month.

(Special to The Talking Machine World.)

LONDON, ENGLAND, September 5.—In previous reports I have endeavored to prepare my readers for some startling information concerning the rumored intention of the big companies to issue disc records at a price which would militate against the enormously expanding Continental trade in this country. To say that the dénouement has caused surprise gives but a faint idea of the consternation engendered here by the Zonophone announcement of a 10-inch double-sided record at thirteencepence retail, 9d. the dealer, 7d. the factor, with all copyright charges included. It will be at once apparent that a price-war has really commenced in deadly earnest. All preconceived notions that the Zonophone figure would be not less than 1s. 0d. have been shattered, and the trade is left to realize the significance of this bombshell which has been shot into its midst without warning. In Germany—the enemies camp with a vengeance—the issue of a Zonophone record at 1s. 3d. evoked considerable criticism, in the main of a severely hostile nature. Much the same reception has been accorded the new issue here, and competitors were not slow in reply. Dumbfounded at first, it was some few hours before the trade recovered from its surprise. Quickly the forces of modern science were called into use. The very same day another cheap issue was advised, this being the "Phoenix" record, which emanates from the Zonophone Co.'s strongest competitor. Next comes the reduction of "Jumbo" records from half-a-crown to 1s. 6d., ditto the "Winner," and host of others at 1s. retail. Perhaps the most interesting pronouncement comes from the Scala Co. who, while still maintaining their 1s. 6d. record will issue another—the "Arrow"—at 1s., in addition to making an allowance to the public, under certain easy conditions, of 1s. for all old and disused records of almost every make not below 1s. 6d. in price. A similar proposition is offered by the Coliseum Co., whose new 1s. record is the "Lyceum." It reads philanthropical, but the insane fact remains that these ventures are admittedly embarked upon with acquiescence in the knowledge of monetary loss.

Viewed in the calm dispassionate light of American opinion, it may well seem that the trade has taken leave of its senses. And it is admitted. This policy of commercial suicide is dictated by complex reasons upon which I have commented in previous issues.

Out of the existing confusion one thing stands forth clearly. And it is this: With the recognition of cheap prices by the leaders in our field of industry, an official standard rate is set up, and this undoubtedly means the practical annihilation of half-crown records. They will be reserved perhaps for the higher class selections. In the ordinary lists there is little to choose between the two records, and the public will quickly appreciate this fact.

The situation is extremely serious. These very cheap discs do not allow a margin of profit sufficient for sound trading, and a crop of failures is certain. Where and when it is going to end it is impossible to foresee.

New Method of Sound Reproduction.

A new method of sound reproduction is disclosed in a Daily Chronicle report which is in the form of an interview with the inventor. It reads as follows:

"T. H. Williams, an electrical engineer, claims to have invented an improved method of recording and transmitting sounds which will enable individuals or audiences to hear reproductions of sermons, speeches, plays, etc., much better than they can under present methods.

"Mr. Williams has discarded the present principles upon which the gramophone and phonograph are founded. He has taken up the photography of sound, and is working upon the lines which this scientific discovery has suggested.

"The possibility of photographing sounds was first suggested by Faraday's discovery that a wire in a magnetic field is deflected by passing an electric current through it, and that the degree of deflection is proportionate to the strength of the current. Poulsen, Duddell and Ruhmer, working on the lines suggested by Faraday, succeeded in photographing sound waves by means of the oscillograph.

"But no one has yet succeeded in reversing the process and making the photograph give back the sounds recorded on it, with the exception of Ruhmer. He succeeded in photographing sounds on a moving film and reproducing them so that they were audible on the telephone. This, however, was some years ago, and the discovery never got beyond the experimental stage, and was not put to any practical use.

"It is this problem that Mr. Williams took up, and now, after years of labor and experiment, he says that he is on the point of success.

"There are two ways in which Mr. Williams desires to make use of his invention, should he be able to perfect it. The first is in connection with the cinematographic pictures, whereby the sounds which should properly accompany these pictures are simultaneously recorded on photographic films, which constitute the negative from which prints can be taken. This is to be done by an instrument to which Mr. Williams has given the name of the 'photophonic cinematograph.'

"The prints are then passed through another instrument, which has received the name of the 'electric pneumatic audophone.' This instrument reproduces the sounds which have been photographed as loudly and distinctly as the originals. Speech is reproduced, says Mr. Williams, with remarkable clearness and perfection of enunciation, and music with such clearness and precision that the correct timbre of the instruments is faithfully rendered, with sufficient volume and quality to fill the largest hall.

"The next step, according to Mr. Williams, is the 'photogramophone.' This instrument takes the place of the ordinary phonograph and gramophone, in so far that the needle and the solid records for reproducing sounds are done away with. Speech, music, etc., are reproduced entirely through the media of light, electricity and compressed air. Sounds reproduced on this instrument are, says Mr. Williams, entirely free from the imperfections peculiar to the gramophone and phonograph, and are perfectly clear and distinct—results which have hitherto been impossible of achievement on the instruments now in use.

"Mr. Williams claims that the instruments which he is bringing out are capable of many applications. For instance, the 'Photogramophone,' used in connection with the 'Electro Pneumatic Audophone,' can be used for the transmission of news from a central news bureau, it being only necessary for subscribers to have the latter instrument fitted in their clubs, hotels, private houses, or offices as the case may be. The news would be transmitted from the central bureau, and by pressing a button, or

turning a switch, the instrument would be set in motion and the news would be spoken to the subscribers without their having to hold a receiver to their ears. A subscriber could, according to Mr. Williams, switch on the news service while lying in bed or eating his breakfast.

"It would also be practicable to transmit speeches, debates in Parliament, lectures or sermons. As the photographic films would remain, and could be reproduced indefinitely, these could be heard at any time when the subscriber desired.

"I hope," said Mr. Williams, 'to give a demonstration of the practical utility of my invention very soon, but I do not want to do this before it is perfected, and before the formalities connected with the patent laws have been complied with. I am patenting my invention in every part of the world.'

The inventor promises to demonstrate his apparatus before the end of this year. It will be awaited with great interest by the talking machine trade.

Remarkable List of Records.

To apply any other description to the "H. M. V." September programs of music than to say it is the most superb aggregation of high class musical dainties ever produced in the history of this trade would be nothing short of an injustice. For it is undoubtedly a marvelous list of contributions, covering almost every phase of music by composers of world renown. Of the artists responsible for this galaxy of good things we need only mention such names as Caruso, Melba, Kubelik, Backhaus, Kreisler, Alma Glück, McCormack, Ben Davies, New Symphony Orchestra, etc., to convey some idea of the general merit and quality presented. It would be invidious to select any section for special praise, and we are therefore content to let the list speak for itself. Twelve-inch double records: "Review of the Brigade of Guards" (held in Hyde Park, April 28, 1913), Part I and Part II, the Band of H.M. Coldstream Guards; "Valse Naiad" (P. Zulueta), and "Secrets Intermezzo" (Ancliffe). Mayfair Orchestra: "The Lost Chord" (Sullivan) and Communion in E, Op. 29, No. 3 (Batiste) (organ), Easthope Martin; "The Two Gendarmes" and "Duncan Gray" (Shipley Douglas), Band of H.M. Coldstream Guards. Ten-inch double-sided—"Love in Arcady," serenade (Haydn Wood), and "Hearts-ease Intermezzo" (Macbeth), Band of H.M. Coldstream Guards; "Sunshine Girl Tango," "The Sunshine Girl" (Reubens), and "Maurice Tango" (Silvio Hein), Metropolitan Band; "Tango Land" (Lodge, arr. by O'Hare), and "Argentine Tango" (Roberts), Metropolitan Band.

Twelve-inch single-sided.—"Le Prophete"—Krönungsmarsch (Meyerbeer), New Symphony Orchestra; "Carmen," prelude (Bizet), New Symphony Orchestra; "Maire, My Girl" (Aitken), John McCormack; "I'll Sing Thee Songs of Araby" (F. Clay), Ben Davies; Toreador song "Carmen" (Bizet), Clarence Whitehill; "Rossignol's Amoureux" (Nightingale's Passion Song) (sung in French) (Rameau), Miss Alma Glück; "Land of Delight" (W. Sanderson), Hubert Eisdell; (a) "Dearest and Best," (b) "Through the Sunrise" (Godfrey Nutting), Miss Palgrave Turner; "Oh, for the Wings of a Dove" ("Hear My Prayer") (Mendelssohn), Miss Lucy Marsh; "Break, Break, Break" (L. Carey), Miss Paolo St. Clair; "Caprice Viennois" (Kreisler), violin solo, Herr Fritz Kreisler; Rhapsody No. 2, part I (Liszt), Herr Wilhelm Backhaus; Rhapsody No. 2, second part (Liszt), Herr Wilhelm Backhaus; gems from "The Mikado," part I (Gilbert & Sullivan), Light Opera Co.; gems from "The Mikado," part II, Light Opera Co.; gems from "The Man with Three Wives" (Lehar), Light Opera Co.; "And Very Nice, Too!" (Joe Tabra), George Robey; "Ta-ta, My Bonnie Maggie Dar-

FROM OUR LONDON HEADQUARTERS—(Continued from page 44).

ling" (Lauder and Grafton), Harry Lauder; "Snookey Ookums" (Irving Berlin), Lew Hearn and Bonita.

Ten-inch single-sided.—"Little Grey Home in the West" (H. Löhr), Reinald Werrenrath.

Twelve-inch (buff label), sung in Italian.—"L'Amoro Saro Costante, Il Re Pastore" ("I Will Love Her, I Will Be Constant") (Mozart), Melba and Kubelik.

New Celebrity Record, twelve-inch.—"Boris Godounov," finale, part I (Farewell of Boris), sung in Russian (Moussorgsky), Chaliapine.

Dealers' Protective Association Meets.

The usual monthly meeting of the British Gramophone and Phonograph Dealers' Protective Association was held at 67 Paul street, Finsbury, on August 19 last. The president, A. Lawrie Craig, occupied the chair. After the minutes of the previous meeting had been read and confirmed, a batch of correspondence was read by Hon. Secretary Henry Seymour, and subsequent discussion arose as to the appointment of a trade organ, the association being unrepresented at the moment owing to its official organ having been merged into another journal. Pending the consideration of several propositions, the question was adjourned until next meeting.

The subject of the new co-operative factor-dealer system put into operation by Howard Buck (one of the association members), was discussed at length and was generally approved. Mr. Seymour pointed out that the more the middleman could be eliminated from the trade the better, and he welcomed Mr. Buck's innovation as a step in the right direction. He thought the time was becoming ripe for the introduction of a central clearing house for record also, through which dealers having a superfluity of records, which were unsalable in one district, could exchange them for others which were not, and vice versa. Mr. Parker indorsed this view and said the present system of manufacturers, in sending to dealers the monthly parcels with the condition that a certain number must be paid for, was very unsatisfactory. Dealers

were compelled often to keep records which turned out to be quite unsalable in their districts, and this lent itself to overloading of stock, and was a frequent inducement to "cutting" of prices, which was worse. The meeting then adjourned.

An Enjoyable Outing.

With a merry party of talking machine men aboard, the trim little fishing smack "Kathleen" left the old world village of Leigh one sunny morn recently, the occasion being in the nature of a fishing excursion partly arranged by Mr. Finch, of John G. Murdoch & Co. Shaping her course over the sunlit waves past Southend pier, where, by the way, promenaders were regaled with sweet music discoursed by one of the company's well known Excelsior Tournaphones, the Nore vicinity was reached and the net dropped overboard. A fair haul resulted, and the sorting of the lively fish proved highly diverting. After a second catch, the gay "Kathleen" made for home. The party included Mr. Finch, W. Cooper (Coliseum Record Co.), J. A. Pease, the popular Southend dealer, and R. J. Dennant, who carries on a big retail establishment in Balls Pond road. The talking machine press was strongly represented by Messrs. A. S. Dunlop and P. H. Dunlop (Sound Wave), G. S. Stansfield (Talking Machine News), and your correspondent. So enjoyable was the outing that another was unanimously determined upon.

The Estate of the Late Francis O'Brien.

The estate of the late Francis O'Brien, of Coventry, has been valued for probate at £14,880 odd, of which £12,071 is net personality. Dogged persistence and determination against fearful odds marked his successful conduct of the great mail order business in cycles and talking machines, etc., for many years superintended from his bedroom. He was an invalid who bore his burden with a cheerful fortitude and resignation. All honor to his name.

Issue Special Double-Sided Record Discs.

The British Zonophone Co. announce the withdrawal of its single-sided Grand Opera records, and has issued a special Grand Opera and Celebrity

list of double-sided discs. Some fourteen records (twenty-eight titles) inaugurate the new issue, and all represent the highest class of music obtainable.

Diamond-Pointed Needle.

A diamond-pointed needle is the latest introduction on this market. While not entirely eliminating surface scratch, Messrs Lockwoods claim that it is in this respect superior to the steel needle, and in comparison its wear on the record is said to be infinitesimal.

"Accompanied by the Composer."

An announcement this month by the Columbia Co. may be said to inaugurate a new epoch in the world of records, so significant is it in itself and so far-reaching may be its effects.

For, as all the world knows, prior to the passing of the Copyright Act it was hard for any composer to feel graciously disposed towards the makers of "mechanical music contrivances," seeing that they had not the choice of yea or nay in the question of whether their work should be mechanically reproduced. But the enactment of the Copyright law of 1911 enabled the manufacturer of records to deal equitably with composers of musical works, and the feeling of resentment by the latter towards the manufacturers changed to a glow of satisfaction as the royalties on record-sales began to flow steadily in.

And now in the Columbia list for the month appears an announcement of records "Accompanied by the Composer."

The record-issues to which this truly significant phrase is attached are the highly successful series of "Sons of Old London," and the composer who has so gracefully stepped into the position is Herbert Oliver, one of the most admired and brightest composers of the present day.

The occasion is unique, for although there have been one or two isolated instances of the kind this is the first occasion that a manufacturer has successfully induced a composer to superintend the mechanical production of his own works, no argument being adduced beyond the company's own de-

(Continued on page 46)



To T.M. the King and Queen of Spain



To H.M. the King of Sweden



To H.H. the Khedive of Egypt



To H.M. the King of Italy



To H.M. the Shah of Persia



By Appointment To H.M. Queen Alexandra

"His Master's Voice" —the trade-mark that is recognised throughout the world as the Hall-mark of Quality

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.
FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterdam, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV, Kossuth Lajos-utca 8, Budapest.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., 8 Beira, Lourenço Marques.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik Street, Johannesburg; Mackay Bros. & McMahon, 443, West Street, Durban; van H. Haarburger, Maitland St., Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Ballighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hofnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, London, E.C.

Great Britain:

The Gramophone Company Ltd
21 City Road London EC



FROM OUR LONDON HEADQUARTERS—(Continued from page 45).

sire to have the composer's own interpretation and conception.

A Forecast.

At the recent annual conference of the Institute of Journalists, the president in the course of his address ventured upon some interesting predictions which savor somewhat of an imagination akin to that of Jules Verne, or Lord Lytton in his "Coming Race." He said, in part: "News will be collected by wireless telephones. The reporter will always have a portable telephone with him, with which he can communicate with his paper without the trouble of going to a telephone office or writing out the usual message. At the people's recreation halls, with the cinematograph and the gramophone, or some other agreeable instrument of mechanical speech, all the news of the day will be given hot from its source. News will be laid into the house just as gas and water is now. The occupiers will listen to an account of the news of the day read to them by much-improved phonographs while sitting in their garden," and so on. Is this imagination run riot?

Edison Business Shaping Out Well.

With the practical completion of vacation time, traders are settling down to the formulation of plans for the season proper, and abundant orders arrive daily at the various factories. In the cylinder section the season promises well, advance beginnings being of an exceedingly satisfactory nature. In particular, the Edison Co.'s business here is shaping out splendidly, and if it is any criterion a busy time is in store. Each month sees the issue of a number of well chosen titles and the Blue Amberol repertory is growing in size and quality all the time. The October program is as follows: Blue Amberol Concert List.—"Andante Cantabile," quartet, op. 11 (Tchaikowski), The Hoffmann Quartet; "The Sweetest Story Ever Told" (R. M. Stults), Orville Harrold; "Agnes Dei" (Bizet), Marie Rappold.

Blue Amberol Regular List.—"Overture Oberon" (Weber), National Military Band; "Macushla" (Rowe and Macmurrough), Hughes Macklin; "Hold Your Hand Out, Naughty Boy" (Murphy and David), Florrie Forde; "Berceuse De Jocelyn" (Angels Guard Thee) (Goddard), Jean Schwiller, 'cello solo, organ accompaniment; "Shipmates o' Mine" (Teschemacher and Sander-son), T. F. Kinniburgh; "In Mem'ry Land" (A. Stroud), Charles Compton; "The Dollar Princess Waltz" (Fall-Keifert), Alhambra Orchestra; "Make Your Mind Up, Maggie McKenzie" (Mills and Scott), Daisy Taylor; "There Must Be Something Nice About the Isle of Man" (Godfrey and Williams), Billy Williams; "Eileen Alannah" (Marble and Thomas), Hughes Macklin and David Brazell; "I Do Love You, My Orange Girl" (Mellow and Trevor), Jack Charman; "Queen of the Earth" (Pinsuti), Peter Dawson; "Forgotten Melodies" (concertina solo), Alexander Prince; "Who Were You With Last Night?" (Godfrey and Sheridan), Stanley Kirkly; "Casse Noisette—March and Dance Russe" (Tchaikowsky), National Military Band; "Medley of Country Dances" (violin solo, orchestra accompaniment), Eugene A. Jaudes; "The Trail of the Lonesome Pine" (Harry Carroll), Manuel Romain; "Tango Land-Tango" (Henry Lodge) (for dancing), National Promenade Band; "When the Midnight Choo-Choo Leaves for Alabam'" medley-two step (for dancing), National Promenade Band; "Only a Pansy Blossom" (Frank Howard), Will Oakland

and chorus; "My Hero"—"The Chocolate Soldier" (Oscar Strauss), Elizabeth Spencer and chorus; "Chanson Triste" (Tchaikowsky), Victor Herbert and his orchestra; "Whistling Jim" (Theodore Morse), Ada Jones; "Dream of the Tyrol-ienne" (herd girl's dream) (Aug. Labitzky), Venetian Instrumental Quartet; "Snookey Ook-ums" (Irving Berlin), Arthur Collins and Byron G. Harlan; "Famous Songs in Irish Plays," Walter Van Brunt; "Sweet Dreams of Home" (H. Engelmann) (bells, orchestra accompaniment), Charles Daab; "Oh, You Silvery Bells" (Geo. Botsford), Ada Jones and Billy Murray; "On Parade Medley," National Guard Fife and Drum Corps; "Ragtime Violin" (Irving Berlin), Premier Quartet; "Glowworm" (Paul Lincke), Edison Concert Band; "She's My Daisy" (Lauder), Harry Lauder; "Just a Wee Deoch and Dorris" (Morris-son and Cunliffe), Harry Lauder.

Trevor Williams' Experiment.

An interesting experiment in the cultivation of tobacco is being undertaken by Trevor Williams, chairman of the Gramophone Co., Ltd., at his Surrey residence. For experts Mr. Williams's experi-ment has a special attraction, in the circumstance that the crop, which is slowly ripening to the yellow tinge of harvest, includes three and a half acres of the new Irish Gold variety of tobacco from which so much is expected by home growers. Altogether eight acres are under cultivation. Already some of the leaves measure 30 inches by 22 inches and a yield of something like 1,500 pounds to the acre is possible. Apart from the Irish Gold, Mr. Williams is producing a blend of fine Virginia and Turkish. The crop was recently inspected by the Development Commissions, who expressed their delight with its prolific growth and fine, healthy appearance.

Special Import from U. S. A.

"The steamship 'Baltic,' which arrived at Liver-pool last week, discharged an important consign-ment of goods from the world-famed Edison fac-tory at Orange, N. J., which was delivered on Fri-day to the Belfast factor, T. Edens Osborne, 11 Wellington Place, Belfast, and includes hundreds of Mr. Edison's latest unbreakable and *practically unweareable* 'Blue Amberol' records; also other Edison products, and a delightful *new type* phono-graph, 'The Model 5 Amberols,' the tonal quality of which is superb and unique."

The above is an excellent example of the class of editorial advertising for which Mr. Osborne seems to have a special partiality. Certainly, it is an effectively worded message calculated to inspire interest, which is the essence of good advertising.

Nordica for Columbia.

One by one, great international artists are being added to the Columbia catalog, the latest being Nordica, the world-famous Wagnerian soprano. In the past twelve months such big names have been by Columbia Co. that its current catalogs must represent hundreds of thousands of pounds expended upon the engagement of artists in the grand opera world alone. Thus we have had the announcement of Columbia contracts with Bonci, Destinn, Zenatello, Maria Gay, Lipkowski, Slezak, Orville Harrold, Nielsen and others—and now, Nordica!

The exclusive engagement of this leader of her art by the Columbia Co. is another significant move, indicating as it does a continuation of the policy which has decided that only the best and highest is good enough for Columbia.

Her first records, just announced by Columbia, offer a wealth of choice that should place Nordica and all that she stands for in many a music-lover's home. There is Isolde's love song from "Tristan and Isolde" to represent the immortal Wagner, several songs in English, including the fragment "Mighty Lak' a Rose" and "Annie Laurie," and songs in Hungarian and French. The records, now ready in the Columbia grand opera series, are single-sided, twelve-inch, at 12s. 6d. each.

Here are a few other special records in the Col-umbia current list: Twelve-inch Double-Sided.—"Invitation to the Waltz" (Weber) (pianoforte solo), and "Rondo Capriccioso" (Mendelssohn) (pianoforte solo), Xavier Scharwenka.

Ten-inch Double-Sided.—"Oh! Oh! Delphine" selection I and II (Ivan Caryll), Band of H.M. Scots Guards; "Cohen on the Telephone" (de-scriptive), and "Abe Levi's Wedding Day" (de-scriptive), Joe Hayman; "Drop in and Have a Wee Drappie" and "The Seaside Promenade" (Worton David and Bert Lee), Jock Lorimer; "The Sweetest Flower That Blows" (C. B. Haw-ley), and "Tom Bowling" (Dibden), Walter Wheatley; "O. H. M. S. March" (J. Ord Hume), and "Auld Robin Gray," march (Oliver Herzer), St. Hilda Colliery Band.

There is a charming vocal arrangement of the ever-popular "Blue Danube Waltz," sung by the newly-created Columbia Concert Party. The re-verse of the disc is the Carmena Waltz Song, sung by the same combination of vocalists.

Those who are rejoicing (or lamenting) at the demise of ragtime are much too previous, as the continual publication of new popular ragtime num-bers in the Columbia-Rena list for this month goes to prove. Thus we have the Two Bobs in "Ring Out Those Bells," and their Irish ragtime num-ber, and Hedges Bros. and Jacobson in "San Fran-cisco Bay," to say nothing of "Somehow, Some-time, Some Place," from "Hullo, Ragtime!" "Parisienne," from "All the Winners," and "Popsy Wopsy," from "Step This Way" and without men-tioning "At the Devil's Ball," "Bobbin' Up and Down," "Down in Dear Old New Orleans," "Here Comes My Daddy Now" (Oh, pop, Oh, pop, Oh, pop!), "Truly a Very 'Lively Corpse'."

The Sheffield Choir are represented on Colum-bia-Rena this month by a very artistic record of Sir Arthur Sullivan's part song, "The Long Day Closes," and on the other side of the disc is the 350-year-old madrigal "In Going to My Lonely Bed"—a record of exceeding beauty.

Jack Lorimer for Columbia.

The first exclusive Columbia needle disc records of Jack Lorimer, the famous Scotch comedian, appear this month.

A Valuable Handbook on Patents.

Perhaps in no other profession is there so many different ties to contend with as those which beset and harrass inventors. The intricacy of one's own country's patent registration may be easily ascer-tained, but a knowledge of foreign rules and regu-lations presents a little difficulty, not to mention delay, in patenting an invention. A timely issue therefore is Henry Fairbrother's handbook on British and foreign patents, consisting of an abridgement of the patent laws and rules obtaining in all the principal countries of the world. It is a simplified form of reference and makes avail-able at small cost practically all the information a would-be patentee requires concerning the essential laws of the various countries in which it is pro-posed to operate. This valuable guide, which should be on every inventors bookshelf, is obtain-able for one shilling from Messrs. Bromhead & Co., chartered patent agents, 33 Cannon street, London, England.

Recording Expert Open for Engagement.

Having just completed an extensive tour abroad, a recording expert, who is prepared to locate or travel in any part of the world, is open for an engagement. We can vouch for his bona fides and experience, which covers recording tours to var-ious foreign countries on behalf of prominent talk-ing machine firms. Those interested may get into touch with him through Box 50, care of our Lon-don office.

SCHWARZWÄLDER LAUF- und ZAHLWERKE-FABRIK

FRANZ SCHIELE, HORNBERG, BADEN (GERMANY)

Production of **MOTORS** of every description.

Specialty: **Motors for Talking Machines**, nearly 15 types in general demand.

The advantages of our motors are solid construction—very greatest power, smooth running. Lowest prices imaginable.

Please ask for prices and catalog.

PLACING TALKING MACHINES IN THE SCHOOLS.

Opening of the New School Year Presents Fresh Opportunity to the Dealer to Place Suitable Outfits in the Schools in His Territory—Talker Past the Novelty Stage and Its Value Is Appreciated by Educators—Manufacturers Extending Co-operation.

With the opening of the fall school term the attention of the aggressive talking-machine dealer is naturally directed toward the possibilities that exist in the cultivation and development of this class of trade. Even if the dealer has failed to recognize the opportunities that abound in the educational field, he is not very long kept in ignorance, for all the manufacturers are sending out letters to their dealers calling their attention to the opening of school and reminding them that now is the time to get on the band-wagon and do some real work on the school proposition, if they have not done so before.

It may be well at this time to remark on the remarkable growth in popularity of the talking machine in the schoolroom. It was but a few years since that this method of instructing the children in the study of music was a distinctly foreign element in the teacher's daily work. The old-fashioned lessons in singing, outlining the bare rudiments of music, were considered quite sufficient, and the daily half-hour or twice a week hour that was devoted to the study of music as exemplified by the art of singing was considered by the pupils as an additional evil that was quite necessary in their "sad" lot when attending school. It can also be safely said that until recent years the average teacher, unless possessed of a fondness for music, also regarded this music period in the light of a necessary evil, and believed that it was established in order to provide for the employment of a supervisor of music.

Consider, then, how changed conditions are to-day. In practically every city of any importance throughout the country the public schools, not to mention the high schools, are either equipped with a talking-machine outfit or contemplate purchasing one in the very near future. The difference in attitude evidenced by both teacher and pupil is nothing short of phenomenal. A stranger now entering a schoolroom during the period devoted to the study of music finds a gathering of wide-awake pupils listening with rapt attention to the music rendered by a talking machine in the front of the room or on the teacher's desk. The teacher, now an enthusiastic advocate of the music period, is explaining to the children the true meaning and real beauty of music, assisted by and working in co-operation with the talking machine. An operatic record is being played. It may be one of Wagner's compositions. The teacher explains to the children the significance of the selection being played, something of the opera itself, and a short résumé of Wagner's life. The pupils absorb with manifest pleasure both this information and the music played for them by the "talker."

Is it any wonder, then, taking the foregoing as an every-day occurrence, that the talking machine is to-day recognized as one of the most important (if not the most important) factors in the study of music in the schoolroom. Moreover, its use is not merely confined to this music period in the classroom, essential as this phase may be. The talking machine in the schoolroom suggests many uses, and under the guidance of a teacher interested in the welfare of the children can be utilized in a number of important and entertaining ways. The gymnasium is but one of these many instances, and it can be truly stated that the talking machine in the gymnasium is to-day considered not as a luxury but as an absolute necessity to conduce to the better presentation of the various exercises by the pupils.

What has been responsible for this recognition of the true value of the talking machine in the schoolroom in recent years? Undoubtedly many factors have contributed to this end, but there are a few phases of the situation which stand forth more prominently than others. One factor assuredly is the gradual awakening of the public in general to the real beauties of music and the desire to have their children equipped with some idea of the true meaning of music, while another

important reason is the thorough consideration given the school problem by the talking-machine manufacturers.

This realization by the talking-machine companies of the possibilities in the school field has made itself apparent in many ways. The educational division of all of the manufacturers' business is now headed by recognized authorities in the school world who are close enough to schoolroom work to understand the needs of the teachers and pupils, and at the same time are possessed of sufficient commercial ability to successfully outline campaigns that will produce results for their companies and the dealers. The heads of these educational departments are constantly devising new means and methods whereby the efficiency of the talking machine in the schoolroom can be further enhanced. That their efforts have been fraught with success is well evidenced by the remarkable growth in popularity of the talking machine in schools during the past year or two.

COL. GREEN TO THOMAS A. EDISON.

Praises New Disc Phonograph, an Expensive Style of Which the Prominent Railroad Man Purchased for His Home from the Tower Mfg. & Novelty Co., Edison Dealers, New York.

The Tower Manufacturing & Novelty Co., 328 Broadway, New York, which a few months since opened an Edison department, featuring both the new Edison disc line and the popular Amberola line, reports a very pleasing outlook in its new department for the fall, and an energetic campaign is now being planned by the company.

As an indication of the class of people that are impressed with the new Edison disc line, the Tower Co. now displays in its Edison department an original letter written to Thomas A. Edison in praise of the Edison disc machine by Col. E. H. R. Green, a son of Hetty Green, the richest woman in the world, and who is recognized as one of the ablest railroad men in the country.

Col. Green's letter to Mr. Edison, written subsequent to the purchase of a \$475 Edison disc phonograph this spring, is as follows: "I was greatly impressed with the exhibition of your new

Another factor in the success of the talking machine in the schoolroom is the fact that the manufacturers have all arranged for the presentation of special outfits particularly adaptable for use in the schools. The importance of this feature cannot be overestimated, as without suitable outfits the success of talking machines in the educational field would have been impossible. Special machines, special records and special equipment that is both distinctive and meritorious have all contributed to the success of the talking machine in the school field.

It now rests with the dealer whether or not he will take full advantage of the wonderful opportunities that exist for him in the school field. It does not require any special training on the part of the dealers to successfully develop this field. The manufacturers are only too pleased to co-operate in every way possible.

The selling arguments used by the dealers need only be based on the educational phase of the field, and it only requires intelligent and consistent work on the part of the dealers to establish a clientele in the school and educational world that will spell profits season after season as the true value of the talking machine in the schoolroom is more and more realized by parent, teacher and pupil.

disc phonograph as demonstrated by Mr. Einstein, president of the Tower Manufacturing & Novelty Co. Appreciating that its tone is a challenge to real artists and its quality not surpassed by any other of its kind, I did not hesitate to purchase one of these new machines. The effects of the orchestral numbers which were played for me were convincing. The absence of the usual burr and scratching was gratifying. Wishing you success in this new enterprise, I remain, very truly yours, Col. E. H. R. Green."

Within the past ten days two sales were closed in the Tower Co.'s Edison disc department of two \$150 disc machines to prominent residents of New York. One of these was shipped to Naples, Italy, where the purchaser will spend the winter.

This department is now in charge of A. Ralph Steinberg, who has been connected with the Tower Co. for some time, and is enthusiastic over the possibilities of cultivating a profitable trade with the Edison department.

While regretting past opportunities you may lose out on others that are coming your way.

It doesn't pay to try to kill two birds with one stone—birds are scarcer than stones.

MAKE "TWO PHONOGRAPHS OUT OF ONE"—

SELL these popular attachments that make it possible to play any make of disc record on an Edison, Columbia or Victor Machine—

UNION PHONOGRAPH SPECIALTIES

Union No. 2—To play Edison or similar records on a Victor Machine.
Gold plate . . . \$7.50
Nickel or bronze 6.50

Pat. Pend.

The illustrations show only a few features of the quick-selling UNION line. Our

free booklet, "TWO PHONOGRAPHS for ONE," describes the full line in complete detail.

The Union Specialty & Plating Co.

409 Prospect Avenue, N. W.
CLEVELAND OHIO

Tone Modifier for Victor or Columbia Machine
Gold Plate . . . \$1.50
Nickel or Bronze . . . \$1.00

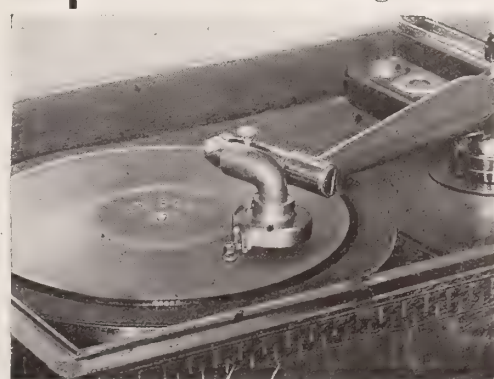


Union No. 1—To play Columbia and Victor records on an Edison Machine. Note UNION sound box.

Pat. Pend.

Write To-day For Booklet

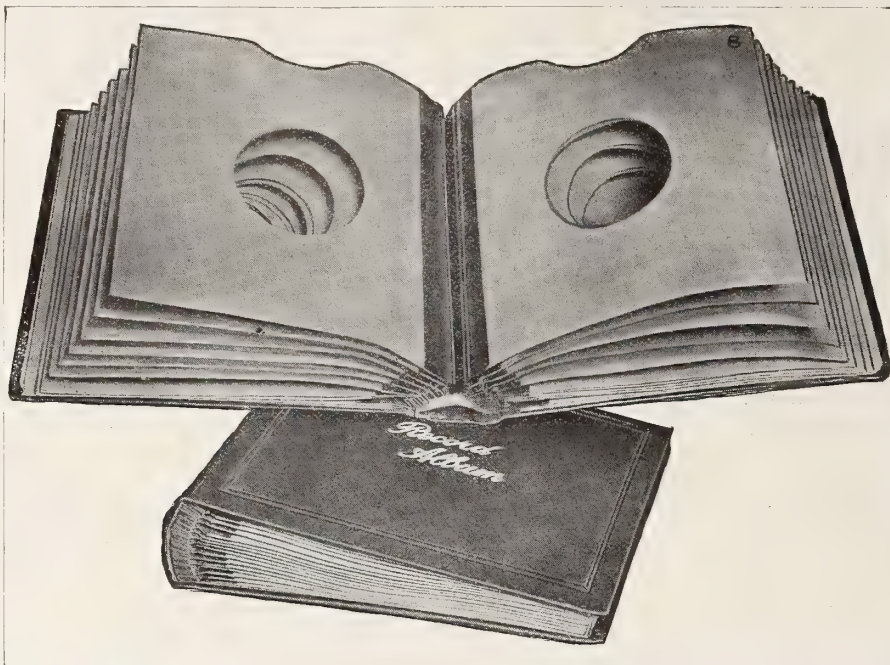
Pat. Pend.



UNIQUE RECORD ALBUMS

CONTAINING SIX PAGES OF INDEX

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workman, and are first-class in every particular. We sell them at very low prices to meet competition.



**DISC RECORD ALBUMS
ARE WHAT EVERY
Talking Machine Owner
MUST NOW HAVE**

With the index they make a complete system for filing away all disc Records, and can be added to, Album by Album, as Records accumulate, like books in a library.

OUR SUPERB ALBUMS ARE BEST FOR VICTOR, COLUMBIA AND ALL OTHER TALKING MACHINES.

MADE IN TWO SIZES TO FIT ALL 10 AND 12-INCH DISC RECORDS

These Albums contain 17 pockets made of strong fibre paper, each pocket having a hole in the center, as shown in the picture. These pockets are so made that they show very plainly both the single and double face titles on the Records. The Albums are bound in the finest quality of Brown Silk Finish Cloth, with gilt title on front cover. They are also bound in imitation leather. Write for sample and prices of our Albums, which are superior to all others.

Address **NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa**

LOOK FOR ACTIVE FALL CAMPAIGN.

Reports of Talking Machine Dealers in Baltimore Most Optimistic—Closing Great Summer's Business—All Makes of Machines and Records in Demand and Few Complaints Are Heard—Other News of Interest.

(Special to The Talking Machine World.)

BALTIMORE, Md., September 9.—There is no difference in the general report made by the local dealers with regard to the talking machine business done in this city and territory during the month of August. That is, it has beaten the pace set by the dealers for the same month of last year with prospects for the present month very bright. In fact, the dealers feel that the fall trade is going to open up earlier than usual and most of them have taken time by the forelock and put in larger supplies of machines and records than they have ever had before. It has always been the cry that the dealers have been unable to supply the demand and when the Christmas holidays come around there is an awful howl. It is not likely that such conditions will exist this year, as the wholesalers have larger supplies on hand than ever before. They have made this fact known to the smaller dealers, and these dealers have taken the hint with the result that ample supplies have been laid in by both the wholesalers and retailers.

Manager W. C. Roberts, of E. F. Droop & Sons Co., has just returned from his vacation spent at Atlantic City and in the Catskill Mountains along the Hudson River. He is looking fit and declares that he is in fine fettle for the anticipated fall rush. Mr. Roberts announces that he has just placed a substantial new Victor agency in this city.

Mr. Roberts also announces that the Edison jobbing business of the Baltimore and Washington, D. C., houses has been consolidated in Baltimore and the local house is now handling all the wholesale business formerly handled in Washington.

The Victor business, especially the machine end, in Baltimore, has been exceptional for this time of

the year, according to Mr. Roberts. A feature of this business has been that the orders have not been exceptionally large from one or two particular dealers, but have come in steadily from all the dealers.

Word was received at the local office of E. F. Droop & Sons Co. that President Edward H. Droop, of the firm, had just returned to his home in Washington from his extensive European trip. He is reported to have enjoyed the trip immensely and been greatly benefited by the rest.

Manager Roberts and Joseph Fink, proprietor of the Fink Talking Machine Co., will shortly make a trip to the Victor factory. Mr. Fink also makes encouraging reports with regard to the business done by his firm with the Victor and Columbia lines. He says that August has been very satisfactory and that prospects for the fall are splendid. He has had quite a number of good sales throughout the State as well as in Baltimore during the month.

Rosette reports concerning the Columbia trade for the month are also made by the various dealers, especially by Manager F. A. Dennison, of the local branch of the Columbia Graphophone Co. The wholesale end of the trade and that done with the dealers especially has made rapid strides recently, and during August showed a large increase over that for the same month last year. The retail trade has also shown some improvement, and the figures show that the sales for August are a little above those for the same month of 1912.

Manager Stran, of the Lyric Music Co., is another dealer who makes progressive reports concerning the Columbia and Victor trade for the month of August.

the star, wouldn't be off the stage five minutes from the first act to the last."

"But," faltered the young playwright, "I thought the stars all liked that."

"No, no," said the reader; "not your up-to-date stars; not your twentieth century actor-managers. No, no, young man. You must always leave your modern actor-manager at least fifteen minutes in the second act to go around to the box office and watch the money being counted."

MIRA MUSIC BOX OPPORTUNITY.

Talking Machine Dealers Given an Opportunity of Making Money, Thanks to Mermod & Co.

The Mira music boxes are well known throughout the country and still maintain their place as



Popular Style Mira Music Box.

wonderful instruments. Mermod & Co., 505 Fifth avenue, New York, find an excess stock of several of these styles and in order to close them out, as well as to give the talking machine dealer a chance to make money, has cut the price so that a machine formerly retailing for \$100 can be bought somewhere around \$30. A \$54 model will be sold for \$13.50. The announcement of the company appears elsewhere.

NECESSARY ALLOWANCE.

Hamfat's reader was turning down a play.

"My good friend," the reader said, "it is plain you don't understand modern, up-to-date play construction. Why, in this play here, Mr. Hamfat, as

NOTABLE TRADE EXPANSION IN CINCINNATI.

Despite Various Interruptions During Summer Months Owing to Strikes, All the Leading Establishments Have Made Extensive Preparations for Fall Business and Every One Seems to Be in Optimistic Frame of Mind—News of Month Worth Recording.

(Special to The Talking Machine World.)

CINCINNATI, O., September 8.—A most optimistic feeling prevails in the talking machine trade about the possibilities of the fall and winter business. Cincinnati is one of the most conservative cities in the country and it has gone through a most trying spring and summer. That the trade is able to look forward to the future with clear eyes speaks well for the community. Most of the dealers realize that it is but a short time until the snow flurries will put additional life into the people and are striving towards this end.

There was never a better promise for fall and winter trade than is offered by the Victrola business this year. According to the present outlook, both wholesale and retail will be far beyond that of any previous season, according to Manager Ditrach, of the Victrola department of the Rudolph Wurlitzer Co.

Trade has been exceptionally good in Cincinnati in spite of conditions which would have a tendency to seriously affect the sale of anything but necessities. The teamsters' strike is over, the strikers having lost their cause, and for a period at least the most favorable conditions prevail.

"Our new record department," said Mr. Ditrach, "on the first floor of our establishment is thronged with buyers every day and machine sales are very active. The wholesale demand shows indications that dealers everywhere feel the same encouragement and are enjoying the same good trade that we are. There is every reason to believe that their hopes will be realized to the fullest extent. The strike of the teamsters did not affect us directly as none of our men struck, but during the dangerous period we did not operate any city deliveries with the exception of freight shipments, both in and out bound. Advance orders for deliveries during the fall and winter are coming in very satisfactorily, and we are urging upon all dealers to buy well in advance of their actual requirements so that they will not be disappointed, no matter what factory conditions may be.

"According to the present outlook, we will be able to take care of all of our dealers, but owing to the immense demand for Victrolas, it is advisable for every dealer who has not done so, to place his order for all goods needed between now and Christmas. This will insure him against conditions which we cannot foresee at present and which might interfere with deliveries on orders not placed well in advance."

Henry J. Buehn, of the Buehn Phonograph Co., of Pittsburgh, was in town the early part of the week, seeing to the wants of Edison dealers. He is sanguine about the future and intimated that the Edison people will soon produce some surprises for the trade.

August was a month of contraries at Aeolian Hall. First, the machine sales were astonishing in volume, when ordinarily not much is looked for at this season. Second, the record business was better than that of any other month of the summer.

The Victrolas most in demand were the X and XI. The \$75 Victrola was featured in the newspaper advertising on account of being a newcomer, and a large number were sold. However, quite a few buyers switched to the \$100 style upon making comparisons.

Manager Ahaus returned from his vacation, spent in the East, on September 3, and is brimming over with enthusiasm about the prospects for early fall business.

The Aeolian Co. has kept up a steady stream of Victor advertising straight through the summer months and has not only felt the effect in a large increase of business over a year ago but looks confidently for results this fall from the summer advertising.

The Aeolian sales force report that they never knew so many machine owners to remark on the improvement in the monthly list of Victor re-

cords. It seems that the Victor Co. are showing ever-increasing skill in suiting the public fancy with their selections.

The Milner Musical Co., on Sixth street, is making extensive preparations for fall business. The entire store has been redecorated and additions made so as to better accommodate Victrola trade. The writer happened to visit this store just as the September supplements were being prepared for the mail, and noted what struck him to be rather a novel idea; on the outside of each large envelope was printed a list of eight or ten of the most attractive records selected from the new September list, with a little write-up for each record and an invitation to call at the Milner Musical Co. and hear them. This is done each month, the writer was told, in order to catch the eye of letter carriers and others who handle this mail, and brings quite a few record sales. The Milner Musical Co. expects a big fall trade and is laying in an

IMPARTING MUSICAL EDUCATION.

"Madame Butterfly" Reproduced with the Aid of the Victrola at the Andrews Institute, Willoughby, O.

(Special to The Talking Machine World.)

CLEVELAND, O., September 8.—Earnestly interested in educational matters, and in pursuance of



Dorothy Holland as "Mme. Butterfly."

the Victor Co.'s policy to introduce musical instruction in the public schools and educational institutions, Fred E. Lane, director of the school work at the Eclipse Musical Co., relates in a very

unusually large stock of Victrolas of all styles.

The large business transacted at the local store of the Columbia Co. show a continued increase in its volume. P. J. Whelen, the general manager, expressed himself well pleased with the August business, taking into consideration the various handicaps throughout the month, such as strikes, etc. "In fact," he further stated, "I am surprised at the strength trade has shown through the extremely hot weather. Generally the bulk of the summer trade is for the smaller types of instruments for camp purposes, but this summer has proved an exception to the rule, and while we have sold a large number of the smaller machines there has been a steady demand for the higher priced instruments. There has been an unusual brisk trade in the popular vocal records and the better class of symphony records have also been in very much better demand locally.

In speaking of the new models which the Columbia Co. are putting on the market, Mr. Whelen said: "We are enjoying a fine business on all of the new models, and the fact that every mail brings in repeat orders vouches for their popularity. The new 'Mignonette' is just making its appearance on the market, and it is going to be a big seller."

interesting interview the instructive as well as entertaining way the opera of "Madame Butterfly" was rendered at the Andrews Institute for Girls, in the suburban town of Willoughby. "The picture," he said, "shows Dorothy Holland, an ardent admirer of the Victrola, reading 'Madame Butterfly' from the 'Victor Book of the Opera.' To make it realistic and more impressive, she is made up in a costume of 'Madame Butterfly' as she reads the story. Her reading is fully illustrated by the music of 'Madame Butterfly' on the Victrola, and in conjunction a stereopticon shows scenes of the opera as illustrated in the Victor book. This has proven such a success that other operas are to be given in the near future." Mr. Lane has arranged to have Prof. F. M. Wood give these illustrated lectures of the operas in a number of churches and high schools in and about Cleveland.

SONORA TRUSTEE FILES ACCOUNT.

The trustee in the case of the Sonora Phonograph Co., bankrupt, has filed his final account with Seaman Miller, the referee, and a meeting of the creditors of the concern was held at the office of the referee, 2 Rector street, on August 28, for the purpose of examining the trustee's account. At the meeting any amount remaining for dividends was to be announced.

Fay's Velvatone Wood Needle

is treated by a chemical process that contains an Oily substance, which acts as a Lubricant, and thus polishes and smooths the grooves of the record to a great extent each time the record is played, except records which have been worn beyond redemption by steel needles. Each needle will

Play Thirty Records and Is Self-Sharpening

Instructions for Using Fay's Velvatone Wood Needles

Place the needle in the sound box in the same manner as an ordinary steel needle, then in order to avoid injuring the point of the needle, place it carefully into the groove of the revolving record, let the needle remain in the same position in the sound box as long as it will reproduce perfectly. When it is necessary to change the needle do not throw it away, but turn it one-quarter way round and it will reproduce as clearly as at first. This can be repeated a number of times before the needle is worn out.

After playing a record give the needle a quarter turn and you get a fresh point. One needle plays 30 records. It brings out the full volume of tone even on badly worn records, giving a softness and mellowness of tone.

The FAY VELVATONE NEEDLE will appeal strongly to you from these points alone. You are asked to send for samples and judge for yourself that the claims we make for our needle are full, substantiated.

40c. Per Package of 100

Regular trade discounts

Velvatone Needle Co.

900 Benton Boulevard

Kansas City, Mo.



"The last word in booklets" has just been issued describing the Columbia Grafo-nola "Grand,"—"the last word in instruments of music." Responsible parties may secure one of these booklets for the asking.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

AUGUST A PRODUCTIVE MONTH IN PHILADELPHIA.

Leading Establishments State That It Marked a Big Increase in Trade as Compared with the Same Month of Last Year—Vacations Now at End and Everyone Is Settling Down for Fall Business—Keen-o-Phone Expansion—Agency with Poppenberg Piano Co.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 10.—August was an especially productive month for the talking machine trade in Philadelphia. It was the best August the dealers have ever had; it has more than corresponded in percentage of increase over last year with the other months of 1913, and the dealers are entering the fall with a most promising outlook. The wholesalers have orders booked for their customers and everything points to a banner fall.

Louis Buehn reports an excellent business for the past month with a very substantial increase over last year, and says that the outlook for this fall is extremely good. Mr. Buehn remarked that the new No. 10 Victor particularly has met not only with the favor of the dealers but with the public, and the demand has been satisfactory and a large number of sales have been consummated. He added: "To my mind the new Edison hornless machine will help the cylinder sale, as the addition of these two small models will fill a long-felt want."

The Edison dictating machine business of Louis Buehn & Brother has been very good in August, and the prospects are even better, so much so that Mr. Buehn has added another salesman to the force, W. C. Quinn. They have closed a very excellent business during the past month, with the Supplee Hardware Co., the Quaker City Rubber Co., as well as a number of smaller firms. Mr. Ireton, assistant salesmanager, and Mr. Staunton were in Philadelphia the past week demonstrating the two new small metal hornless machines of the Edison Co.

At Gimbel Bros. department during August they doubled the business over August of last year. They are going to take on some new salesmen about the middle of this month, and they expect by the end of the month to have a number of improvements under way in the enlarging of their department.

Jacob Bros. talking machine department is hav-

ing a most phenomenal growth. Last spring they doubled its capacity, and even that was too small, and recently they ran the booths at the right of the store to the extreme rear, and they have also added very materially to the record department.

John J. Eagan, manager of the talking machine department at Bellak's, has just returned from a very enjoyable vacation spent at Betterton, Md., which he pronounces an ideal spot.

Manager Elwell, of the Hepe department, is also back again at his desk after an enjoyable vacation. The Hepe department has also to report big increase over last August. Among their visitors the past week were J. Melvin Ripple, of Martinsburg, W. Va. He represents the Hepe in that section and reports that there is an excellent outlook for the machine in his section this fall. The Heppes had their retail talking machine department thoroughly overhauled in August and it is very much improved with its new decoration and its fresh paint.

Business with the Pennsylvania Talking Machine Co. has been most gratifying. Considerably more record room has been made during the month, and Emmet Stewart has been added to the selling force. He was formerly connected with the Gimbel department.

Messrs. Connor & O'Neill report that their business in August was better than it was in July. Last Saturday they had one of the biggest days they had since last January. Although they received a big shipment of machines last Wednesday they did not fill their orders complete, especially on the \$50 machines. They will entirely refurnish their place a little later on and along novel lines. They will arrange it so that it will have the appearance of a directors' room.

The Talking Machine Co., 143 South Broad street, report that their business was much better than last year in August. They have made a change in the personnel of their Columbia avenue store, Nace Minnick having been made manager and Earl P. Milligan his assistant. This store is

one of the closest to the aristocratic district of the city and enjoys an exclusive trade, and the manager notes the great popularity of the tangos, one-steps and Bostons with this set. Recently a young debutante and a gentleman called and asked for some one-step and Bostons, and while they were being played for them they danced to see how the music would fit to the movement.

The Keen-o-Phone Co. is highly gratified with its business for August. Mr. Lichty, of Reading, was here the past week and reports that the Keen-o-Phone in that section is growing rapidly in popularity. Emil Bauer, traveling representative of the house, is at present in New York State, and he has just installed a big line of Keen-o-Phones with the Poppenberg Piano Co. at Buffalo. M. G. Kreusch, who was formerly connected with the Edison Co., is now on the road for the Keen-o-Phone and is traveling through the Middle West.

The company is about to issue another new catalog which will increase its library by sixty. It has about forty men at work at present in the laboratory. Ellen Beach Yaw's records are exceptionally good, and they are having a large sale for "I Am Titania" from "Mignon." J. D. Cunningham, the general manager of the Keen-o-Phone, says: "We can truly say that we are doing a very gratifying business and are making a great many distributors."

NOVEL ADVERTISING FOR DEALERS.

Reproduction of Victor Record with Calendar Pad for 1914, Issued by International Advertising & Sales Co. Should Win a Large Measure of Favor Throughout the Trade.

A striking piece of advertising is being put out by the International Advertising & Sales Co., Inc., of which W. Jos. Martin is president, at Hartford, Conn. It is an exact reproduction of the Victor record upon which is a calendar pad for 1914, with space for the printing of individual dealer's advertising in the center of the record. This Victor novelty has had the endorsement of the Victor Co., which believes that putting it in the hands of the retail trade will stimulate record business.

Elsewhere in this issue will be found an exact facsimile of the calendar. With the dealers' name and address in the center of the record, the cost is but 1½c. each, figuring on a lot of a thousand. The company will sell half of this amount, but naturally, charge a proportionate higher cost. Mr. Martin says that most every dealer will be able to use a thousand record calendars at 1½c. a piece, because the life of this calendar is planned to be through 1914.

Edwin H. Smith has opened a store at 1,041 Southern Boulevard, where he will handle Victor talking machines and sporting goods.

Sapphires comprised nearly two-thirds of the value of gem minerals produced in the United States last year.

It takes at least two to co-operate. Are you meeting your employes half way in the matter, or do you expect them to do it all?

"DUSTOFF" RECORD CLEANERS

ARE A POSITIVE NECESSITY
to all owners of talking machine records.



"DUSTOFF" De Luxe

Made on beautiful oxidized metal holder. Each in a box, and 12 in a display box. Retail, 50c. each. (In Canada, 75c. ea.) Liberal trade discount.

"DUSTOFFS" get into the minute sound grooves of the record as nothing else can, because of the special processed high nap fabric employed.

"DUSTOFFS" cannot scratch and to use it is only necessary to simply brush across face of record a few times.

"DUSTOFFS" CLEAN ALL MAKES OF RECORDS.

The use of "DUSTOFFS" before playing ensures a wonderfully clear and distinct tonal reproduction free from blurs, scrapings, or harsh sounds, and moreover through the removal of dust and dirt from the reproducing point track, lengthens the life of the record.



"DUSTOFF" (Regular Model)

Made on finely finished wood holder. Each in two color box. Retail, 15c. each. (In Canada 25c. ea.) Liberal trade discount.

JOBBERS AND COLUMBIA DISTRIBUTORS EVERYWHERE in the United States can supply you.

Canadian trade can be supplied through BERLINER GRAM-O-PHONE CO., Montreal.

MINUTE SHINE COMPANY, Sole Mfrs., 282 N. E. CANAL STREET
PROVIDENCE, R. I., U. S. A.

KAUFMANN'S, PITTSBURGH, PLACES BIG ORDERS.

Arranges for Complete Equipment of Victor Machines and Records for New Department
—O. C. Stone in Charge—Mellor Co. Limits Record Trials to Twenty-four Hours—
Increased Business Reported by Pittsburgh Talking Machine Houses—Month's News.

(Special to The Talking Machine World.)

PITTSBURGH, PA., September 11.—The largest orders ever placed with two of the local jobbing houses were given last week when O. C. Stone, manager of the music department of Kaufmann's department store gave orders for a complete equipment of Victor machines and records. This is the first big agency closed up since April, this year, when it was decided to keep down the number of agencies. For quite a while it looked as though Mr. Stone was not going to be able to land the agency on account of the stand the Victor Co. had taken. The Kaufmann department store is arranging for one of the most modern talking machine departments of the city. The booths and fixtures have been ordered and will be placed in the

new addition of the Kaufmann building being erected on the old site at Fifth avenue and Smithfield street, and which will be completed by the 15th of October. Six large record booths and two large parlors for demonstrating Victrolas exclusively will be installed. J. F. O'Neil, assistant sales manager of the Victor Co., spent a few days at Pittsburgh with O. C. Stone when the deal was finally closed. O. C. Stone also made a trip to the factory to close up matters. All the machines and equipment are to be delivered October 15. A considerable portion of the 16,000 feet of floor space to be occupied by the music department is to be taken up by the talking machine end.

Jack Fischer, manager of the talking machine department of the C. C. Mellor Co., Pittsburgh, is

a supporter of the twenty-four hour record trial system. A longer time than that Mr. Fischer has learned is an unwise one on the part of the firm that permits it, and also does the final purchaser of the records an injustice. Mr. Fischer this year contemplates an early shopping campaign before the rush begins, when everybody gets better service. Additional booths are being built in the basement of the C. C. Mellor Co. building for record demonstrating purposes. During July and August the Mellor Co.'s talking machine business was away beyond expectations. August business was 33 1/4 per cent. better than August last year.

S. H. Nicholas, manager of the Pittsburgh branch of the Columbia Graphophone Co., reports that the trade during the month of August at the Columbia store beat all records for August business; in fact, it was the third largest month in sales in the history of the store.

"This increased business was not confined to any particular types of machines," said Mr. Nicholas, "as all types are in demand to a larger extent than our factory can supply them, but there has been an exceptionally large sale on the Grafonola Leader and New Style Favorite. The troublesome question is, how to supply the demand for Columbia goods, and the wise dealer is anticipating his fall demand by placing substantial orders for September, October, November and December deliveries."

September business is starting out with a rush and bids fair to be a record-breaking month.

Clifford R. Ely, traveling salesman from the wholesale department of the executive office, visited the Pittsburgh store again in August, and is always a welcome visitor.

O. P. Thomas, manager of the Talking Machine Shop in this city, is planning out a very active fall campaign. In addition to sending out a number of letters about the middle of the month, he has also arranged for considerable local newspaper advertising. Views of the wisteria and rose rooms and main hall are depicted in the folder which will be sent out with the letters.

J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, made a business trip to the Victor factory recently.

The Buehn Phonograph Co., Inc., of Pittsburgh, reports a splendid business and many advance orders for the two new Ambrola 8 and 10 models of Edison machines.

French Nestor, of the Altoona, Pa., store of the W. F. Frederick Co., and George S. Hards, of the Pittsburgh, Pa., branch, paid a visit to the Victor factory last month.

SIXTY-THREE MILLION NEEDLES.

Shipped by W. H. Bagshaw to Customers In This Country Within Ten Consecutive Days
—Tells Story of Bagshaw Needle Popularity.

Eighteen hundred and seventy to 1914 is forty-four years, thus within four months W. H. Bagshaw, manufacturer of talking machine needles, Lowell, Mass., will celebrate the 44th anniversary of its commercial career. To this house is accredited the manufacture of the first needles produced for disc records. These were created by the late W. H. Bagshaw for a noted talking machine man, and the character of steel and the quality of the needle make such an impression that the business has increased by leaps and bounds.

The present executives of the company are W. H. and C. H. Bagshaw, who are well known in the talking machine trade. Both members of the house allege "that the Bagshaw made needle is the best for any record" and they have adopted this slogan in the exploitation of their output.

Some time ago, to give an idea of the facilities at their plant, over 63,000,000 needles were shipped to customers in this country alone during ten consecutive working days. All these needles were in line with the high quality demanded by both Messrs. W. H. and C. H. Bagshaw.

BRUTE.

Mrs. Pankhurst says her voice "will soon be heard around the world." Confound those phonographs!—Exchange.

Mr. Dealer

Do You Know—an "Arteste
Tone Magnifier" in the sound
box of one of your demon-
strating machines makes it
100% easier for you to sell
machines and records.

You are losing money every
day you delay sending for a
sample Magnifier.

Get your share of the in-
creased business.

Retail Price, \$1.50

LIBERAL DISCOUNT TO DEALERS

The Stetson Mfg. Co.
Hippodrome Bldg. :: Cleveland, Ohio

THREE YEARS' RECORDING TRIP IN EUROPE AND ASIA

Many Interesting Incidents and Impressions Set Forth in Greatest Recording Expedition Ever Made—Oriental Artists Hitherto Unknown Introduced to People of the World.

By T. J. THEOBALD NOBLE, a Prominent European Talking Machine Recorder.

(Continued from last month.)

Amongst the Hindus the burning of the bodies is the rite, and can be viewed by all who desire with the exception of women who are not allowed. At one of these, (we will call them crematoriums) it is revolting to a white to hear the relatives bargaining with the authorities over the wood for the burning. It is possible to buy one shilling's worth to burn a poor Indian or £500 for a rich; the latter is usually burned with the finest satin wood.

The Parsi custom which is followed and carried out principally in Bombay is unique. They will not defile the elements, fire, water and air. They, therefore, have large towers termed "Towers of Silence," which is best described as a large grid surrounded by a high circular wall. Onto this grid the Parsi priests place the bodies of the dead, after which they clap their hands as a signal to the vultures, who are consistently perched on the periphery to commence their task. A body is in this way consumed and the bones only remain, in less than half an hour. The skeleton dries in the sun and the rain carries the dust away by means of a large drain which is in the center of the grid. The whole thing may appear particularly nauseous to the average white, but it is nevertheless extremely—I might say—scrupulously clean.

No one is permitted to view the consuming of the flesh by the evil-looking vultures. The only disconcerting part of the whole procedure is that on divers' occasions the vultures are known to drop a finger or ear onto the roads in the approximate vicinity.

The sight, too, of the vultures sitting in a position of ardent expectancy on the towers, waiting for the next signal to devour their "human meal," is, to say the least, a most sickening perspective.

I encountered many instances of asceticism during the tour. In Bangalore a man—a Mahratta—had sat in one position in the road for five years. He was paralyzed, but continued to sit on. Food was brought him by numerous native Samaritans who also washed and cared for him—a strange sight indeed to the average white.

En route to Bombay I met a man who had not spoken for sixteen years.

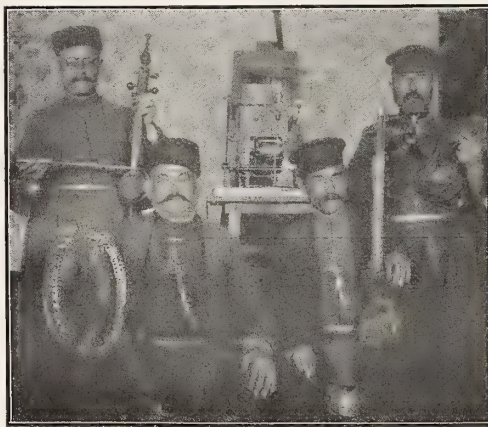
In another part near Poona I saw a man hanging head downward from a tree. He was in the habit of doing this extremely idiotic performance every day for over an hour. In Bombay one of the artists was a man who had voluntarily lost the use of one arm, not having attempted to use or lift it for a dozen years.

There are several fanatical ascetics who never leave the banks of the sacred river Ganges. Should the river rise (it often does) he allows himself to drown, believing in his purblind faith, that the water was sent for him to enter Heaven.

I visited Benares (the sacred town) to record several priests, but the temples and mosques were in such disgusting surroundings I left after a stay of two hours!!

It was amazing in Bokhara and Turkestan to see the people drinking the same water that they wash in, but here in Benares on the banks of the Ganges the scenes are even more revolting. Men, women and children of all castes, diseases and ages, bathe, wash, wash clothes, natives having teeth extracted expectorate, barbers empty their lather—in short, the river is used for every possible purpose. In one part the natives are drinking the water which obviously contains the dregs of other natives' bodies. At the same time the gnats are busy burning the bodies of Hindus, whilst in other parts dead bodies are thrown into the river. Having arrived to record voices not "smells," it can be understood I did not stay long. The sickening sight of the burning bodies, the pestilential vapors arising from the filth of the river, the unforgettable stench from the multitudinous natives under a hot August Indian sun,

intermingled with the filth which bespattered the banks from the numerous animals, including the sacred cows, was all incomprehensibly horrible and incomparably disgusting. When I read of the fearful number of fatalities through plague and cholera, I am not surprised, but am amazed that the number is not greatly multiplied. The British authorities do their utmost (with careful tact and diplomacy not to aggravate the superstitious religious feelings and customs of the natives) to sanitize the surroundings, but to attempt to clear the whole area and thus cleanse the vicinity would be inviting another mutiny. When one realizes that there are one hundred and fifty different languages and castes in India, two hundred and ninety millions of people, the work and or-



Persian Tartars, Tiflis.

ganization of the handful of British can be better understood and appreciated.

In India I had recorded 850 titles. The cost of all expenses, including personal expenses, was approximately \$17,000. The cost per record being considerably higher than in Turkestan, this being through the greater population, the popularity of the artists, with a corresponding increase of fees.

In Europe, outside Russia, I met with no unusual incidents. In Russia, on the other hand, I was often in trouble with the police and in every case over passports.

In Europe I had recorded in the numerous languages 2,790 titles, the cost of which being so varied it is difficult to state definitely, but taking the small fees with the large, I should say the records had cost for artists' fees alone \$82,000. The bands and accompaniments another \$14,000. In Europe it is necessary to pay all sorts of prices, from \$5 to a \$1,000 per title. To record 4,600



Interpreter and Mr. Noble Taking Tea at a Czart.

titles it will be seen what tremendous expense is entailed, which is not generally understood, or for that matter believed, by many talking machine men. I had used or handled during the three years I refer to 13,000 odd waxes, including master records (for manufacture) spoiled, and those used for trials. The waxes were packed in large cases, each containing but twenty-four, and all were sent from Paris. The amount, therefore,

spent in freight alone can be imagined, each case weighing one and a half hundredweight. I had met, bargained, harangued with a heterogeneous crowd of fully 14,000 persons, and incalculable languages, whilst actually recording 11,000 artists. Traveled for the talker over 53,000 miles. My diaphragms had cut 472 miles of sound waves. The cost of the 4,600 records and all expenses appertaining to same had cost the company \$123,000. To listen for four hours continuously every day and go through every record would occupy one whole year and eight weeks. The amount of records sold of these titles would reach a figure (for the combined countries) of well over 11,000,000 and they will still sell. These figures in no way compare in average and national comparison of popularity of the talker with the United States. If all the countries of Europe and Asia were as keen and as enthusiastic over the talking machine as America the sale would have reached nearer the twenty million mark by this.

I am, however, sanguine that Russia will eventually outdo the United States as regards the number of records sold yearly. At present the population of Russia is in a state of emancipation, which is slowly but surely making progress. There is a musical population of something like two hundred millions. The great majority are at present illiterate and still the yearly sales of the combined talking companies reach any number over ten millions per year.

There is still room (and ample, at that) for talkers in Russia, especially with the phone-cut record, which Pathe Freres held a monopoly on, but which is extremely flimsy. One only has to consult the consular reports to learn the coming boom in Russia for all trades and professions, and after three years' experience, I can corroborate the statements of the numerous consuls and emphasize the opportunity that awaits the talker in Russia.

The present business in Russia is tremendous and the Gramophone Co. of London is the first, with an enormous output, with the Pathephone and Sirena companies second and third.

In India there are so many atmospheric difficulties, scores of castes, necessitating the printing and catalog of innumerable languages, that business is intricate and comparatively small.

Even here there is room for talkers especially for commercial men who are willing to thoroughly enter into the almost insuperable difficulties of the country and people. All the present companies are content to jog along just securing a balance on the right side. There are many ways and means of increasing business in India, but the majority of the organizers unconsciously drift into a channel (after two or three years) of initiative lethargy. The country is also invariably divided into two large districts with two managers, whereas there is room and, in fact, it is imperative to have at least a half dozen men with respective bunches of provinces. It must be borne in mind that there is in India a population of nearly 306,000,000.

Of Turkestan there is little business and that is firmly held by the Gramophone Co.

I found the talker in every corner I visited, but in the oddest corners no cylinders, all discs. The cylinder business is dead or dying in England, France, Germany, Russia and all Eastern countries.

I often chanced across other recorders in my peripatations and in one case the coincidence happened that the Gramophone Co.'s first recorder, Fred Gaisberg, of the United States, accompanied me round from Warsaw to Moscow, St. Petersburg and back to Warsaw, afterwards to Berlin. Needless to add we fraternized. I think he had traveled two to every one mile of mine. In Berlin I met Bill Hayes, of the Edison, the man who first taught me the art of recording.

It is my earnest desire to record in the United States and should I do so, perhaps the editor will allow me the space to write my humble opinion of the American artists as compared with the artists of other nationalities.

I conclude my articles waving my hand across the sea to that great American who, through his invention, made my experience possible and whose name in Europe is so honored.

EXCELLENT BUSINESS PROSPECTS IN THE "SIXTH CITY"

Wholesalers Report Growing Volume of Trade—T. H. Towell Optimistic—Pushing New Victor Model for Schools—Line of Union Attachments Appeal to Trade—Some Interesting Personal Items—What the Various Managers Report Regarding the Outlook.

(Special to The Talking Machine World.)

CLEVELAND, O., September, 10.—Business during the month of August in the talking machine trade was generally satisfactory, more especially with the distributors, who had and are still having, a larger than usual volume of trade. Retail dealers are laying in larger supplies and making preparations for an expected largely increased fall business, which it is claimed is justified by all around conditions.

Real, genuine optimism developed in discussing conditions with T. H. Towell, president of the Eclipse Musical Co. His opinion is that we are on the edge of a big revival in the talking machine and most other lines of business. The new Victor school machine is going to be a large seller in the schools, in the opinion of Fred E. Lane, who is in charge of that department. He has already placed several in the schools, which opened September 2. P. J. Towell, in general charge of the business, has just returned from a New York State trip, and is much pleased with the progressive conditions of trade. Beginning next month the company will give a musicale, to be continued each month. Mr. Lane has already made arrangements to have several operatic singers render some of the popular songs in connection with the Victor recitals.

The secretary of the Union Specialty and Plating Co., Wm. D. Walsh, has just returned from a trip through the East and South as far as Richmond. He reports that all the talking machine dealers be called on expressed themselves favorably impressed with the Union attachments, and he secured a large number of orders for the Union line of goods. He is now on a trip in the West. Mr. McNulty, sales manager, said the company was well pleased with conditions, and that business was excellent considering the season of the year. The company is daily booking orders from all sections of the country.

Geo. W. Lyle, general manager of the Columbia Graphophone Co., was here September 8, and besides looking over the company's own store, visited several others in the city. He left well pleased with conditions.

Clifford R. Ely, special traveling representative of the Columbia Co., also spent several days in the city recently.

A fire occurred at the factory of the Union Specialty and Plating Co., August 30. It was checked before doing much damage. Mr. McNulty

said it had not interfered with the manufacture of Union attachments, and all orders would be filled, as usual, with promptness.

At the Cleveland store of the Columbia Graphophone Co. activity prevails in every department. It was stated there was a material increase in business in August, as has been the case each month this year. G. R. Madson, manager, is highly pleased at the favor shown the more recent instruments, especially the \$50 Favorite and the new \$75 Leader Grafonola.

Miss Ethel M. Volk, manager of the phonograph department of the May Co., stated business was good, much better than usual at this season of the year. She said it was quite evident there was going to be an unusually large fall trade.

Norman H. Cook is vacationizing with several expert hunters and fishermen up in the wilds of Canada, and in his absence Leonard T. Schaefer, his assistant, is in charge of the talking machine department of the W. F. Frederick Piano Co. He said: "Business has not seemed to slow up perceptibly during the summer months, August showing a normal volume of trade. The ever-increasing demand for Victrolas is in evidence, especially for the Model X, the \$75 machine, which I know will be classed in the shortages of the coming months. The company is doing an excellent business at the stores in Canton and Youngstown, which was surprisingly good during the past month."

The United States Phonograph Co. is busy completing some large orders for fall and winter delivery. Geo. M. Nisbett, sales manager of the company, has just returned from a two weeks' fishing trip in Northern Wisconsin, much refreshed by the trip.

Phil Dorn, of the Victor distributing store of the Collister & Sayle Co., stated business was good in the retail department, and especially satisfactory in the wholesale department.

The usual activity prevails in the talking machine department of the Bailey Co. department store. The company handles a complete line of Victor, Edison and Columbia goods. Recent sales included two Edison disc machines and records shipped to Brazil.

The Victor and Columbia lines of goods are handled by the Wm. Taylor Son & Co. The department allotted the talking machine business is the finest in the mammoth establishment, and is having a large trade. Thomas A. Davies, Jr., man-

ager of the department, says it is daily growing in popularity and patronage.

In fact business with all the dealers in this city is excellent for the season, and reports from W. H. Buescher & Sons Co., H. E. McMillin & Sons Co., and the Caldwell Piano Co., is above the average.

HENRY E. PARKER TO EUROPE.

Member of Columbia Advertising Staff Leaves for Month's Vacation, Which Will Be Spent at His Old Home in England.

Henry E. Parker, of the advertising department of the Columbia Graphophone Co. and editor of the Columbia Record, the official house organ of the company, sailed Wednesday on the steamer "Mauretania" for a month's trip abroad. Mr. Parker will first proceed to his old home, just outside the city of Gloucester, in England, and intends to spend the greater part of his time with his folks. He will, however, visit London, Paris and Berlin before returning to New York on the "Lusitania."

This will be Mr. Parker's first visit to his home in ten years, and during this decade's absence from a small English town he has certainly run the gamut of possibilities in adventure and occupation. During this period Mr. Parker has been, among other things, a gold miner, sugar planter, cowboy, revolutionary, sailor, soldier, an interpreter in the Panama Canal Zone, dishwasher and cook. He has visited practically every republic from the West Indies to Panama and has been an inhabitant of all the leading South American countries.

In addition to these multifarious occupations and globe wanderings, Mr. Parker is a pianist of more than usual ability and an all-around advertising man. His knowledge of music is comprehensive and thorough, and includes an intimate acquaintance with the compositions of the world's famous composers, together with a detailed knowledge of music in its many phases.

RECORD OF FUNERAL SERMON.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., September 6.—Rev. G. L. Morrill, pastor of the People's Church here, whose place of worship is in a downtown theater, left with his family for a tour of South America and a trip around the Horn. Mr. Morrill's last act before his departure was to visit the store of a talking machine dealer where he preached his own funeral sermon into a phonograph to be used in case of his death.

When you have to Grouch, get out of the spotlight. The Audience paid for Grins, not Grooms.

IN the clinches you can rely upon the
Ditson Victor Service. Profits are contingent upon our fast work—and we know it.

STOP saying to your customers: "We haven't got it," because you can get it from DITSON.

FAST Victor service is our aim, and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor Styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company,

Boston, Mass.



The Columbia "open shop" policy! Anything lacking in that statement? No. Anything overstated? Not a word. Any "come back" to it? Not in a lifetime. Any reason why you haven't written in and asked questions? *You* answer.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

SATURDAY NIGHT CLOSING PROVES SUCCESS IN DETROIT

Does Not Decrease Volume of Business and Serves to Spread Buying More Evenly Over Other Days of Week—Unusually Good Summer Business Reported—Stocks in Excellent Condition—Higher-Priced Machines the Best Sellers in Most Quarters.

(Special to The Talking Machine World.)

DETROIT, MICH., September 9.—The Saturday night closing movement, which was viewed by the talking machine dealers of Detroit with considerable concern, has turned out to be one of the best things which ever happened to the talking machine trade in the city. Instead of business being lost, business has been gained by it.

This seeming paradox of gaining volume of business by curtailing the hours to do it in, is explained as follows: When the stores were open Saturday evenings people were in the habit of putting off buying until then, especially if they wanted records. The consequence was that there were two or three comparatively dull days each week, especially Mondays, and thousands crowded into the stores in a single day and evening. There were so many of them that they could not be waited upon with facility. So many of them went away, thinking they would call Monday or Tuesday. And again they would put it off until Saturday, and again go away without buying. Thus their trade was lost entirely, particularly in the case of records. It is easy to postpone buying records, for there always are enough at home to play the machine, even if they are getting a little passé by repetition. If purchases of a bunch of records is deferred four or five weeks, it is as good as a sale lost altogether, for the buyer would have been ready anyway for another new lot.

But now, under the new conditions, people knowing that the stores will not be open Saturday evenings, purchase early in the week. Monday is getting to be almost as busy a day as is Saturday. At first the people tried to crowd all their shopping into Saturday afternoon, but found it so inconvenient that now they are spreading it pretty evenly through the week. Tuesday and Wednesday are fairly busy, but Thursday seems to be regarded as a sort of resting spell. It is the only dull day of the week. Formerly there were two or three dull days early in the week, and to pay for them the salesmen had to work at forced draft all day and night Saturdays.

It is likely that the closing will be permanent. It depends upon the department stores and large stores of other kinds. A systematic campaign is being carried on by the Board of Commerce and by the clerks' association to make it permanent. The written agreement expired September 1 but it has been continued by common practise.

The talking machine dealers are wondering if the Saturday closing movement is not responsible in part for an unusually good summer business. All seem to have at least doubled the July and August business of last year. One big store had four times the business in July that it did in July, 1912. Hot weather is just the time that a party will refuse to wait in a store for his turn to receive attention. Consequently that is the time that the most business is lost through crowding, and

the most business would be gained by changing the conditions.

The big summer business is taken as an omen of a still bigger increase in the fall and winter trade, and all dealers are making preparations to cope with it. The Max Strasburg Co. has put on two additional salesmen since September 1 and will add two more before October. Grinnell Brothers' talking machine department is being almost doubled, as related in the World last month. In a short time Mr. Williams, of the Columbia store in Chambers street, New York, will join the Detroit Columbia store to travel the State, placing new agencies, calling on the old ones to see that their stock is in good condition to meet the demand and in other ways promote the interests of the company.

Stocks in this city are in much better condition than they were a year ago, but notwithstanding this, it is feared that the old time holiday shortage will be manifest. Grinnell Brothers, as jobbers, finding it necessary to look out for all other Victor dealers, say their stock is just fair, though they have a large number of machines of all styles. The J. L. Hudson Co. has been storing Victors for six or eight weeks. Max Strasburg has room in his basement for 500 Victrolas, it stacked up, and he is proceeding to stack them up. Both of these companies expect to be prepared to meet all comers at Christmas time. The Columbia company is getting in a lot of goods, but the demand is so great for certain styles now that it cannot be filled. Notably heavy is the call for the new \$75 Leader and the new Mignonette, \$100. These cannot be kept on the floor of the Columbia branch store here, as all the dealers are calling for more than come to the city. "All we need to increase the business in them is more of them," said S. E. Lind, city sales manager.

The Columbia now has the city pretty well covered as far as the suburban trade through small dealers is concerned. It is likely, however, that a couple of large stores in the downtown section will soon be added to the Columbia's string. In the State the business is fair, except in the copper country, where the strike of miners, which began two months ago, is affecting all kinds of business. In all cities sales are running ahead of last year, which is natural because of the increase in population but nevertheless gratifying, because it indicates that there is no sign of a slump due to the tariff or anything else.

The record trade is picking up rapidly, as it al-

ways does in September with the return of thousands of vacationists to the city for the winter and their selections of new entertainment.

In Detroit, except in the foreign quarters, the sales of cheap machines have dropped to an almost negligible quantity. Fifty dollars seem to be about the bottom price in the downtown stores. From that grade upward the call seems to be pretty well distributed, except that some dealers pass by the \$75 styles. They think that if a prospect can be worked up to consider a \$75 machine, it will be just as easy to sell him a \$100 one, and more worth while.

The call for cheap machines, especially those with horns, is from small dealers in the Hungarian, Polish and other settlements. Some of those stores carry no English records at all, confining their purchases to records of their own nationality. It is not lack of money that makes these people buy the horn machines, for they take them at \$50 and \$65, when they could get an artistic hornless for the same money. They like the pomp and blare of a horn, the bigger the better, under the impression that they are getting louder and better music than they would with a hornless machine.

The effects of Detroit's phenomenal growth are being felt in the substantial character of the increase in trade. Every year is better than the last; there are no flarebacks. Stores increase their space and find almost immediately that they have not increased it enough. It is becoming hard work to get enough salesmen.

Two of the Max Strasburg Co.'s three big show windows have been given to the Board of Commerce for industrial exhibits during "Made-in-Detroit Week." In the other is an alluring exhibit of Victrolas, more valuable than usual because of the attractions near it.

CANNED MUSIC KILLS BUGS.

Some Are Only Stupefied, Others Get Nervous—Worms Like It.

(Special to The Talking Machine World.)

PASADENA, CAL., September 10.—Mrs. Jeanette De Long, of No. 342 Marengo avenue, a well-known amateur entomologist, has tried phonograph or "canned" music on insects, with the following tabulated results:

The California beetle cannot stand music. It kills him. Three playings of a slow piece like "Home, Sweet Home" put him out of misery, but ragtime will kill him in a few bars.

The deadly tarantula falls into a stupor.

Butterflies are not affected.

The bumble bee flies into a nervous fit.

Wasps get wing paralysis and are unable to fly again, though otherwise unaffected.

Worms try to crawl nearer the phonograph horn, as though pleased.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of

Wax "P." the best recording material for Berliner-cut.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines
Shipped Abroad from the Port of New York
for the Past Five Weeks.

(Special to The Talking Machine World.)

WASHINGTON, D. C., September 9.—Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past nine weeks from the port of New York:

JULY 9-16.

Guayaquil, 15 pkgs., \$680; Havana, 35 pkgs., \$959, 9 pkgs., \$450; La Guaira, 6 pkgs., \$110; Liverpool, 5 pkgs., \$175; London, 126 pkgs., \$5,060; Riga, 4 pkgs., \$760; Singapore, 4 pkgs., \$174; Valparaiso, 13 pkgs., \$482; Algoa Bay, 6 pkgs., \$150; Buenaventura, 11 pkgs., \$449; Buenos Ayres, 6 pkgs., \$461; Guayaquil, 5 pkgs., \$111; Hong Kong, 10 pkgs., \$254; Kingston, 7 pkgs., \$230; Kobe, 19 pkgs., \$128, 5 pkgs., \$450; Manila, 47 pkgs., \$4,257; Rio de Janeiro, 24 pkgs., \$2,393; Singapore, 6 pkgs., \$628; Teheran, 1 pkg., \$300; Trinidad, 6 pkgs., \$435.

JULY 23-30.

Barbadoes, 6 pkgs., \$327; Batavia, 9 pkgs., \$372; Belize, 4 pkgs., \$297; Buenos Ayres, 168 pkgs., \$4,961; Cucuta, 3 pkgs., \$247; Guayaquil, 3 pkgs., \$129; Hamilton, 3 pkgs., \$87; Havana, 4 pkgs., \$163; Limon, 7 pkgs., \$197; London, 21 pkgs., \$457; Maracaibo, 8 pkgs., \$355; Montevideo, 26 pkgs., \$1,964; Puerto Cortez, 7 pkgs., \$261; Riga, 3 pkgs., \$705; Savanilla, 3 pkgs., \$127; Acapulco, 4 pkgs., \$127; Batavia, 9 pkgs., \$261; Callao, 3 pkgs., \$156, 3 pkgs., \$176; Gonaives, 19 pkgs., \$363; Havana, 2 pkgs., \$100; London, 51 pkgs., \$3,054; Maracaibo, 7 pkgs., \$610; Milan, 9 pkgs., \$209; Para, 3 pkgs., \$805; Rio de Janeiro, 6 pkgs., \$1,433; Santa Marta, 12 pkgs., \$1,009; Santa Rosalie, 4 pkgs., \$275; Vera Cruz, 63 pkgs., \$2,493.

AUGUST 7-14.

Amsterdam, 4 pkgs., \$207; Bolivar, 4 pkgs., \$149; Bristol, 5 pkgs., \$200; Cape Town, 8 pkgs., \$383; Colon, 2 pkgs., \$150; Glasgow, 6 pkgs., \$477; Havana, 14 pkgs., \$485; Iquitos, 7 pkgs., \$248; Kingston, 6 pkgs., \$205; Kobe, 14 pkgs., \$1,267; Limon, 5 pkgs., \$259; London, 1 pkg., \$105; Montevideo, 16 pkgs., \$1,001; Shanghai, 2 pkgs., \$100; Singapore, 9 pkgs., \$368; Valparaiso, 8 pkgs., \$310; Vera Cruz, 136 pkgs., \$4,887; Amsterdam, 1 pkg., \$100; Colon, 7 pkgs., \$147; Geneva, 2 pkgs., \$168; Guayaquil, 2 pkgs., \$133; Havana, 33 pkgs., \$1,171; Kingston, 3 pkgs., \$188; Liverpool, 1 pkg., \$250; London, 264 pkgs., \$7,654; Rangoon, 2 pkgs., \$108; Rotterdam, 1 pkg., \$132; Singapore, 14 pkgs., \$551, 5 pkgs., \$10; Trinidad, 5 pkgs., \$106; Vera Cruz, 91 pkgs., \$3,995.

AUGUST 21-28.

Buenos Ayres, 115 pkgs., \$7,694; Havana, 9 pkgs., \$120; Havre, 7 pkgs., \$371; Liverpool, 27 pkgs., \$478; London, 78 pkgs., \$3,174; Maracaibo, 3 pkgs., \$171; Para, 14 pkgs., \$979; Rio de Janeiro, 20 pkgs., \$1,550; Vera Cruz, 72 pkgs., \$3,628; Antofagasta, 12 pkgs., \$486; Batavia, 7 pkgs., \$277; Berlin, 3 pkgs., \$240; Buenos Ayres, 5 pkgs., \$576; Cape Town, 85 pkgs., \$1,827; Colon, 8 pkgs., \$140; Glasgow, 2 pkgs., \$190; Guayaquil, 10 pkgs., \$693, 4 pkgs., \$324; Havana, 22 pkgs., \$710; Havre, 5 pkgs., \$216; Liverpool, 10 pkgs., \$791; London, 42 pkgs., \$3,163; Port au Prince, 13 pkgs., \$42, 5 pkgs., \$241; Valparaiso, 21 pkgs., \$737, 6 pkgs., \$289.

SEPTEMBER 5.

Barranguilla, 14 pkgs., \$1,128; Budapest, 1 pkg., \$551; Buenos Ayres, 22 pkgs., \$1,288; Caracas, 17 pkgs., \$1,128; Colon, 13 pkgs., \$471; Guayaquil, 14 pkgs., \$210; Havana, 7 pkgs., \$280; London, 4 pkgs., \$137, 124 pkgs., \$5,909, 4 pkgs., \$426; Macoris, 6 pkgs., \$191; Para, 6 pkgs., \$420; Puerto Barrios, 24 pkgs., \$756; Singapore, 6 pkgs., \$284; Vera Cruz, 3 pkgs., \$216.

There is but little virtue in being good when there is no temptation or provocation to be bad.

Only the natural born horse trader knows how much a little good paint can make a 1905 auto look like a 1914 model.

THE VALUE OF THE EXCLUSIVE AGENCY DISCUSSED.

The Victor Talking Machine Co. Contributes to Opinions of National Advertisers on the Subject as Collected for Printers' Ink—Claims That Proximity of Dealers Tends to Enliven Trade—Agency Appointments Governed by Territory Demands.

Under the title "National Advertisers' Estimate Value of Exclusive Agency," S. Roland Hall, the advertising expert, gives a very interesting discussion in the September 4 issue of *Printers' Ink*. A number of representative concerns in various fields of mercantile life contribute to the discussion, and the views of the Victor Talking Machine Co. are presented by Mr. Hall as follows:

"Perhaps the most interesting view contributed to this symposium is that of the Victor Talking Machine Co., which does not grant exclusive agencies, yet proceeds in a thorough, sensible way to so distribute its goods as to have the least amount of friction among dealers. The following is their interesting letter:

"It is not the policy of this company to grant its dealers exclusive agencies or territories. We do not operate under a plan of this kind, as we believe such a policy will dwarf the development of any industry. There may be exceptions, but the talking machine business is not one of them.

"It is our policy to conserve the interests of our dealers by refusing to establish additional competition where our per capita returns justify this protection. We arrive at our decisions by carrying statistics on file, showing the annual amount of Victor product that is sold in every city, town and hamlet of the United States where Victor dealers are established. If dealers situated in these centers are developing a satisfactory business—all that could be expected, in view of conditions—we protect their interests by refusing to consider other contracts when presented.

Proximity of Dealers Not Disadvantage.

"In all lines of business the very best and most influential merchants are located on the main, big thoroughfares, in the heart of the business section, and in order to reach the great mass of the purchasing public it is necessary to have our goods represented in the stores located in these districts. You will invariably find, owing to the scarcity of desirable stores in these business sections, that representatives are closely located to one another.

"We have never found that the close proximity of one dealer to another necessarily interferes with success. For instance, a department store has its own clientele. Its influence does not interfere with the exclusive trade of a high-class piano store. Nor does a piano store that caters to a medium class of trade interfere with the high-class piano

store. In placing our contracts we always consider the class of trade, etc., that a store caters to and the number of dealers we have already established catering to that class; and if we feel the demand is not being served properly we establish additional dealers.

"Therefore, you will find in the heart of the business sections of a great many cities that some of our dealers are located right next door to each other, without affecting each other's business. Through their concerted efforts in developing a section as a talking machine center, it is possible to do a larger volume of business. We can best illustrate our point by considering the Loop District of Chicago, which only covers a very small area; yet we have more dealers located in this section than any similar one in the United States. At present we have twenty-six representatives located in the Loop District, and as the selling power of this district is incomparable with any other center in the United States, our representatives there do a tremendous volume of business and are wonderfully successful.

What Three Agents in a Row Have Done.

"The house of Lyon & Healy, a large musical concern, is located at the corner of Wabash avenue and Adams street. Next is situated the Geo. P. Bent Co., who for a long time did not handle Victors. Next to Bent's is the P. A. Starck Piano Co., Victor representative. After we established Bent, between Lyon & Healy and Starck, all three accounts did a larger business, which proves our point that competition strengthens trade if it is not overcrowded. This we regulate according to the system we have outlined. Besides this, each year we have increased our representation in the Loop without affecting the sales of our established dealers, and through their concerted efforts and advertising it has been possible to create a greater demand and sell an increased amount of goods annually."

CARUSO'S RECORDS FIRE AMBITION.

(Special to The Talking Machine World.)

OMAHA, NEB., September 8.—Fired with ambition to become a great tenor by hearing the talking machine records of Caruso and having gained much of his training through a study of these records, Louis Klebba, a stenographer, departs shortly for Italy to prepare for an operatic career.

The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

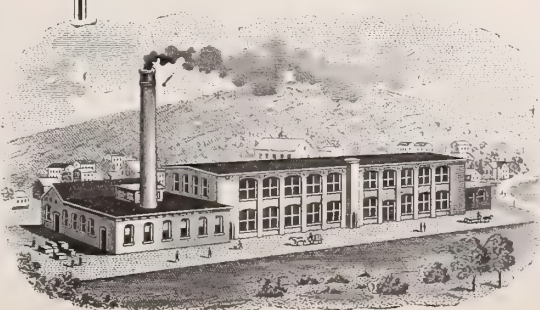
FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us:

Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business.

Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., September 6.—SOUND AMPLIFYING DEVICE. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,067,905.

The main objects of this invention are to provide an improved sound amplifier of simple, compact and durable construction, and of relatively great efficiency; to provide an improved sound amplifier particularly adapted for use in a talking machine which will obviate hollow and other objectionable effects, such as are produced by megaphones and some other amplifying devices, and which will act to increase the sonority, brilliancy and other good qualities in sounds; and to provide other improvements.

In the accompanying drawings, Figure 1 is a fragmentary central vertical section of a talking machine provided with a sound amplifier constructed in accordance with this invention; Fig. 2 an enlarged perspective of the said amplify, and Figs. 3, 4 and 5 are longitudinal central vertical sectional views of modified forms of this invention.

TALKING MACHINE. — Charles L. Hibbard, Philadelphia, Pa. Patent No. 1,070,959.

This invention relates to talking machines of the class termed "hornless," but which, as a matter of fact, have a horn or sound amplifier enclosed with the machine in a suitable cabinet or casing. Differing from the so-called "hornless" type in construction and arrangement, the cabinet or casing in the present machine is utilized as a sound amplifier and is intended to serve no other purpose, the reproducing mechanism being mounted exteriorly thereof, but in such relation as to co-operate therewith. This arrangement of elements gives the cabinet or casing the form best adapted to

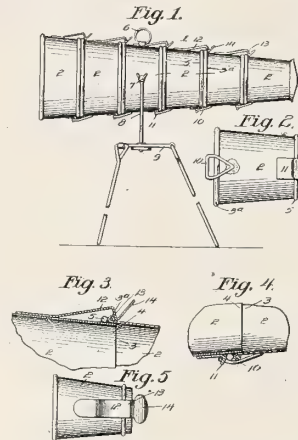
serve as an amplifier of the reproduced sound and permits a machine to be produced having good lines, a graceful appearance and which occupies comparatively small space and is highly efficient in reproducing sound and imparting the required amplified effect to render it clearly audible and

pleasing to the ear. In the present machine no attempt is made to obtain a "concealed horn" effect, but, on the contrary, the amplifier is in full view and accessible for purposes of examination, repair, cleaning, etc.

In the drawings Fig. 1 is a vertical longitudinal section and Fig. 2 is a plan view, showing the sound amplifying passage by dotted lines.

PHONOGRAPHIC HORN. Frederick William Houlston, Toronto, Ont. Patent No. 1,069,642.

This invention relates to an improved phonographic horn or trumpet, its object being to provide a sectional horn which may be taken apart and its sections nested within one another for compact storage or shipment, and which is provided with simple means for fastening the sections, permitting of their ready connection and disconnection.



a top plan view of one of the horn sections.

CABINET FOR TALKING MACHINES. Rezso Preszter, Budapest, Austria-Hungary. Patent No. 1,069,578.

This invention relates to cabinets or cases consisting of a box and a box-like cover for talking machines.

The cabinet, according to the invention, has two separate conduits conjointly connected with horns, said horns and conduits branching off at the sound arm joint, one conduit and its horn being arranged in the box-like lid of the cabinet, the other horn being arranged in the box.

Two separate resonance chambers are thereby formed, to which, as experiments have shown, special resonance effects are due corresponding, say, to the head resonance and to the chest resonance of the human voice. The horns may be made of wood, metal or other material of a round or angular shape, assembled of several parts, or made in one piece with a smooth surface or lacquered.

Fig. 1 is a vertical section through one form of lid according to the invention, Fig. 2 is a vertical

section through the box, Fig. 3 is a horizontal section through the lid showing the sound arm with the sound box arranged thereon, and Fig. 4 is a horizontal section through the box taken directly below the lid; Fig. 5 is a horizontal section through a box-like lid for illustrating a multiple arrangement of the horns; Fig. 6 shows a form of the subject matter of the invention wherein the conduit enters from the outside; Fig. 7 is a vertical section through the lid and box of another form of cabinet, in which the conduit is led from the outside into the box, and Fig. 8 is a vertical section showing another embodiment.

TALKING MACHINE. Minard Arthur Fossons, Cleveland, O. Patent No. 1,069,464.

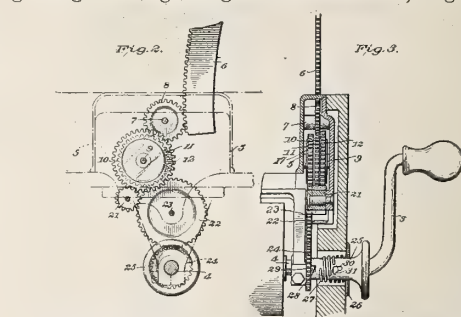
This invention relates to improvements in talk-

ing machines. The object of the invention is to provide a winding device for talking machines of the character that have a cover to let down over the record while playing, and the raising and lowering of the cover winds the talking machine so that when the cover is raised and a new record

placed thereon and the cover lowered the talking machine has been sufficiently wound to play the record.

Another object of the invention is to provide a winding device of this character which can be readily attached to any well known talking machine and at the same time allowing of the usual crank winding thereof.

In the accompanying drawing Fig. 1 is a side elevation of a talking machine showing the device applied thereto; Fig. 2 is a vertical sectional view of Fig. 1; Fig. 3 is a transverse sectional view of Fig. 2; Fig. 4 is an enlarged plan view of the gearing showing the gear case removed; Fig. 5 is



an enlarged plan view of the ratchet gears for winding the talking machine on both the upward and downward movement of the cover.

SOUND-REPRODUCING MACHINE. William J. Hodges, Atlanta, Ga. Patent No. 1,069,784.

This invention relates to improvements in sound reproducing machines and has for its primary object to provide a device of this character wherein

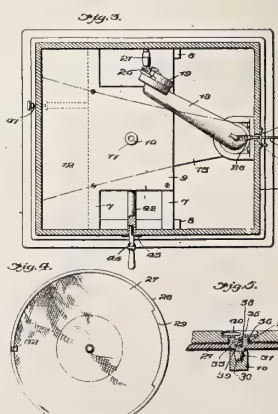
the sound reproducing means, including the amplifying horn, is arranged within a single enclosed chamber whereby the objectionable scratching noise of the stylus upon the reproducing record is rendered inaudible.

Another and very important object of the invention resides in the provision of means for mounting the reproducing disc record and positioning the tone arm whereon the sound box is arranged so as to eliminate the leakage of sound waves and thereby secure a maximum volume of sound.

Another and more specific object of the invention is to provide a simple and novel holder for the record disc so that the same may be easily and quickly secured in or removed from the holder.

Still another object of the invention is to provide a casing or housing for all of the operating parts having a hinged top or cover, and improved

ing machines. The object of the invention is to provide a winding device for talking machines of the character that have a cover to let down over the record while playing, and the raising and lowering of the cover winds the talking machine so that when the cover is raised and a new record

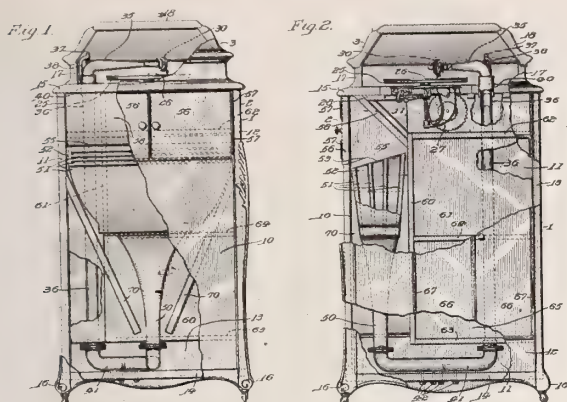


means for connecting the disc holder to the cover so that said holder may be raised or elevated therewith.

Another object of the invention is to provide a sound reproducing machine wherein the record disc is so mounted and supported in operative position that material economy may be effected in the manufacture of the discs.

Fig. 1 is a perspective view of a sound reproducing machine embodying the present invention; Fig. 2 is a vertical section thereof; Fig. 3 is a top plan view, the casing being shown in section and the disc holder removed; Fig. 4 is an inverted plan view of the disc holder; Fig. 5 is an enlarged detail section showing the means for connecting the disc holder to the hinged top of the case or cabinet.

TALKING MACHINE. John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,071,033.



The main objects of this invention are to provide a talking machine having a relatively long and large sound amplifier and a comparatively long tubular sound conveyor interposed between the major portion of the sound amplifier and the sound reproducing means; to provide an enclosed talking machine having an upright vertically oblong casing, a relatively long and large amplifier conveniently arranged to deliver sounds from the upper front portion of the casing, and to permit

a relatively large amount of space to be reserved in the casing for the storage of sound records and to provide other improvements.

In the accompanying drawings Fig. 1 is a fragmentary front elevation of a talking machine constructed in accordance with this invention; Fig. 2 a fragmentary side elevation of the same partly in vertical section;

Fig. 3 a top plan view of a portion of the same and Fig. 4 a fragmentary vertical section of a modified form of a portion of this invention.

METHOD OF CONTROLLING THE VIBRATION OF DIAPHRAGMS. Albert Hayes, Salt Lake City, Utah, assignor to Vocatone Manufacturing Co., Inc., New York. Patent No. 1,071,668.

This invention relates to methods of controlling the vibration of diaphragms of sound reproducing devices such as gramophones, graphophones and other devices in which sound is reproduced by the vibration of the diaphragm, and the invention has for its object to permit the effective use of larger diaphragms than those ordinarily used, to control the vibration of the diaphragm, to provide channels for the sound waves, and to so control the vibration of the diaphragm as to produce clear, well defined tones, to eliminate blasting and whirling from the tones produced, to prevent blurring and mixing or confusion of successive tones, to reproduce the tones of the human voice and of musical instruments in a natural way and with a minimum of mechanical suggestion, to give precision and clearness to the reproduction of the enunciation of words, and in general, to secure improved results in the reproduction of sounds.

Referring to the drawings which illustrate a form of device capable of use to carry out this improved method: Fig. 1 is a vertical sectional view of a sound box embodying the invention taken in a plane in line with the reproducer lever;

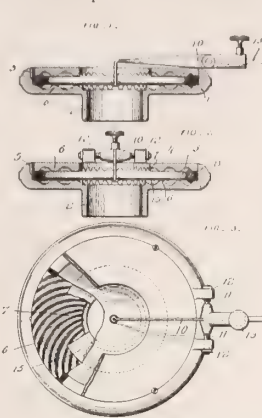


Fig. 2 is a similar view taken on a plane at right angles to that on which Fig. 1 is taken, and Fig. 3 is a top plan view partly broken of the sound box.

SOUND BOX. Albert Hayes, Salt Lake City, Utah, assignor to the Vocatone Manufacturing Co., Inc., New York. Patent No. 1,070,667.

This invention relates to sound boxes for graphophones or gramophones and has for its object to produce a sound box in which the vibrating disc shall be so held that it will be permitted to vibrate only within such limits that the production of undesirable overtones is avoided and the sound reproduced is clear, strong and pure.

Referring to the drawings Fig. 1 is a vertical sectional view of a sound box embodying the invention taken in a plane in line with the reproducer lever; Fig. 2 is a similar view taken on a plane at right angles to that on which Fig. 1 is taken, and Fig. 3 is a top plan view partly broken away of the sound box.

SOUND AMPLIFIER. John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,071,610.

It is generally understood that sounds or tones differ, not only in pitch, which is high or low according to the number of vibrations per second in the sound, but also in quality or timbre, which is the property by which sounds of the same pitch may be distinguished from each other, and which makes the differences between the same note as played on different instruments, or as produced by different voices. These differences in the quality or timbre of tones are generally attributed to the fact that each single note produced is in general a compound note consisting of a fundamental tone which gives the prevailing characteristic pitch to the note, and also with a number of higher tones known as overtones or harmonies, or relatively small intensity, and of higher pitch than the fundamental tone, and that these overtones or harmonies, varying in number and intensity, according to the source of the note blend with the fundamental tone and the resulting compound effect gives the peculiar quality or timbre to each note. In the reproduction and amplification of sounds, it is therefore obviously desirable that the various tones and overtones composing the sounds should be faithfully reproduced.

One of the objects of this invention is to provide an amplifier or resonator particularly adapted for use with sound reproducing machines, which will respond sympathetically and faithfully to all of

the various tones and overtones and vibrations which make up the great variety of sounds usually reproduced by such machines and to augment the volume of sound delivered to said amplifier.

Further objects of this invention are to provide an amplifier which will direct and diffuse sound waves substantially uniformly through a predetermined space to increase the field in which a good reproduction may be heard; to provide an amplifier having a relatively large sounding board surface; to provide an amplifier of simple and compact construction, and to provide other improvements.

In the accompanying drawings Fig. 1 is a side elevation partly in section of an amplifier constructed in accordance with this invention; Fig. 2 an end elevation of the same; Fig. 3 a longitudinal central sectional view taken transversely with respect to the sounding boards; Figs. 4 and 5 side and end elevations, respectively, of a modified form of this invention, and Figs. 6 and 7 are side and end elevations, respectively, of a second modified form of the invention.

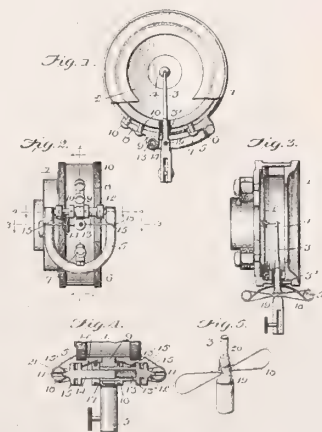
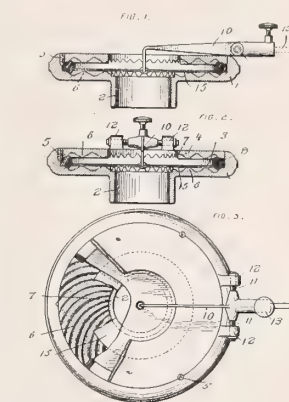
SOUND BOX FOR TALKING MACHINES. Bentley L. Rinehart, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,071,089.

The object of this invention is to provide a sound box in which the quality and volume of the tone of reproduction are rendered clearer, more distinct and more natural, than it has heretofore been possible to do.

A further object is to provide a spring support for the stylus bar, so disposed with respect to the diaphragm and to the plane of oscillation of the stylus that the quality of reproduction of sounds is greatly improved. A further object is to provide a means for carrying the tension to which the spring support for the stylus bar is subjected.

Briefly, this invention consists in mounting the stylus bar upon a spring support, the axis of which is disposed at right angles to the plane of the diaphragm, and coincident with the plane of the oscillation of the stylus bar, said spring being mounted upon the free ends of a bow provided with means for varying the distance between the free ends of said bow, and consequently the tension to which the spring is subjected.

In the accompanying drawings, forming a part of this specification, Fig. 1 is an elevational view of a sound box provided with the invention, the lower portion of said box being shown in section; Fig. 2 is a plan view of the lower part of the sound box, showing the spring support mounted thereon; Fig. 3 is a longitudinal section of same, and Figs. 4 and 5 are enlarged views of the details of the stylus bar and support employed therefor.



RECORD BULLETINS FOR OCTOBER, 1913

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DISC RECORDS.

- The Celebrated Meistersinger "Prize Song" by Ysaye.
12-inch Single Disc.
36513 Die Meistersinger (Wagner). Preislied (Prize Song).
Caroline White in Two English Concert Numbers.
10-inch Double Disc.
A1376 At Parting (Rogers). In English, with orchestra.
The Lass with the Delicate Air (Arne). In English,
with orchestra.
A Liszt Rhapsody by Friedheim.
12-inch Double Disc.
A5491 Sixth Hungarian Rhapsody (Liszt). Part I. Piano
Solo.
Sixth Hungarian Rhapsody (Liszt). Part II. Piano
Solo.
Two of David Bispham's Best Interpretations.
A5492 Vicar of Bray. In English, with orch.
Thursday (Molloy). In English, with orch.
Two Famous Tenor Arias by Bonci.
10-inch Double Disc.
A1377 I Pagliacci (Leoncavallo). "Vesti la giubba" (On
with the motley). In Italian, with orch.
Un Ballo in Maschera (Verdi) (Baracolle). "Di tu
se fedele" (Will waves safely bear me?) In Ital-
ian, with orch.
The Columbia Announces its First Violoncello Records by
Leo Schultz.
12-inch Blue-Label Double Disc.
A5490 Gavotte in D (Opus 23) (Popper). With orch.
Cantilena From Concerto in A Minor (Gottman).
With Orch.
Four Concert Numbers by the Elery Band.
Taddeo di Girolamo, Conductor.
10-inch.
A1367 Loin du Bal (Gillet).
Chinese March (Musso).
12-inch.
A5489 Love's Dream After the Ball (Czibulka).
Visions-Morceau Characteristique (Van Blon).
10-INCH BLUE-LABEL DOUBLE-DISC RECORDS.
A1374 You Made Me Love You, I Didn't Want to Do It.
(Monaco). Al Jolson, Baritone. Orch. accomp.
Pullman Porter's Parade (Abrahams). Al Jolson,
Baritone, orch. accomp.
A1375 At the Ferry (Wellings). Grace Kerns, Soprano,
orch. accomp.
Because (D'Hardelot). Frank Pollock, Tenor, orch.
accomp.
A1380 The Curse of an Aching Heart (Piantadosi).
Manuel Romain, Counter-tenor, orch. accomp.
I Want a Man Like Dad (Collinan). Peerless Quar-
tet, orch. accomp.
A1370 Garland of Old Fashioned Roses (Keithley). Will
Oakland, Counter-tenor, orch. accomp.
Pretty Pond Lilies (Hall). Will Oakland, Counter-
tenor, orch. accomp.
10-INCH DOUBLE-DISC RECORDS.
A1282 A Bright Morning on the Alps (Holst). Violin,
flute and harp trio. George Stehl, Marshall P.
Lufsky and Charles Schuetze.
Minuet from "L'Arlesienne Suite" (Bizet). Prince's
Orchestra.
A1379 Sing Me the Rosary (Klickmann). Henry Burr,
Tenor, orch. accomp.
Just a Dream of You, Dear (Klickmann). Peerless
Quartet, orch. accomp.
A1371 Charge of the Light Brigade. Edgar L. Davenport.
Dramatic Recitation (with bugles).
Barbara Frietchie (Whittier). Edgar L. Davenport.
Dramatic Recitation (with fifes and drums).
A1373 Nightingale's Warble (Holst). Marshall P. Lufsky.
Piccolo Solo, orch. accomp.
You and I (Short). Vincent Buono and Frank
Chiaffarelli, Cornet duet, orch. accomp.
A1381 That Ragtime Regiment Band (Morris). Byron G.
Harlan, tenor and Arthur Collins, baritone, orch.
accomp.
They've Got Me Doing It Now—Medley (Berlin).
Ed. Morton, Baritone, orch. accomp.
A1378 Sailing Down the Chesapeake Bay (Botsford). Al-
bert Campbell, first tenor and Henry Burr, second
tenor, orch. accomp.
Love Me While the Lovin's in Good (H. Von Til-
zer). Peerless Quartet, orch. accomp.
A1383 When It's Apple Blossom Time in Normandy (Mel-
lor, Gifford and Trevor). Edna Brown, Soprano,
and James F. Harrison, Baritone, orch. accomp.
When Dreams Come True (Hein). Henry Burr,
Tenor, orch. accomp.

- A Series of Records by William McEwan, the Scotch
Singing Evangelist.
A1362 Sometime We'll Understand (McGranahan).
My Mother's Prayer (Weeden).
A1363 Some Day (Gabriel).
My Ain Countrie.
A1364 Will the Circle be Unbroken? (Gabriel).
Memories of Mother (Harkness).
A1365 All Hail Emanuel (Gabriel).
We Shall Shine As the Stars (Van der Venter).
A1366 Thou Remainest (McGranahan).
My Farther Knows (Excell).
12-INCH DOUBLE-DISC RECORDS.
A5494 The Poem (La Poeme). Valse Boston (Romberg).
Dance music. Prince's Orchestra.
Nights of Gladness. Valse Boston (Ancliffe).
Dance music. Prince's Orchestra.
Troubles of the Jarr Family by Mr. Roy L. McCardell.
A5493 Mrs. Jarr and the Plumber (McCardell). Jessie
Haward and Robert B. Tessemann.
Uncle Henry Sees the Suffragette Parade (Mc-
Cardell). Bessie Lestina, Louise Marshall and
Robert B. Tessemann.

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POPULAR SONGS.

- | No. | | Size. |
|-------|---|-------|
| 17397 | Dear Old Girl (Buck-Morse).....
Harry Macdonough and Hayden Quartet
On the Banks of the Wabash (Dresser).....
American Quartet | 10 |
| 17399 | You're My Girl (Heath).....Walter J. Van Brunt | 10 |
| 17401 | The Beautiful Dawn of Love (Moret).....A. Clough | 10 |
| 17401 | I Can Live Without You, from "Follies of 1913"
(Buck-Ruby).....Olive Kline | 10 |
| | There's a Girl in the Heart of Maryland (With
a Heart that Belongs to Me) (Macdonald-
Carroll).....Harry Macdonough | 10 |
| 17409 | We Have Much to be Thankful For (Irving
Berlin)....."That Girl" Quartet | 10 |
| | If I Said "Please" (Odums-Edwards).....
Ada Jones-Billy Murray | 10 |
| 17410 | Salvation Nell (Clarke-Leslie-Morse).....
Peerless Quartet | 10 |
| | I Love the Moonlight (Macdonough-Carroll).....
Helen Clark-Walter J. Van Brunt | 10 |

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|-------|--|----|
| 17411 | Sailing Down the Chesapeake Bay (Havez-Bats-
ford).....American Quartet | 10 |
| | Mammy Jinny's Jubilee (Gilbert-Muir).....
Colins and Harlan | 10 |
| 17412 | Peg o' My Heart (Bryan-Fischer).....
Charles W. Harrison | 10 |
| | When I Dream of Old Erin (I'm Dreaming of
You) (Lee-Friedman).....Arthur Clough | 10 |
| 17414 | Where Did You Get That Girl? (Kalman-Puck)
Walter J. Van Brunt | 10 |
| | That Naughty Melody (Lewis-Meyer).....
Billy Murray | 10 |
| 31887 | Gems from "Belle of New York" (Morton-Ker-
ker).....Victor Light Opera Co. | 12 |
| 17383 | Bohemian Girl—"The Fair Land of Poland"
(Balfie).....Reed Miller | 10 |
| | Song of the Turnkey, from "Rob Roy" (De
Koven).....Wilfred Glenn | 10 |
| 17392 | All of the Girlies Medley Two-step, from operetta
"Das haben die Mädchen" (Gilbert).....
Conway's Band | 10 |
| | Hungarian Rag (Lenzberg).....Conway's Band | 10 |
| 17395 | Spring Song (Mendelssohn) violin.....
Maximilian Piller | 10 |
| | Extase (Ganne) (Transcription by Tobani) cello.
Rosario Bourdon | 10 |
| 17396 | The Whistlers—Intermezzo, from the operetta
"Frühlingsluft" (Joyous Spring) (Reiterer.)
Conway's Band | 10 |
| | Whistling Johnnies (A Whistling Novelty)
(Hager).....Conway's Band | 10 |
| 17403 | Pastel—Menuet (Paradis) (violin-cello-piano)..
Tollefsen Trio | 10 |
| | Melodie (Lalo) (violin-flute-harp).....
Neapolitan Trio | 10 |

ATTRACTIVE INSTRUMENTAL RECORDS.

- | | | |
|-------|--|----|
| 17404 | The Rosary (E. Nevin) (Cornet solo, accomp. by
Vessella's Italian Band).....Michele Rinaldi | 10 |
| | Oh, Fair Dove, Oh Fond Dove (Gatty).....
Victor Brass Quartet | 10 |

TWO NEW BALALAIKA ORCHESTRA RECORDS.

- | | | |
|-------|---|----|
| 17405 | Polonaise Brillante (Andreoff).....
Russian Balalaika Orchestra | 10 |
| | Bright Shines the Moon (Russian Folk Song)..
Russian Balalaika Orchestra | 10 |

AN "ALL-TANGO" DOUBLE.

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|-------|---|----|
| 17406 | Tango Medley, No. 11 (Favorite South American
Tangos) (for dancing).....Victor Military Band | 10 |
| | Tango Criollo (Argentine Creole Tango) (Juan
Carulo) (for dancing).....Victor Orchestra | 10 |

TWO NEW DUNLOP SOLOS.

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|-------|--|----|
| 17407 | If I Built a World for You (Herbert Fordwy-
liza Lehmann).....Marguerite Dunlap | 10 |
| | I Cannot Help Loving Thee (Clayton Johns)..
Marguerite Dunlap | 10 |
| 17408 | The 79th Highlanders' Farewell to Gibraltar—
March (with bass drum).....Sutcliffe Troupe | 10 |
| | 1. Highland Laddie; 2. My Love She's but a
Lassie Yet—March (with bass drum).....
Sutcliffe Troupe | 10 |

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|-------|---|----|
| 17413 | Fair Harvard (Harvard University Song) unac-
comp.Orpheus Quartet | 10 |
| | Johnny Harvard (Harvard University Song) un-
accomp.Orpheus Quartet | 10 |

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|-------|---|----|
| 17415 | Larghetto (Handel) (violin, piano accomp. by
Charles A. Baker).....Sascha Jacobson | 10 |
| | Menuet (Handel—Arr. Burmester) (violin, piano
accomp. by Chas. A. Baker).....Sascha Jacobson | 10 |

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|-------|--|----|
| 25313 | Underneath the Cotton Moon Medley One-step
(Meyer) "That Mellow Melody," "That Syn-
copated Boogie Boo," "Underneath the Cotton
Moon".....Conway's Band | 12 |
| | I Love Her, Oh, Oh, Oh—Medley Turkey Trot.
"Down on Jasper's Farm," "You Made Me
Love You," "I Love Her, Oh, Oh, Oh".....
Conway's Band | 12 |

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|-------|---|----|
| 35314 | Symphony in B Minor—Unfinished (First move-
ment, Allegro moderato). (Schubert).....
Victor Concert Orchestra | 12 |
| | Symphony in B Minor—Unfinished. (Second
movement, Andante can Moto) (Schubert)..
Victor Concert Orchestra. | 12 |

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|-------|--|----|
| 35316 | The Raven (Part I) (Edgar Allen Poe) (Incen-
dental music by Max Heinrich; pianoforte by
Gladys Craven).....Percy Hemus | 12 |
| | The Raven (Part II) (Edgar Allen Poe) (Incen-
dental music by Max Heinrich; pianoforte by
Gladys Craven).....Percy Hemus | 12 |

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|-------|--|----|
| 35318 | A Modern Eve—Valse Boston, from operetta
"Die Modern Eva" (for dancing) (J. Gilbert)
Conway's Band | 12 |
| | Tout Paris Waltz (Waldteufel) (for dancing)..
Conway's Band | 12 |

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|-------|---|----|
| 35317 | Free Masonry (Address).....Col. E. M. L. Ehlers | 12 |
| | Masonic Charity (Address) Col. E. M. L. Ehlers | 12 |

BLUE LABEL RECORDS.

- | | | |
|-------|--|----|
| 55041 | Tristan and Isolde—Isolde's Liebestod (Isolde's
Love-Death) (Wagner).....V. Herbert's Orchestra | 12 |
| | Traume (Dreams) (Wagner).....
Victor Herbert's Orchestra | 12 |

PURPLE LABEL RECORDS.

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|-------|---|----|
| 60106 | The Wee Hoose Mang the Heather.....
Lauder-Wells | 10 |
| | Lambert Murphy, Tenor. | |

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|-------|--|----|
| 70100 | Africana—O Paradiso (Oh Paradise!) (Act. IV)
In Italian.....Meyerbeer | 10 |
| | Henrietta Wakefield and Frank Pollock. | |

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|-------|--|----|
| 70101 | Rob Roy—Who Can Tell Me Where She Dwells?
(Chansonette and duet from Act III)
Smith-De Koven | 12 |
| | Enrico Caruso, Tenor (violin obligato by M. Elman,
piano accompaniment by Percy B. Kahn.) | |

RED SEAL RECORDS.

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|-------|---|----|
| 89066 | Elegie—Mélodie. In French.....Massenet | 12 |
| | Luisa Tetrazzini, Soprano; Pasquale Amato, Baritone.
Bourdon, accomp. by Victor Orchestra. | |

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|-------|---|----|
| 88427 | 1—Rhapsodie In English.....Ahrem-de Koven | 12 |
| | 2—Serenata inutile (A Serenade in Vain Op. 84,
No. 4. In Italian).....Brahms | 12 |

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|-------|--|----|
| 64361 | Yesterday and To-day. In English.....
Rogers-Spross | 10 |
| | Clarence Whitehill, Baritone. | |

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|-------|--|----|
| 64360 | In the Gloaming. In English.....Orred-Harrison | 10 |
| | John McCormack, Tenor. | |

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|-------|--|----|
| 64342 | Good-Bye, Sweetheart, Good-Bye. In English..
Hatten | 10 |
| | Mischa Elman, Violinist. Piano accomp. by Percy B. Kahn. | |

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|-------|--|----|
| 74308 | Sicilienne and Rigaudon.....Francoeur-Kreisler | 12 |
| | Johanna Gadsdi, Soprano; Pasquale Amato, Baritone. | |

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|-------|---|----|
| 89070 | Trovatore—Vivra contende il giubilo (Oh Joy,
He's Saved) Duet from Act IV, Scene I, Part
II.....Verdi | 12 |
| | Fritz Kreisler, Violinist. Piano accomp. by George
Falkenstein. | |

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|-------|--------------------------------|----|
| 64315 | Andantino.....Martini-Kreisler | 10 |
| | Geraldine Farrar, Soprano. | |

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| 87163 | Long, Long, Ago. In English.....Thomas Bayly | 10 |
| | Titta Ruffo, Baritone. | |

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|-------|---|----|
| 87133 | Visione Veneziana (Barcarolle) In Italian.....
Orvieto-Brogi | 10 |
| | Geraldine Farrar, Soprano; Louise Homer, Contralto. | |

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|-------|---|----|
| 89071 | Der Engel (The Angel). In German.....Rubinstein | 12 |
| | HEBREW RECORDS. | |

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|-------|---|----|
| 17400 | (a) Whirushulaim (organ accomp.).....
Joseph Rosenblatt Cantor First Hung. | 10 |
| | (b) Tekum Purkon (organ accomp.).....
Joseph Rosenblatt Cantor First Hung. | 10 |

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|-------|---|----|
| 35312 | (a) Kol Nidre (Russotto) (organ accomp.).....
Joseph Rosenblatt Cantor First Hung. | 10 |
| | (b) "El mole rachmin" (für Titanik) org accomp.
Joseph Rosenblatt Cantor First Hung. | 12 |

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|-------|---|----|
| | HAWAIIAN RECORDS. | |
| 65440 | (a) Maui Girl (Girl from Island of Maui ac-
comp. by native Hawaiian stringed instru-
ments).....Hawaiian Quintet | 10 |

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|--|--|----|
| | (b) Hawai Ponoj and Aloha Oe (Hawaiian Hymn
and "Farewell" Song).....Pryor's Band | 10 |
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THOMAS A. EDISON, INC.

SPECIAL BLUE AMBEROL GRAND OPERA RECORDS.

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|-------|--|--|
| 29001 | (a) Rigoletto—Questa o quella; (b) Rigoletto—La
Donna é mobile (Verdi). Tenor, in Italian, orch.
accomp. | |
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|-------|---|--|
| 29002 | Elisir d'Amore—Una furtiva lagrima (Donizetti).
Tenor, in Italian, orch. accomp. | |
| 29003 | Faust—Salve, dimora (All hail, thou dwelling lowly)
(Gounod). Tenor, in Italian, orch. accomp. | |

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|-------|---|--|
| 29004 | Lucia—Fra poco a me ricovero (Donizetti). Tenor,
in Italian, orch. accomp. | |
| 29005 | Luisa Miller—Quando le sere al placido (Verdi).
Tenor, in Italian, orch. accomp. | |

BLUE AMBEROL REGULAR.

- | | | |
|------|---|--|
| 1919 | Maymond Orchestra (Ambrose Thomas).....
Edison Concert Band | |
| 1920 | Call Me Back (L. Denza). Tenor solo, orch.
accomp.Charles W. Harrison | |

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|------|--|--|
| 1921 | Where the Red, Red, Roses Grow (J. Schwartz)
Mezzo-soprano, and tenor, orch. accomp.
Helen Clark and Walter Van Brunt | |
| 1922 | Tango—Trocha (Wm. H. Tyers). For dancing.
National Promenade Band | |

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|------|---|--|
| 1923 | Emmet's Lullaby (Joseph K. Emmett). Counter-
tenor, orch. accomp.Will Oakland | |
| 1924 | Crossing the Bar (Joseph Barnby). Sacred, orch.
accomp.Edison Mixed Quartet | |

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|------|---|--|
| 1925 | Too Much Mustard One-step (Cecil Macklin).
For dancingNational Promenade Band | |
| 1926 | Serenade (Moszkowski) Violin, violoncello, flute
and harpVenetian Instrumental Quartet | |

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|------|--|--|
| 1927 | The Beautiful Dawn of Love (Neil Moret).
Tenor, orch. accomp.Arthur C. Clough | |
| 1928 | That Tinkling Tango Tune (Albert Gumble).
Orch. accomp.Billy Murray and Chorus | |

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|------|--|--|
| 1929 | Funny Doings at Sleepy Hollow (Knight). Rube
Sketch.Harlan E. Knight & Co. | |
| 1930 | Way Back Home (Theodore Morse). Male voices,
orch. accomp.Peerless Quartet | |

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|------|---|--|
| 1931 | You Made Me Love You (James V. Monaco).
Orch. accomp.Anna Chandler | |
| 1932 | When I Want a Little Loving (John Larkins and
Chris Smith). Tenor duet, orch. accomp.
Albert H. Campbell and Irving Gillette | |

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|------|---|--|
| 1933 | Come Where My Love Lies Dreaming (Stephen
C. Foster). Male voices, unaccomp.
Knickerbocker Quartet | |
| 1934 | Down on the Farm in Harvest Time (Dick
Richards) Rube song, orch. accomp.R. G. Harlan | |

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|------|---|--|
| 1935 | Sleepy Chile—Lullaby (Neil Moret). Contralto
solo, orch. accomp.Elsie Baker | |
| 1936 | Lead Us, Heavenly Father, Lead Us. (J. Wie-
gand) Sacred, orch. accomp. Edison Mixed Quartet | |

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|------|--|--|
| 1937 | Silv'ry Bells Medley Two-step. For dancing.....
National Promenade Band | |
| 1938 | We've Got a Parrot in Our House (Lewis F.
Muir). Comic duet, orch. accomp.
Arthur Collins and Byron G. Harlan | |

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|------|---|--|
| 1939 | Trail of the Lonesome Pine Medley Two-step.
For dancing.National Promenade Band | |
| 1940 | Draw Me Nearer (Wm. H. Doane). Sacred,
orch. accomp.John Young & F. J. Wheeler | |

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|------|--|--|
| 1941 | Somebody's Coming to My House (Irving Ber-
lin). Tenor, orch. accomp.Walter Van Brunt | |
| 1942 | Come and Kiss Your Little Baby (Albert Von
Tilzer). Conversational duet, orch. accomp.
Ada Jones and Billy Murray | |

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|------|---|--|
| 1943 | There's a Girl in the Heart of Maryland (Harry
Carroll). Tenor, orch. accomp.Walter Van Brunt | |
|------|---|--|

TELLING THE TRUTH.

It is not pleasant and profitable always to tell the truth in the columns of a newspaper. Men who have tried this heretofore have always come to grief. Only a few days ago the editor of a paper in Indiana grew tired of being called a liar, and announced that he would tell the truth in the future; and the next issue of the paper contained the following:

John Bonin, the laziest merchant in town, made a trip to Belleville yesterday.

John Coyle, our grocery man, is doing a poor business. His store is dirty and dusty. How can he do much?

Rev. Styx preached last Sunday night on "Charity." The sermon was punk.

Dave Sonkey died at his home in this place. The doctor gave it out as heart failure. Whiskey killed him.

Married—Miss Sylvan Rhodes and James Conlin, last Saturday, at the Baptist parsonage. The bride is a very ordinary town girl, who doesn't know any more about cooking than a jack-rabbit, and never helped her mother three days in her life. She is not a beauty by any means, and has a gait like a duck. The groom is an up-to-date loafer. He has been living off the old folks all his life, and is not worth shucks. It will be a hard life.

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Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
Rochester, N. Y., The Grafonola Company, 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Graphophone Co., 324 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
Springfield, Mass., Columbia Graphophone Co., 208 Worthington St.
St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
St. Paul, Minn., Columbia Graphophone Co., 20 E. Seventh St.
Tampa, Fla., Tampa Hardware Co.
Terre Haute, Ind., 640 Wabash Ave.
Toledo, O., Columbia Graphophone Co., 229 Superior St.
Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.
Wilmington, Del., Columbia Graphophone Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., Wholesale Department, Woolworth Building, New York.

Headquarters for Canada:

Columbia Graphophone Co., 363-5-7 Sorauren Ave.
Toronto, Ont.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the September List.

Landay BROS INC.

VICTOR JOBBERS Exclusively

What you want always in stock

400 Fifth Avenue
27 W. 34th Street
563 Fifth Avenue
153 W. 42d Street

New York

1856 WURLITZER 1913

VICTOR

DISTRIBUTERS

VICTORS EXCLUSIVELY

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

CHASE & WEST DES MOINES IOWA

Machines
Records
Cabinets

Victor

Everything
in stock all
the time.

WHOLESALE TO IOWA TRADE

Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

PERRY B. WHITSIT

L. M. WELLER

PERRY B. WHITSIT CO.,

213 South High Street,

Columbus, Ohio.

Edison
Phonographs
and Records

JOBBERS

Victor Talking
Machines
and Records

OLIVER DITSON COMPANY

BOSTON

Largest VICTOR Talking
Machine Distributors East
of Chicago.

Creators of "The Fastest Victor
Service." Let us tell you more
about our service.

W. J. DYER & BRO.

Saint Paul, Minn.

VICTOR & EDISON Distributors

Quick Service for all points in the North-
west. Machines, Records, Supplies.

VICTOR DEALERS TRY US FIRST

We carry the Largest Stock of VICTROLAS, RECORDS and CABINETS of any Distributor in the South.

THE CORLEY COMPANY, Richmond, Va.

Service

In considering the

Edison Phonograph

and the

Blue Amberol Record

bear in mind the power of the organization behind these products of Edison's genius.

Remember that at all times the efficiency of the Edison organization, built on that solid foundation so characteristic of everything Edison touches, is at your disposal. Every possible sales help, every piece of advertising, every new suggestion for putting over the Edison line is yours.

Service here means profits. You can't afford to delay. Start with your jobber now.

Thomas A. Edison, Inc.

59 Lakeside Ave.

Orange, N. J.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, October 15, 1913



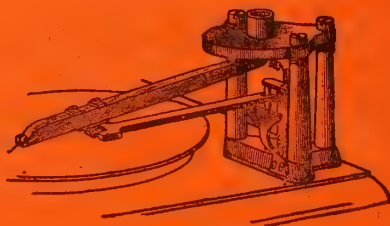
The best-known trade mark in the world

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces”—*Collier’s Weekly*.

THE TALKING MACHINE WORLD.

VITAPHONE

CABINET INSTRUMENT



The Vitaphone reproducing device, with solid wood vibrating arm, has the indefinable quality of allowing only the musical tones to pass to the diaphragm. The Vitaphone plays every make of disc record, sharp and clear, without surface noise or nasal twang.



VITAPHONE
TYPE No. 50
\$50.00

Made in Quartered Oak

OTHER TYPES
FROM \$15.00 to
\$250.00

Catalog, Discounts and Terms on Request

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 10.

New York, October 15, 1913.

Price Ten Cents

THE STUDY OF THE OPERAS AS AN AID TO SALESMEN.

Dealers Interested in Plan of New York Jobber in Supplying His Salesmen with Tickets for Opera Season—How It Will Pay the Individual Salesman to Augment His Knowledge of Grand Opera at His Own Expense—Greater Knowledge Means Increased Sales.

In The Talking Machine World last month attention was called to the practise of a New York jobber, who also conducts a retail store in providing each of his clerks with a season ticket to the opera and insisting that each member of the staff attend regularly, as part of the work for which they were paid. He stated that the direct results in the matter of sales more than offset any expense entailed. The report has caused considerable comment from dealers throughout the country, and a number of them have written to the jobber asking for further information on the subject, with a view to adopting the same course.

There are naturally a great many dealers throughout the country who even if so inclined are not in a position to have the members of the staff visit the opera performances even at the expense of the individual, owing to the fact that they are located in small cities and towns. There are hundreds of dealers, however, who have stores in or near the large cities such as New York, Boston, Philadelphia, Chicago, St. Louis, etc., who can well take advantage of the opportunity to increase the efficiency of their sales force through a broader knowledge of opera. After witnessing a performance of any one of the more popular operas, the salesman naturally takes a greater and more personal interest in the music of that particular opera, whether or not he admires it from a musical standpoint.

When he plays a record he is able to appreciate just what part the selection plays in the complete performance, and how it should be rendered. He is also able to talk intelligently upon the opera in question, and through competent suggestion influence the sale of other records to the customer. The jobber who tried a plan of sending his sales force to the opera last season stated that the day following the performance of "Aida," for instance, the salesman or salesmen took every opportunity to introduce records bearing selections from that opera to the customer, and through their newly acquired knowledge of the opera were able to influence many sales. The same results continued throughout the season.

To the dealer in New York or Chicago, who has

attended the performance of the Metropolitan or the Philadelphia-Chicago Opera Company, the thought of the expenses serves to deter him from trying the experiment, for at such grand opera prices the cost of a season's tickets for each employe would be prohibitive. As a matter of fact, there are numerous opera companies touring the country each season, who present the more popular operas at prices often lower than those charged by an ordinary theatrical company. Of course, there are no international stars in the companies and the performance may not be quite up to the Metropolitan standard for grand opera, but even though the performance is poor it will at least afford an idea of the staging of the piece, how different sections of the score are presented, the part that each member of the cast plays and other details that will serve to give the talking machine salesman the detailed knowledge that he requires.

With the mechanical part of the opera impressed on his mind, he can fill in with the actual singing of the famous opera stars by means of the talking machine records.

It is hardly fair, however, to offer the suggestion as being directly up to the dealer, for the ambitious salesman and the one who wants to carve a career for himself in the trade should be only too anxious to acquire knowledge of grand opera on his own account as a business asset, and even without the suggestion or support of his employer. While the increased efficiency of the sales force naturally profits the dealer, the salesman himself is the first one to feel its good effects, for the increased sales knowledge naturally leads to increased salary.

In connection with the study of grand opera, it is also timely to advise the talking machine salesman to attend, whenever the opportunity offers, the orchestral and symphony concerts given in his vicinity, especially where the programs contain selections that are popular in record form. By subscribing for the season to any of the prominent musical organizations very good seats can be obtained for each concert at a surprisingly small cost; and without even considering the business value of attending such concerts, the musical entertainment offered is generally of the best and really delightful.

and approval. The strict adherence of its case design to the accepted ideas of the furnishings of the Colonial period has made a distinct appeal to the admirers of the Colonial design of furniture, and our dealers are enthusiastic over this addition to our 'Grand' production.

"Recitals featuring the 'Grand' will be frequently given by our distributors and dealers during the coming season. A number of these recitals will be held in prominent auditoriums and theaters, and the true musical value of the 'Grand' will be adequately demonstrated by the musical programs arranged for these recitals."

EXHIBIT DURING "FASHION WEEK."

Foster & Waldo Make Special Display of Talking Machines and Give Recitals.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., October 6.—One of the attractive exhibits during the recent Fashion Week in this city was that in the window of Foster & Waldo, 811 Nicollet avenue, where a fine line of talking machines and pianos were shown. From the crowds in the company's stores it was evident that the sightseers enjoyed recreation when tired listening to the music of the Victrolas, which were kept going all the time. It was noticeable, too, that the classical music had the call.

HOLDS FORMAL OPENING.

F. G. Smith Piano Co., Washington, D. C., Makes Opening of New Talking Machine Department a Notable Occasion.

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 9.—The F. G. Smith Piano Co. celebrated the opening of its handsomely appointed talking machine department last week with a public reception, which was widely advertised in the daily papers and was attended by a large crowd of music lovers, who were entertained by practically continuous concerts on Victrolas and Grafonolas. The new department in the company's building, at 1217 F street, is located close to the main entrance of the building. On the left as one enters are handsome colonial glass sound-proof booths, finished in ivory white and furnished in the most comfortable manner to resemble a drawing room or library. Back of the booths are located the library and 10,000 records.

The reception in the talking machine department attracted attention to other departments in the company's store wherein were displayed Chickering, Bradbury and other makes of pianos and player-pianos.

LOS ANGELES ASSOCIATION MEETS.

Bi-monthly Session and Banquet of the Talking Machine Men's Association Held in September, A. V. Chandler Representing Thomas A. Edison, Inc., Among the Guests—Ad Club Quartet Furnishes Entertainment.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., October 6.—The bi-monthly meeting of the Talking Machine Men's Association was held September 16 in the banquet hall of the Hollenbeck Hotel, with a large attendance. Among those present was A. V. Chandler, the new Western representative of Thomas A. Edison, Inc., who gave a most interesting talk upon the Edison phonograph, its progress, and the life and habits of Thomas A. Edison. During the banquet a novel treat was afforded the members of the association by the Ad Club Quartet, which has been meeting much popular favor in Los Angeles. Short talks were given by E. A. Borgum, the organizer of the Ad Club Quartet; H. H. Fish, R. G. Smith, and also Mr. Miles, representing the Los Angeles Tribune, who gave assurances of support for the paper which he represents. The next meeting will be the last Wednesday in November. Mr. Borgum in connection with the Ad Club Quartet will have full sway at this gathering, making it a real jinks rather than a straight-laced affair.

EFFICIENCY AND THE DEALER.

Credit Man Points Out How Parcel Post Aids Mail Order Houses and Why Small Dealers Must Be Equipped to Meet This Competition.

The extension of the facilities of the parcel post so that the limit of weight for the first and second zones is increased to twenty pounds is used as an occasion by a prominent credit man to remind credit grantors that the change will strengthen the position of the mail order houses, so that it behooves them to use their offices to the fullest extent in training the retailers to efficiency. He asserts that unless many of the retailers adopt improved methods of business they will be eliminated, for the dealer in the small country town can compete with the retail mail order house only in so far as his knowledge extends to retailing on a scientific basis.

The dealer must, therefore, be made to realize the importance of knowing the cost of his merchandise, the percentage to be added to assure a reasonable profit in selling, the existing conditions in the community, how to advertise economically, and how to train his help to bring in the best trade.

ART VOLUME WINS FAVOR

Of Talking Machine Buyers and Dealers—H. A. Yerkes Chats of New Grafonola Art Book in an Interesting Way.

"The expressions of congratulation that we have been receiving from our dealers the past few weeks on the introduction of our 'Grand' art book have exceeded all our expectations," remarked H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., in a chat with The World. "In presenting this artistic book to the trade and public we had hoped and expected that it would be recognized as an appropriate formal introduction of our 'Grand,' but the instant recognition of its real artistic merit that was accorded this publication by our dealers is as gratifying as it was unexpected.

"From coast to coast those members of the trade who have had an opportunity to examine the new art book have written us letters of the heartiest congratulation and commendation. The real artistic value of the illustrations featured in the book, together with the refined and dignified appearance of the publication, have impressed our clients remarkably, in addition to emphasizing the true standing of the Columbia Grafonola 'Grand.'

"The new Colonial model of the 'Grand,' which we formally presented to the trade in this new art book, has also been the subject of universal praise



Columbia dealers never started out better prepared for good business than this Fall. You should worry? *You're right, you should.*



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

**Columbia Graphophone Company
Woolworth Building, New York**

SYNCHRONIZES PLAYER-PIANO AND TALKING MACHINE.

Charles Fuller Stoddard, Prominent Inventor in Player-Piano Field, Perfects New Combination, Thoroughly Synchronized and Controlled by Pneumatic Valves—Obtains Result Attempted by Many—First Model Exhibited in Private Recently in New York.

Charles Fuller Stoddard in his work as an inventor is evidently a firm believer in logical development. His first work of prominence was the invention of several improvements in player-piano actions, and finally the complete new player action known as the Stoddard-Ampico, which has proven a practical success in every particular. Next, his work led him to the invention of the Rythmodik record roll, whereby the music was recorded on the roll exactly as interpreted by the artist at the piano. Mr. Stoddard's latest invention calls into play both the Rythmodik roll and the Stoddard-Ampico player, as well as the talking machine, for it is nothing more nor less than what, to every appearance, is a successful solution of the problem of synchronizing the action of the talking machine and player-piano.

The new invention in its experimental and unfinished state was offered as a surprise to the directors of the American Piano Co. at the meeting held last week, and met with their enthusiastic approval. In synchronizing the movements of the player and the talking machine, Mr. Stoddard has adopted the pneumatic action as the medium. A special synchronizing valve is attached to the player-piano and acts as an automatic governor. The only visible connection between the two instruments is a pair of rubber tubes leading from

in the player-piano and its companion record on the talking machine, repeated experiments have failed to disturb the synchrony to the slightest extent. In exhibiting his new invention Mr. Stoddard proved to the satisfaction of those present the correctness of his claim. When the record was running smoothly at the proper speed the accompaniment was perfect; when the speed of the record



Charles Fuller Stoddard.

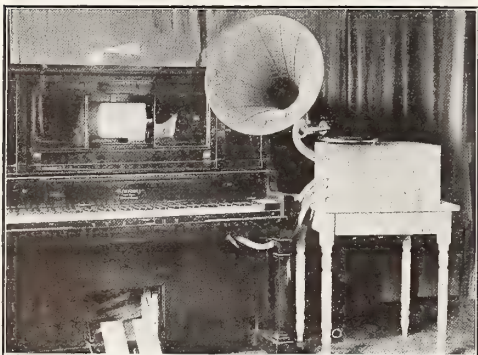
was so reduced as to flatten the voice of the singer and to throw it off key, the player responded immediately and, though the effect was hardly to be termed musical, the demonstration was convincing.

While, of course, the Rythmodik rolls reproduce the tempo, tone-coloring and touch effect as interpreted by the actual player, the use of the synchronizing device does not in any way interfere with the operation of the dynamic control button on the Stoddard-Ampico player, the accompanying being made louder or softer according to the whim of the listener, without changing the tempo.

The main feature of the new invention as it relates to the player-piano is its simplicity, for, while a special form of talking machine is necessary, the simple attachment of the synchronizing valve to the player-piano places that instrument in a position to act as an automatic accompaniment.

The synchronizing valve can be attached to any make of pneumatic player-piano in less than a half hour, and when in place the player-piano and talking machine may be played together or separately as desired.

In view of the fact that Mr. Stoddard's latest invention has just passed the experimental stage, details regarding the time and conditions of its marketing have not yet been decided upon. Mr. Stoddard, however, is to be congratulated upon having solved to all appearances a problem that



How Mr. Stoddard's Device Operates.

the synchronizing valve on the player-piano to the talking machine, the working of which still remains the inventor's secret.

The talking machine, for its part, is of special design, although operated with the usual form of spring motor, and Mr. Stoddard states that in the completed designs such as would be intended for commercial purposes, the motor and accompanying synchronizing devices will occupy a cabinet no larger than that required by the talking machine of standard design.

In order to insure perfection in the final operation of the two instruments, the Rythmodik record roll is made by actually accompanying a solo, whether vocal or instrumental, as reproduced by the talking machine. When such a roll is placed

has puzzled inventors of several nations for some years past. It opens a new field for both the player-piano and the talking machine, and adds to them more of that very necessary element—human interest.

GRAND RECITALS IN UTICA.

The Grafonola "Grand" Heard in Two Recitals—Excites Admiration and Praise of Hearers.

(Special to The Talking Machine World.)

UTICA, N. Y., October 4.—The Columbia Graphophone Co.'s \$500 masterpiece, its Grafonola "Grand," was featured at several recitals recently held in this city, thus presenting the first opportunity to music lovers of this city to attend a formal demonstration of this product.

The first recital featuring the "Grand" was held in the Italian Room at the Hotel Utica, one of the leading hostels of this city. The room had been furnished and decorated particularly for this recital, and the attractive appearance of the scene made a fitting background for the presentation of the beautiful instrument featured. Selections and renditions in classic and operatic music formed the major part of the day's program, and an enthusiastic audience of musicians, prominent laymen and music lovers applauded the performance heartily.

The recital at the Hotel Utica was supplemented the following day by an informal recital held at the talking machine warerooms of John E. Roberts & Co., Columbia representatives, who had collaborated with the Columbia Graphophone Co. in the presentation of the first recital. This recital was well advertised in the daily newspapers, and the enthusiastic comments of the press on the performance at the Hotel Utica served to bring out an audience that taxed the warerooms to their capacity. The second demonstration was equal to the first one in the ovation the "Grand" received.

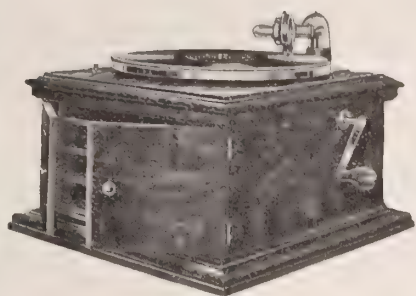
R. F. Bolton, manager of the Columbia Co.'s store at 89 Chambers street, New York, assisted in presenting the constructional features of the "Grand" to the audiences at the recitals.

IMPORTANCE OF LUBRICATION.

Under date of September 24, the Victor Talking Machine Co. sent out an important letter to its dealers calling their attention to the lubrication of Victor mainsprings. The company stated that for a number of years it has been experimenting at its laboratories in an effort to determine the best possible lubricant and methods of applying it. Owing to the sliding action of the springs in coiling and uncoiling, it is absolutely essential to have a perfect lubricant.

After these years of thorough testing and experimentation the company has finally concluded that the best lubricant to be found for the purpose of lubricating the Victor mainsprings is Dixon's No. 647, Graphite No. 2, mixed with an equal quantity of Victor spring motor oil.

In its letter to the trade the company quoted special prices on both the graphite and the spring motor oil, and asked the co-operation of its dealers in this connection, so that top-notch efficiency in the handling of Victor machines may be assured.



Victor-Victrola

The entire musical trade owes a debt of gratitude to the Victor-Victrola.

This wonderful instrument aroused the public to a greater and more intelligent appreciation of the best in music, and in so doing gave to the music trade in general unprecedented prosperity.

Never has the musical industry been on such a high plane as it occupies to-day.

Never had the dealers such well located, splendidly equipped showrooms for which Victor dealers in some instances pay annual rentals of from twenty thousand to thirty thousand dollars.

Never was an instrument such a complete success as the Victor-Victrola, leading from one success to another still greater, offering better opportunities to dealers right along, and in which even at the present time every dealer can readily participate.



Victor Talking Machine Co.,
Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.

Victor Distributors

- | | | | | | |
|-------------------------------|---|----------------------------------|---|-----------------------------------|--|
| Albany, N. Y. | Finch & Hahn. | Elmira, N. Y. | Elmira Arms Co. | Oklahoma City, Okla. | Schmelzer Arms Co. |
| Altoona, Pa. | W. F. Frederick Piano Co. | El Paso, Tex. | W. G. Walz Co. | Omaha, Neb. | A. Hospe Co. |
| Atlanta, Ga. | Elyea-Austell Co.
Phillips & Crew Co. | Galveston, Tex. | Thos. Goggan & Bros. | | Nebraska Cycle Co. |
| Austin, Tex. | The Talking Machine Co., of
Texas. | Grand Rapids, Mich. | J. A. J. Friedrich. | Peoria, Ill. | Putnam-Page Co., Inc. |
| Baltimore, Md. | Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. K. Eisenbrandt Sons. | Honolulu, T. H. | Bergstrom Music Co., Ltd. | Philadelphia, Pa. | Louis Buehnn.
C. J. Heppe & Son.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc. |
| Bangor, Me. | Andrews Music House Co. | Indianapolis, Ind. | Stewart Talking Machine Co. | Pittsburgh, Pa. | C. C. Mellor Co., Ltd.
Standard Talking Machine Co. |
| Birmingham, Ala. | Talking Machine Co. | Jacksonville, Fla. | Florida Talking Machine Co. | Portland, Me. | Cressey & Allen. |
| Boston, Mass. | Oliver Ditson Co.
The Eastern Talking Machine
Co.
M. Steinert & Sons Co. | Kansas City, Mo. | J. W. Jenkins Sons Music Co.
Schmelzer Arms Co. | Portland, Ore. | Sherman, Clay & Co. |
| Brooklyn, N. Y. | American Talking Machine Co. | Lincoln, Neb. | Ross P. Curtice Co. | Richmond, Va. | The Corley Co., Inc.
W. D. Moses & Co. |
| Buffalo, N. Y. | W. D. Andrews.
Neal, Clark & Neal Co. | Little Rock, Ark. | O. K. Houck Piano Co. | Rochester, N. Y. | E. J. Chapman.
The Talking Machine Co. |
| Burlington, Vt. | American Phonograph Co. | Los Angeles, Cal. | Sherman, Clay & Co. | Salt Lake City, Utah | Consolidated Music Co. |
| Butte, Mont. | Orton Brothers. | Louisville, Ky. | Montenegro-Riehm Music Co. | San Antonio, Tex. | Thos. Goggan & Bros. |
| Chicago, Ill. | Lyon & Healy.
The Talking Machine Co.
The Rudolph Wurlitzer Co. | Memphis, Tenn. | O. K. Houck Piano Co. | San Francisco, Cal. | Sherman, Clay & Co. |
| Cincinnati, O. | The Rudolph Wurlitzer Co. | Milwaukee, Wis. | Wisconsin Talking Machine Co. | Savannah, Ga. | Phillips & Crew Co. |
| Cleveland, O. | The W. H. Buescher & Sons Co.
The Collister & Sayle Co.
The Eclipse Musical Co. | Mobile, Ala. | Wm. H. Reynolds. | Seattle, Wash. | Sherman, Clay & Co. |
| Columbus, O. | Perry B. Whitsit Co. | Montreal, Can. | Berliner Gramophone Co., Ltd. | Sioux Falls, S. D. | Talking Machine Exchange. |
| Dallas, Tex. | Sanger Bros. | Nashville, Tenn. | O. K. Houck Piano Co. | Spokane, Wash. | Sherman, Clay & Co. |
| Denver, Colo. | The Hext Music Co.
The Knight-Campbell Music Co. | Newark, N. J. | Price Talking Machine Co. | St. Louis, Mo. | The Aeolian Company of Mo.
Koerber-Brenner Music Co. |
| Des Moines, Ia. | Chase & West Talking Mach. Co.
Mickel Bros. Co. | New Haven, Conn. | Henry Horton. | St. Paul, Minn. | W. J. Dyer & Bro.
Koehler & Hinrichs. |
| Detroit, Mich. | Grinnell Bros. | New Orleans, La. | Philip Werlein, Ltd. | Syracuse, N. Y. | W. D. Andrews Co. |
| | | New York, N. Y. | Blackman Talking Machine Co.
Sol. Bloom, Inc.
Emanuel Blout.
C. Bruno & Son, Inc.
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S. B. Davego Co.
Chas. H. Ditson & Co.
Lindsay Brothers, Inc.
New York Talking Machine Co.
Silas E. Peersall Co.
Benj. Switky. | Toledo, O. | The Whitney & Currier Co. |
| | | | | Washington, D. C. | Robert C. Rogers Co.
E. F. Droop & Sons |

BUSINESS SHOWS IMPROVEMENT ON PACIFIC COAST.

Despite the Fact That Holidays and Hot Weather Worked Against Trade During September—Big Shipment of Edison Machines En Route—Various Houses Adopting Active Measures to Make Sales—L. F. Douglas Makes Generous Offer—News of Trade.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., October 6.—Talking machine business, both wholesale and retail, has been gradually picking up the past month, in spite of such diverting influences as holidays, hot weather, etc. September 9 (Admission Day) was a State holiday in California, and was generally observed by all business houses, which cut the month short by two holidays, Labor Day falling on the first. Just after the middle of the month a very unusual hot spell was experienced in San Francisco, the 16th being the hottest day ever recorded here. However, the talking machine business held its own in good shape, in many instances a gain being reported over August, and also over the corresponding period of last year. There has been considerable talk in the local trade of active early preparations for the holiday trade, and these statements are now being borne out by heavy arrivals of machines from the East. While the trade does not anticipate any such great difficulty in getting goods as it experienced the past few years, it is not willing to take many chances. A large record business is opening up now, as activity is being resumed in musical circles. A large number of artists are scheduled to appear here within the next few weeks, and their engagements always create an increased demand for certain records.

Big Edison Shipment for Pacific Phonograph Co.

The Pacific Phonograph Co. now has on display at its warerooms samples of the Universal cabinet, which it proposes to manufacture here on a large scale. It is attracting very favorable attention among dealers in this section. The company has a large shipment of Edison machines en route from the factory, which represents six car loads. With their arrival early in October, the company will be in position to begin filling advance holiday orders. The past month 105,000 wax records were broken up at the Pacific warerooms, and the wax packed for re-shipment to the factory. Manager A. R. Pommer and Mrs. Pommer spent some time at Del Monte the past month while a golf tournament was being held there. Both are golf enthusiasts, Mrs. Pommer being one of the best lady players in the country. J. E. McCracken left a few days ago on his fall trip in the Northwest, after spending the greater part of the summer in town.

Introducing the New Amberolas.

E. V. Chandler, special representative of the phonograph sales department of Thos. A. Edison, Inc., is working his way to the southern part of

the State, the main purpose of his trip being to introduce the new type machines, Amberola VIII and X.

A Strong Columbia Campaign for Fall.

W. S. Gray, local manager for the Columbia Graphophone Co., says that the summer lull in business has been forgotten the past month and that the fall campaign is well under way. He has engaged another traveler to look after the outside territory, and C. J. Moore is now devoting full attention to the city trade. The new man is E. L. Sues, formerly with the Pacific Phonograph Co. As the season advances, enthusiasm for the Columbia Leader machine increases here, and a shortage is feared at holiday time. Dealers generally are lavish in their praise of this product and a very bright future is predicted for it.

Displays of the State Fair.

Displays of Edison products were made by the A. J. Pommer Co. at Sacramento, Cal., during the State fair there, and by the Sonoma Valley Music Co. at the recent apple festival in Sebastopol.

Wiley B. Allen Co. Very Busy.

At the Wiley B. Allen Co. department a very satisfactory month's business is reported. F. P. Corcoran is devoting special attention to the style 25 Victor machines for use in public schools in San Francisco and the bay towns, following up the work in this vicinity of Miss Ada Gertrude Jordan, special representative of the educational department of the Victor Co., who has made a very favorable impression on teachers and school boards in regard to the educational value of the Victor products in schools. Joel R. Scott, who looks after the record department, has just returned from a visit to the Wiley B. Allen interests in San Jose, Cal. Manager Black reports a big demand for Victor Victrolas Nos. IX, X and XIV, especially in art finish.

Special Representative Ridgeway, of Lyon & Healy, Chicago, was a recent visitor to the local trade.

What Some Houses Are Featuring.

Clark Wise & Co. are making a special feature of \$75 machines this week, following the arrival of a large shipment of this grade of machine. Clark Wise says he is stocking up quite heavily in anticipation of a possible shortage later in the year.

P. H. Beck is very well pleased with the way business has come his way since he took over the department at Kohler & Chase's, and is preparing for a big holiday trade.

Byron Mauzy has been making a good many

improvements in his store lately, and is now preparing for enlarged window display space. After the change is made talking machines will be featured more extensively on the main floor.

Increase in Victor Business Reported.

A. G. McCarthy, of Sherman, Clay & Co., says that fall business, both wholesale and retail, in Victor products has opened up in fine shape, sales running ahead of the corresponding period of last year right along. An addition of two stories is being erected on the Sherman, Clay building in this city, which will give that company ten large floors occupied exclusively by its music business, one of the finest establishments of its kind in the whole country. Sherman, Clay & Co. are Coast distributors for the Victor Talking Machine Co. and besides do a very large retail business in Victor products.

Leon F. Douglas' Generous Offer.

Leon F. Douglas, of the Victor Co., has offered to make a big donation for a natatorium in San Rafael, Cal., where he makes his home, providing children under the age of eighteen years be admitted free one day in the week to the pavilion. On this condition he offers to buy the entire bond issue of \$25,000 recently authorized for the building of a municipal bathing pavilion, and furthermore to donate 300 bathing suits and hire a swimming instructor to serve during the three months' vacation period of the ensuing two years.

Recent Trade Visitors.

D. J. Lawn, dealer of Hollister, Cal., was a recent visitor in San Francisco.

J. S. Bale, manager of the local branch of Babson Bros., Chicago, received visits the past month from both Henry Babson and F. K. Babson.

TALKING MACHINES IN INDIA.

Consul Reports That Disc Machines Have the Call—Records Easy to Transport Safely.

According to a report made by Consul Baker, on special duty in India, talking machines are now quite well introduced into that country. They are nearly all of the gramophone disc machine type, and are made mostly in Germany and Austria. The leading musical instrument dealers in India have given up all attempts to actively promote or advertise such machines, owing to the fact that native bazaars are content to sell them at such slight profits, often for not more than thirty cents profit per machine, that it is no longer worth their while to make such machines a feature of their business. There is practically no demand for wax cylinder machines, for the same reason that extra high pianos cannot be sold here, easy portability being required, and such requirement being best fulfilled by using disc records which cannot break or suffer damage from heat and which can easily be packed in small space.

"There'll Come A Time Some Day"

(APOLOGIES TO CHAS. K. HARRIS)

When you will want goods and your regular source of supply will fall down; that is the time when, perhaps (notice, perhaps), we can be of service to you; it won't cost much to find out, and if our stock permits and the filling of your order does not interfere with our supplying the wants of our regular dealers we will be glad to serve you. Right here is an argument in favor of your being numbered among our regular dealers and have first call on goods at the time the demand exceeds the supply. This is one of the fundamental principles of Eastern Service—loyalty to the loyal.

Eastern Service Is Good Service and It Is Just Service

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR

GENERAL ACTIVITY THE RULE IN CLEVELAND TRADE.

Better Grades of Machines and Records Have the Call—Officers of Jobbers' Association Among Visitors—Big Demand for the Union Attachments—Phonograph Co. in New Quarters—What the Various Managers Have to Report Anent Business Conditions.

(Special to The Talking Machine World.)

CLEVELAND, O., October 11.—Trade generally in the talking machine line was good throughout September, while increasing activity has been manifest during the past two weeks, especially with distributors. Retail dealers are making daily sales of the higher grade machines and records, and large numbers of inquiries are reported. Indications all point to a large fall trade, for which dealers are making extensive preparations.

J. C. Roush, president of the National Association of Talking Machine Jobbers, of Pittsburgh; E. C. Rauth, of the Koerber-Brenner Music Co., St. Louis, and Perry B. Whitsit, of the Perry B. Whitsit Co., Columbus, who attended the meeting of the executive committee at Chicago September 21, accompanied T. H. Towell on their way home, and were his guests while here.

W. H. Huy, of the phonograph sales department of Thomas A. Edison, Jr., Orange, N. J., was a visitor here for a few days the last of September. He said reports of business were good everywhere.

Clifford R. Ely, special traveling representative of the wholesale department of the Columbia Graphophone Co., after several days in the city and vicinity, left for a Southern trip extending to New Orleans.

Demand for the union attachments for disc machines, manufactured by the Union Specialty & Plating Co., increasingly continues. H. B. McNulty, general sales manager, said: "We had a splendid business during the month of September, double that of any previous month. We have been able at last to get out our Union No. 3s and 2s and are getting duplicate orders for them. The Edison modifier is also selling splendidly. We are selling more goods than we really expected

to so soon after placing them on the market."

Notwithstanding the multiplicity of wares handled by the Collister & Sales Co., Phil Dorn, manager, keeps his eye on the talking machine department and is always posted as to the condition of trade. He stated the call, both wholesale and retail, for Victor machines and records was good and increasing.

The Phonograph Co. is now settled in the new quarters at 1260-66 Huron road, and held a reception opening October 3. The reception room, office, recital hall and demonstration rooms were adorned with flowers and the decorations throughout were greatly admired by a host of visitors. The company is the exclusive distributor of Edison disc and cylinder phonographs, and the manager stated business had opened most satisfactorily, with a much larger volume of trade than had been anticipated.

"The fall Victrola business has started to boom," said F. N. Hertzner, manager of the department of the B. Dreher Sons Co. "We are prepared to take care of the rush this year, as we have not been heretofore, for we have a large number of machines of all styles in storage. Our experience of last year taught us a lesson, as we could have placed thirty to forty more Style XVI machines last December if we could have secured them. There is no doubt the fall trade will be immensely good this year."

A very satisfactory volume of business in talking machines and records was reported by O. E. Kellogg, of the H. E. McMillin & Son Co. "Trade was quite good throughout September," he said, "and October has started in very propitiously. We are making good sales of Victorolas and Amberolas and there is a constantly increasing demand for

records. E. F. Duer, of our outside force, is filling Miss Hill's place temporarily."

"Our Victrola sales are just splendid, and the record trade is growing larger each month," said Miss Ethel M. Volk, manager of the department of the May Co. "Our Edison trade is very much better, with the growing list of Blue Amberoles. We are preparing for the largest holiday business this department has ever known."

The company and attaches of the H. E. McMillin Co. were more particularly interested during the past month with the matrimonial affairs of Miss Blanche Hill. She has been identified with the talking machine department of the company for nine years, and has resigned to be married to George Grimm, of the Standard Sewing Machine Co. She was presented by her associates with a handsome rock crystal water set and crystal lamp to match, together with an appropriate letter expressing esteem, good will, and regret at her departure.

A bright outlook is forecast by the present satisfactory talking machine trade at the store of William Taylor, Son & Co. The manager stated business, as usual, was very good, and that there were increasing inquiries for machines.

The activity of G. R. Madson, manager of the local Columbia store, permeates the entire establishment, and there is always something doing there. Sales have increased to more than double the amount in the past two years and there is a constant accession to the lengthening list of dealers and purchasers. Attaches are busy in the wholesale, retail and Dictaphone departments. "The volume of our business last month," said Mr. Madson, "was 200 per cent. over that of September last year. Our school business is starting up very well and promises to be a distinguishing feature of Columbia trade this fall."

The Witt Music Co., of Lorain, is opening up a new store at Elyria, covering a full line of Columbia goods.

A very roseate feeling prevails at the Eclipse Musical Co.'s store. Fred E. Lane, in charge of the retail department, stated that the September business was very much better than during the same month last year. "The monthly concerts given at the store each month," he said, "have proven to be a great drawing card." T. H. Towell is quite optimistic, as usual, and expressed the belief that the fall and winter business would be greater than ever. P. J. Towell, his brother, who carefully looks after the interests of the establishment, said he was well pleased with conditions in the wholesale department, which he directly supervises.

R. W. Schirring, manager of the Victrola department of the Caldwell Piano Co., stated business was good and at least 50 per cent. greater than it was a year ago. Sales, he said, run to the more expensive instruments and records, the latter being exceptionally good.

There is every indication of active business at the store of W. H. Buescher & Sons Co., and conditions were said to be shaping toward a more than usual active fall and winter season. With present excellent sales of Victorolas and cabinets and a constantly increasing sale of records the company is highly pleased with the flattering prospects.

Anything you want, at any time you need it, in the music line is the motto of E. A. Friedlander, manager of the Bailey Co.'s talking machine department. And so he is prepared to furnish a customer with a Victor, Grafonola, Amberola or Edison disc with any record desired. He stated business was better than a year ago, with a bright outlook for fall trade. Trade was said to be not only good in talking machines, but in the small musical instruments as well.

The Goodman Piano Co. is doing considerable in the talking machine line, but attention is devoted more to the piano trade, which is reported excellent.

Loyalty to your employer, even under criticism, is paramount. You are enjoying his munificence, be the amount ever so small, and your work must not be measured by the ounce. Give full measure, and over—you will be the gainer.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

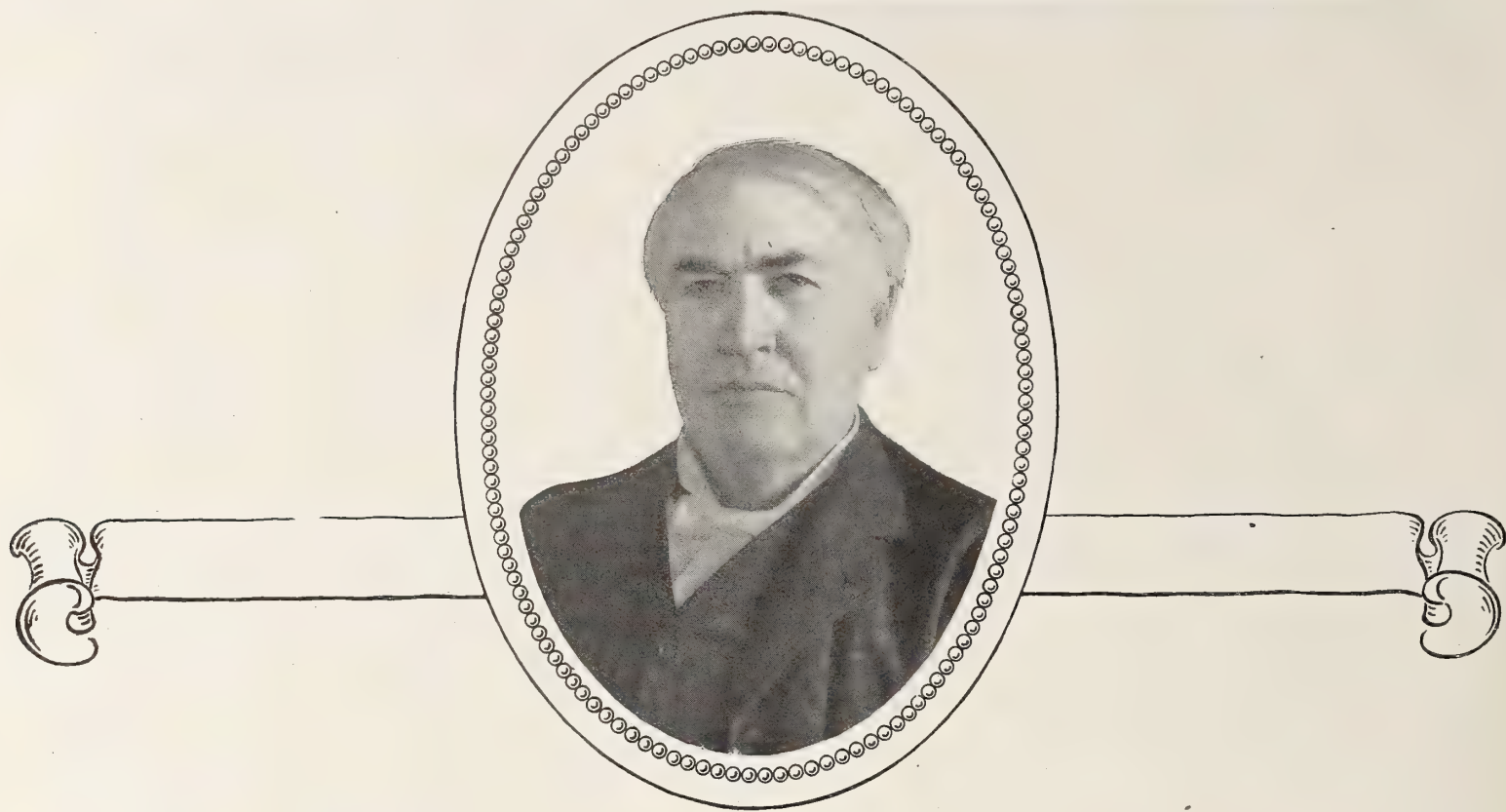
The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.



Mr. EDISON announces the new DISC Phonograph

That part of your trade that has learned to look with favor upon the disc type of phonograph can now have such an instrument made by Mr. Edison.

The Edison Disc, however, has not been perfected simply to meet a disc demand. With Mr. Edison it was not a question of disc or cylinder but a question of carrying sound-reproduction further than it had ever been carried before.

The new Edison Disc Phonograph is not a talking machine but a wonderful musical instrument.

It represents thirty-five years of experiment and investigation in musical acoustics and sound reproduction. It embodies not only new reproducing methods but also new recording methods.



Mr. EDISON'S *Greatest achievement in Sound Reproduction.*

is a phonograph with a new voice—a voice of liquid and mellow tone, wide range and incomparable sweetness.

In the new reproducer Mr. Edison has found the secret of true tone reproduction. The reproducing point is a diamond that never wears, never varies and never needs changing.

The records are of a new material—a chemical compound of great density and hardness, yet of such peculiar qualities that the most minute sound waves can be engraved upon it and no amount of wear will efface or distort them.

For the Edison

Disc Phonograph a new motor has been perfected, a motor of great power and accuracy, built to last a lifetime and accurately adjusted.

There are ten models now ready, ranging in price from \$450 to \$60. All are of the cabinet type in beautiful and artistic designs worked out in rare woods. See the announcements of leading Edison jobbers in this issue. One of them is near you

and will be glad to take care of you as far as the present manufacturing output will permit.

Thomas A Edison
INCORPORATED

59 Lakeside Ave.

ORANGE, N. J.

**LOUIS XVI**

Model A450, Circassian
Walnut, \$450.00
Model A400, Mahogany,
\$400.00

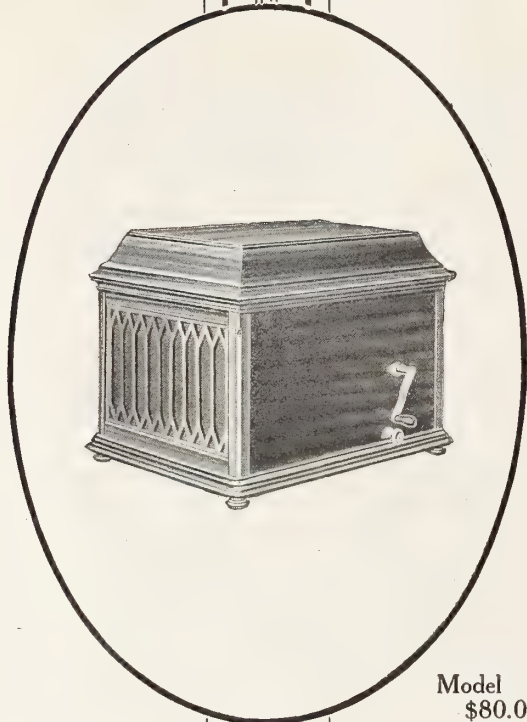
**SHERATON**

Model A275, Ma-
hogany, Inlaid
Plain, \$275.00

Here are the types of Edison Disc Phonographs now ready for your trade

Every instrument is of the cabinet type. Every case is a rare example of the cabinet builder's art. The rare woods used in their construction, the beautiful finish, the careful workmanship and the graceful lines all go to produce just the setting that this wonderful new Edison instrument should have.

There are eight distinct types in all woods, ranging in prices from \$60 to \$450.



Model A80, Mahogany,
\$80.00



Model A200, Mahogany
and Oak, \$200.00

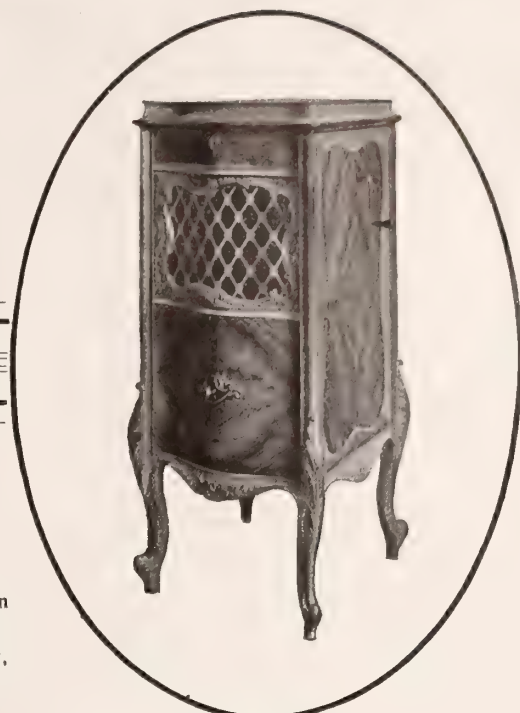


Model A300, Cir-
cassian Walnut,
\$300.00

Thomas A. Edison, Inc.

**SHERATON**

Model A290, Mahogany, Inlaid Marquetry, \$290.00

**LOUIS XV**

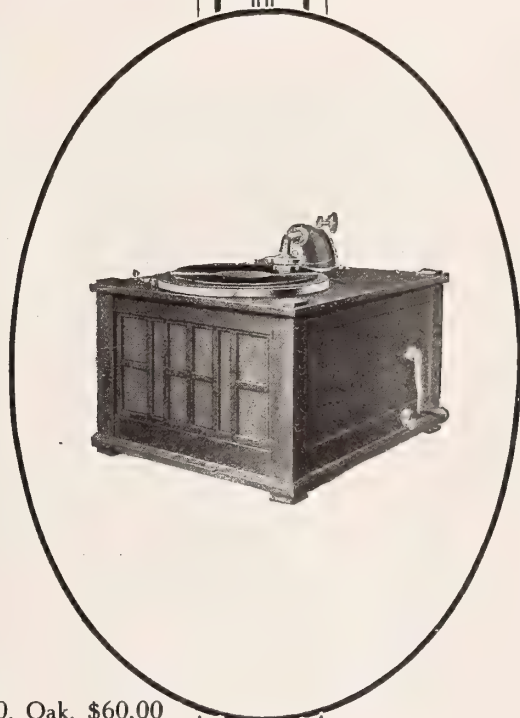
Model A425, Circassian Walnut, \$425.00
Model A375, Mahogany, \$375.00

There is no demand in a sound reproducing instrument that the Edison Disc does not meet

It gives the Edison method of reproducing in disc form—the method that has brought fame to the sweet-toned Edison Cylinder instrument.

Its reproducing point is a diamond that never wears out, never wears the record and never needs changing. And it is, in appearance, an instrument that will adorn the most beautifully appointed drawing room.

Take up the new Edison line with your jobber. See the jobbers' announcements elsewhere in this issue.



Model B60, Oak. \$60.00



Model A250, Mahogany and Oak, \$250.00



Model A150, Mahogany and Oak, \$150.00

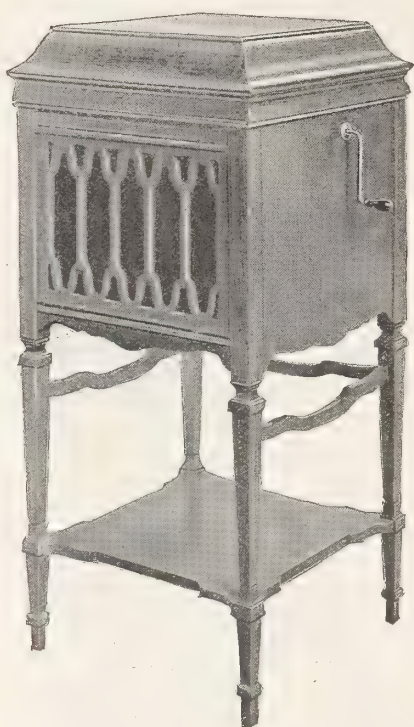
59 Lakeside Ave., Orange, N. J.

Perpetual Profits

You're in business to stay. So is Mr. Edison. So are we. Edison has built up a great organization that is getting greater every day, because every phase of it is built on big thoughts.

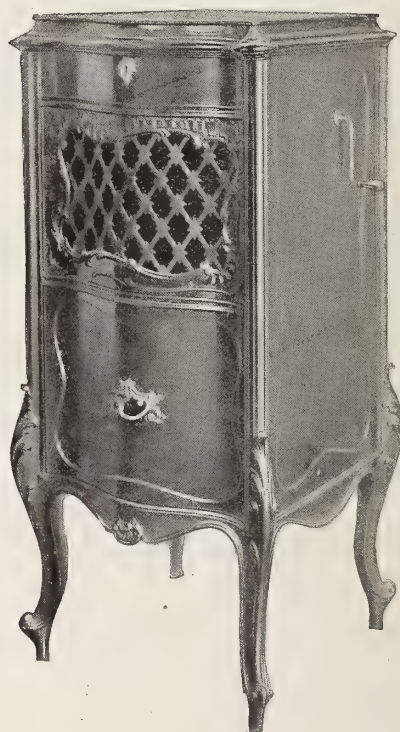
He has applied his genius to the production of the most wonderful phonographs ever produced. They are the safest plays in the phonograph business. They reach both ends of the line. Every customer can satisfy his taste, and every satisfied customer means real money for you—regular profits.

The New Disc Phonograph



is the latest Edison product. Its beauty of tone, volume of sound, range of selections, and many distinctive Edison refinements will make an instantaneous appeal.

The Cylinder Phonograph in its improved form and with its long playing, wear resisting Blue Amberol Records are smashing all phonograph sales records.



Attention, Michigan!

Aren't perpetual Edison profits worth while getting after—now? They never stop. As the only Edison jobbers in Michigan carrying a full line of cylinder and disc goods we offer to you absolutely prompt service and help. Orders filled the day they're received. Write us.

American Phonograph Company

252 Woodward Avenue
DETROIT, MICH.

RECORDING A QUARTER OF A CENTURY AGO AND NOW.

An Interesting Exhibit of Some of the First Records Made with the Edison "Perfected" Phonograph and the Story Connected with Them—When the Recording of Band Selections Presented a Real Problem—Walter H. Miller, a Veteran of the Business.

In looking over the talking machine field to-day and its tremendous extent, it is hard to believe that only a quarter of a century ago the business was in its infant stages and it was not really out of the hands of the experimenter. That the present year comes close to marking the twenty-fifth anniversary of the present-day phonograph was brought to mind by a visit to the office of Walter H. Miller, manager of the recording department of Thomas A. Edison, Inc., who proudly displays a small case containing three records, a reproducer and a recorder. The records made and the recorder and reproducer used on the first "Perfected" phonograph.

Despite the lapse of the years, the records of white wax, little harder than ordinary paraffine, still showed distinctly the recording lines, although the paper cards stuck in the end to tell what they represented are yellow with age. One of the records was made by Thomas A. Edison himself in 1888 to test the new phonograph, and is in the nature of "Travel Talk."

At the time the record was made, owing to lack of experience on the part of recorders and recording artists and the imperfection of the mechanism, it was impossible to reproduce ordinary conversation so that it would be thoroughly understandable. The result was that in testing records the names of cities were used frequently, as, for instance, the recorder would say: "We will now go from New York to Albany, from Albany to Syracuse, from Syracuse to Buffalo, from Buffalo to Chicago, etc.," the idea being that if the name of the city was spoken twice in succession the listener was bound to hear it and thereby be impressed with the wonders of the machine.

The second record, made in 1899, marks one of the first successful attempts to record a band selection for general distribution. The record was played by Issler's Band, at that time one of the leading organizations in Orange the piece being "Fifth Regiment March." The third record was a song by Effie Stewart, recorded in January, 1889, and one of the first successful recordings of the female voice. The length of Mr. Miller's connection with the recording end of the business can best be imagined by stating that these first records bear cards in his handwriting, describing what has been recorded on them.

Despite his personal connection with Mr. Edison in many recording experiments, it was with great difficulty that Mr. Miller persuaded "the Old Man" to make a record of his own voice as a souvenir, it being Mr. Edison's contention that there was only one worse recording voice in the world than his own, that being Mr. Miller's. However, the desired record was finally obtained, and a number of others of equal historic interest and value, and hold an honored place in Mr. Miller's collection.

The early days of the recording game were strenuous ones. The recording artists knew little or nothing of how to play or sing for the machines, what positions to assume or what generally was expected of them, and recording experts for the company were little better informed, because it was all in the nature of an experiment. The records were of much softer material than are the "masters" of the present day, although it claimed by the old-timers that the soft records reproduced absolutely without a scratch and far more naturally than the modern ones. Nevertheless, the very softness of the record itself proved a drawback, for it was practically useless after a half dozen reproductions.

Solos were among the first records attempted, because it was easy for the single artist to stand in front of the horn and secure the desired results. In 1888, however, the first attempt was made to record a selection by a full band. The first band record was that made for Osgood S. Wiley, about to sail for England to look after certain business matters and who desired to take a number of phonograph records along for exhibition. The

band was Markwith's Fifth Regiment Band, of Orange, which was more willing than able to record properly. The recording was in charge of Mr. Miller and Prof. Wangemann. In describing the recording of the first band record the Orange, N. J., Journal of that period said in part:

"The phonograph was placed upon a table, the funnel turned so as to bear upon the musicians, and while Mr. Wiley bustled about and gave numerous directions young Mr. Miller and Prof. Wangemann, both of the laboratory, arranged the electric battery and wax cylinders for the coming operation. Although the musicians were not attired in regalia and would not even have stunned a London audience with the completeness of their attire, which was designed for work only, they seemed to realize that they were about playing before a foreign audience, though the audience did not happen to be present, and they tuned their in-



Walter H. Miller.

struments accordingly. The phonograph was soon ready, and as Director Markwith waved his wand the room was filled with the harmony of Ripley's andante moderato, 'Best of All.' Even the pictures on the walls seemed to be moved by the music, and, while the phonograph ground away and gathered in every note, Kiralfy's ballet in one corner seemed to be moving in all their gorgeous trappings; Signor James Dunbar in his lithograph of some great circus seemed to fly faster and faster around his ring on his eight horses; the scene on the bridge in 'Hoodman Blind' looked weirder and sadder than usual; Magician Herman's smile seemed more sly than before, and all the other pictures on the walls appeared to be going through their acts, while the phonograph quietly took in the fun. The music ceased, the phonograph was stopped, a small funnel was attached to it, it was started again, when—lo!

"Did you play that way?" said Mr. Markwith, Sr., to Mr. Markwith, Jr., as the phonograph reproduced the music. Such flatness was never heard before. The cornetist looked sad.

"It's the fault of the battery," said Prof. Wangemann.

"This dispelled the cloud from Director Markwith's brow and the cornetist smiled again. The battery was rearranged and a few minutes the selection was rendered perfectly by the machine, to the astonishment of the musicians."

Just think of all that fuss over the recording of a single band selection as compared with the matter-of-fact method of recording to-day.

The newspaper story, however, did not tell all of it.

Messrs. Miller and Wangemann had tried out band recording at several rehearsals of the Fifth Regiment Band, and by that means secured a fairly good idea of how the instrument should be arranged. The practice was to record a selection and then rush back to the laboratory to try it out, often with sad results. All this happened twenty-five years ago, a quarter of a century, yet a few years later we had perfect records, reproducing music as played by the most famous bands of the world, with absolute faithfulness.

Together with the inventors of the mechanical processes involved, the recording experts deserve full share of credit for the success of the phonograph and the talking machine, for through their efforts the mechanical perfection of the machine was experimented to practical advantage.

Nowadays the recording laboratory appears more like a big workshop than any other line. Musicians know just what is expected of them and do it, and where failure was the rule a quarter of a century ago, it is decidedly the exception to-day.

FRENCH SINGERS WIN SUIT.

Paris Tribunal Holds That Twenty-Year Exclusive Contracts Are Not Binding.

(Special to The Talking Machine World.)

PARIS, FRANCE, October 4.—Four famous opera singers of this city have called upon the courts to annul contracts which they had entered into with a talking machine company.

They are Martha Chenal, of the Opera Comique, who is to be Oscar Hammerstein's chief importation in New York this season; Lucien Muratore, the tenor; Mme. Lamare, soprano, and Jean Perier, tenor.

An enterprising talking machine company signed each of these singers for a term of twenty years, they agreeing not to sing for any other talking machine firm for that length of time, but the number of records for their voices made were few and consequently the royalties small.

On the ground that the contracts were inequitable, they appealed to the Tribunal de Commerce to have the agreements annulled. The plea was granted in the cases of Mlle. Chenal, Mme. Lamare and M. Muratore, but through some technicality M. Perier lost his case.

Some time since a judgment of \$300 was entered against Muratore in favor of the talking machine company for his having appeared in "Paola and Francesca" for a moving picture firm. The tenor appealed from that verdict and has just had the judgment reduced to \$100.

PHONOGRAPHS FOR MITCHELL.

Candidate for Mayor of New York on the Fusion Ticket Will Use Them in Campaign.

In the municipal campaign for Mayor which has just opened in New York City, one of the innovations will be the extensive use of phonographs. Empty stores will be hired all over the city for business men's noonday meetings. The phonographs will be installed in these stores and will play popular music until a large enough crowd has been caught. Then the phonograph will give a speech by Mr. Mitchell. There will be a number of these so that the same speech won't have to be repeated.

MODERN INVENTION.

There was an atmosphere of gayety in the office. "The boss is goin' on a three months' trip," whispered the clerks.

Just then the boss himself stepped out of his private holy-of-holies.

"Gentlemen," he said, with a smile. "I am about to start on a little trip. I shall be absent about three months. During that time—you have doubtless heard of Edison's latest and most marvelous invention—during that time I have arranged to have talking-moving pictures taken of the interior of this office every working day. The picture machine will work continuously from 9 till 5. I hope to derive a great deal of pleasure and gratification out of the finished films when I get back. That is all, gentlemen."—Advertising.

Oldest Exclusive Edison Jobbers in the Country

We've been in business a long time, Mr. Dealer. No one in the country has handled the Edison line exclusively as long as we have, we've watched it grow—we've found it the dependable, sure profit line for the live, aggressive merchant. Perhaps our opinion is of value when we say that

The New Edison Disc Phonograph

which is now being offered, is the best leader that this line of leaders has ever had. It meets the popular demand overwhelmingly. Its sweetness of tone, its wonderful volume, its never-changing needle—these are just a few of the points that recommend it and make it a world-beater.



And the Cylinder Phonographs go right on holding their own audience, striding into new territory, winning new friends.

To make it possible to serve:

Eastern New York, New Hampshire, Vermont and Massachusetts with the Edison Line more efficiently than we have ever been able to do in the past



We are going to Move Our Wholesale Branch to Albany, N. Y.

Albany is the logical shipping center for this great area. It is the point from which we can fill orders most promptly, considerately and efficiently. The facilities there are unrivalled. You can count on us for the utmost co-operation in everything that will put the Edisons into more homes.

AMERICAN PHONOGRAPH CO.

Address for the present, GLOVERSVILLE, N. Y.

POORLY ADJUSTED MACHINES A MENACE TO THE TRADE.

A Story That Illustrates the Importance of Having Talking Machines Used in Connection with Moving Picture Shows Properly Adjusted and the Records New—The Real Necessity of the Speed Regulators on All Machines—Interesting and Helpful Suggestions.

PROLOGUE.

The great plankway was thronged with a gay cosmopolitan multitude that spread itself like a great many-hued flower garden along its five miles of promenade. The season was late—September 27, to be exact—but the weather was perfect, and the crowd responded nobly to the seductive call of the salt air and the dashing waves. A scene bewildering in its magnificence, and one to be witnessed nowhere else on earth—Atlantic City on a fair autumnal Saturday with the fashionable world and his wife down for a joyous week-end.

From the Steel Pier came the crashing blare of Vessala's Band swinging its melodious way through "The Fairest of the Fair March." Old Father Neptune approved of this spirited two-step, for he had the foaming breakers tuned to an obligato.

The sun was shining with golden splendor, and the breeze from the sea was filled with life-giving elixir.

Some resort, and some day, believe me!

You enjoyed the introductory overture by Signor Vessala and Daddy Neptune, I am sure, but the music accompanying the balance of this performance will not be pleasant—I warn you in advance. I did not wish to destroy the beauty of my prologue with discordant noises. I desired to have you in good humor before registering my kick, which, by the way, is of such proportions that only an incorrigible mule could satisfactorily administer it for me. I therefore strained my optimism to the breaking point, and up until this pitiful moment refrained from unpleasantness.

Now for the dirty work!

Mr. Dealer, if you could sit here with me in Bralinger's pavilion and listen to the consarned, dod binged, overworked, poorly adjusted talking machine the movie emporium across the way is using to attract the attention of the public, and then take pencil in hand, as I have done, and write a cheering prologue, you would deserve credit; you would, indeed. I feel quite cheery to think that I was able to capture for you snatches of real music and glimpses of sun and sea from out that awful bedlam of harsh sounds.

The plot thickens—On guard!

Mr. Dealer, why do you not see to it when you make sales to moving picture parlor proprietors, that they are instructed in reference to running the machines you sell them? There is no better opportunity for an abundance of free advertising for you than in this field if you would embrace it. The way the proposition is handled at present is a disgrace to the talker fraternity.

People are passing this movie parlor, and hundreds more in different cities throughout the country, at the rate of approximately one thousand per hour, and all of them to a man are disgusted at the infernal squeak that issues from the horn of the instrument installed there. It is not because the machine is inferior—no, that is the pathetic part of it. It is simply due to the incompetency of the operator, who is running a worn record at high speed.

As I write, the selection being rendered is "The Trail of the Lonesome Pine." In this particular instance, the record bears upon its mutilated surface the voices of Miss Edna Broun and Mr. James F. Harrison (Frederick W. Wheeler). As you know this lady and gentleman sing contralto and baritone respectively, but as inflicted by this instrument of torture, they represent an impossible soprano and a nasal counter-tenor far beyond their depth in the briny ocean, yelling for succor from cupid, the chubby red-shirted lifeguard. Can you beat it?

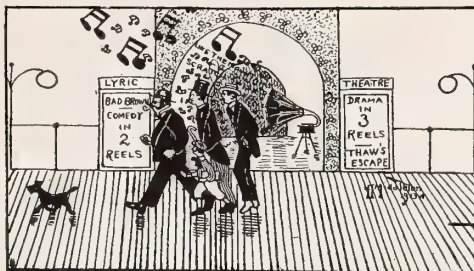
Mr. Dealer, this matter should really receive your very careful and most serious attention. I have made an exhaustive study of the movie branch of the talking machine business, conducting investigations at various resorts, and reaching a climax in Atlantic City at the present moment. I therefore know what I am talking about when I

say that the moving picture theaters, with phonographic attachments as now conducted, are poisoning the ears of a vast horde of music lovers, and it is all so entirely unnecessary. The remedy is ready at hand, Mr. Dealer, if you would but use it.

When you make a sale to Mr. Movie Man, ask him to send his operator to you for instructions, and the problem will find a happy solution at once. For the sake of the customers you are losing from this cause, sit right down at your desk this very minute and write a courteous note to all the Messrs. Movie among your patrons, explaining the situation to them and ask for their co-operation in an effort toward improved concerts.

Suggest, if their records are worn, that they purchase new ones; thus substituting music for noise, offer the services of your expert on speed regulation, and I'll bet you a box of salt water taffy your business will enjoy an increased prosperity.

Nowhere does the talker get a better chance to reach the public en masse than through the medium of the resort movie parlor. This is a fact beyond dispute. Therefore, why not reap a harvest of



Killing Talking Machine Prospects.

good advertising instead of scepticism and disgust when it is only a matter of instruction and adjustment?

While we are upon this interesting subject, I wish to take up with you still another phase, viz.: the throttleless talker. I mean by the "throttleless," the small models which certain concerns insist upon thrusting upon the people without a practical speed regulating device. There is, it is true, imbedded deep in the heart of the power plant a screw which may be found by most any trained mechanic who has received minute instructions from his dealer regarding its whereabouts, but in any case, it entails disconnecting the horn and a partial dissection of the machine. It is therefore without value. Is not this also a menace to trade, Mr. Dealer?

The manufacturers tell you that the machines are adjusted, when they leave the factory, to run at a certain speed which is correct for every record played. If this statement were true all would be well, but, unfortunately, such is not the case.

For instance, the average song may sound fairly well when rendered at the above mentioned speed, but change to a selection requiring a large movement and discord instead of harmony results. Play a talking record at this speed and the speaker conveys the impression of declaiming against time, and that to do this, he has thrown aside every rule of elocution which, of course, mars the effect.

You have heard Cal. Stewart tell one of his quaint Yankee stories from out the horns or tone chambers, as the case might have been, of the cheap and expensive talkers, have you not? Certainly you have, and in one, if your memory fails you not, he was talking so softly that even his inflections of laughter sounded like the staccato roll of a drum; while the other reproduced his voice perfectly. The deliberate nasal drawl of the New England farmer and his slow convulsive merriment were before you in life. These two extremes, which are not exaggerated, were brought about by the addition and subtraction of speed regulator.

I have witnessed the loss of many a sale from this cause, and I will wager that every dealer, who is considerate enough to read this article, has done the same.

In conclusion, I will state in all sincerity that I

believe at least a part of the discordant phonographic howls that issue from beneath the gilded archways of the movie palaces may be traced to this cause.

Do you not think the time ripe for an urgent request for speed regulators of a practical nature on all machines, regardless of price?

CURTAIN.

Exit March—"Too Much Mustard."

HOWARD TAYLOR MIDDLETON.

HELEN KELLER CAN HEAR MUSIC.

Vibration of a Violin String, She Says, Is Like Voice of Singing Angel.

(Special to The Talking Machine World.)

PETOSKY, MICH., October 4. — Miss Helen Keller, the noted blind, deaf and dumb girl, has heard her first note of music. She caught the vibrations of a violin string through her teeth, held against the bridge of the instrument, and although her ear drums are useless, Prof. Franz Kohler, of the Oberlin Conservatory, declared to-day that the harmonies had been communicated to her brain and she had caught the strain.

The first note which the former concert master of the Pittsburgh Symphony Orchestra played for Miss Keller was on the E string of his rare old violin. Miss Keller was astonished. She held her teeth firmly against the scroll while Professor Kohler played strains of Saint-Saen's "The Swan," using both the high and low registers.

"Like the voices of singing angels," Miss Keller communicated to Miss Macy, her teacher.

Miss Keller was exhausted from the excitement. Miss Macy declared to-day that this was the first musical sound that has reached the brain of Miss Keller, despite reports of her violin playing which stated that she knew musical harmony before.

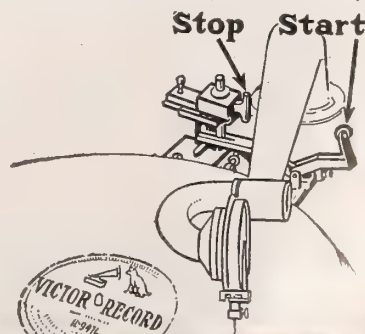
NOT A BAD SUGGESTION.

Mr. Bryan has stated that his expenses on the "road" amounted to about \$500 for two weeks. It seems as though it might be cheaper for him to stay on the job in Washington and give the lectures by phonograph.

Men are judged by the company they keep, and candidates ought to be judged by the discordant brass bands they hire.

**Simplex
Automatic
Start and Stop
Device**
LISTED BY 95%
OF VICTOR JOBBERS
WHY?

STANDARD GRAMOPHONE APPLIANCE CO.
173 Lafayette Street, New York, N. Y.



The Edison Disc is a Big Opportunity

Make the Most of it!

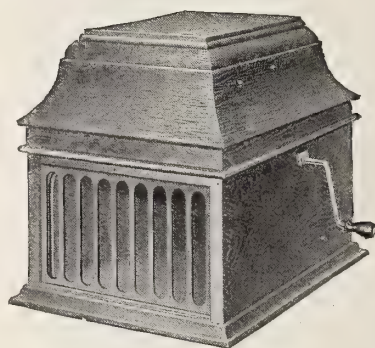
Here is the chance for the dealer who has wanted to take his public by storm. You have no idea of the music of a disc phonograph until you have heard

The Edison Disc Phonograph



It will surprise you just as it surprised us, and just as it is bound to surprise the people whom you want to reach. The tone quality is actually unique in its sweetness, the volume is a revelation, the lasting permanence of its mechanism and beauty of its cabinets will attract buyers whom you have never been able to convince.

It is a worthy new member of the Edison family, and it will be helped by the enviable reputation of its big brother,



The Edison Cylinder Phonograph

which will hold its old friends, and go right on widening its acquaintance and increasing your profits—from day to day.

The dealer must have a jobber who is with him, heart and soul. Your success is our success—that's the way we look at it. Our territory has been going fast in the last six months. It's going every day. If you want

to represent the Edison line in *your* town, show us that you are interested at once.

Write us about our especially attractive proposition.

Frank E. Bolway

EXCLUSIVE EDISON JOBBER

Syracuse and Oswego

New York

ST. LOUIS DEALERS BANKING STRONG ON THE FUTURE.

Jobbing Trade Particularly Active at the Present Time and Retail Business Improving Rapidly—Scruggs, Vandervoort & Barney Displaying Machines Under Difficulties—New Columbia Departments Opened—Improved Famous & Barr Co. Department.

(Special to The Talking Machine World.)

St. Louis, Mo., October 10.—Yes, business is good; all agree to that, especially those interested in the jobbing trade. Out-of-town dealers are ordering somewhat later than usual. Retail trade is picking up somewhat slower than usual. In fact, the fall business is and has been slow getting under way. The outlook is splendid, the going business cannot be complained of, but it is not what was expected, and where the fault lies no one will say. Very likely, books will show an increase, but there is a disappointment all the same.

Just where it is or what it is, is yet to be decided, but unless a strong business punch develops pretty soon someone is going to be woefully disappointed. It seems that everybody set stakes to go far ahead this fall. Perhaps it is the tariff, perhaps the weather; perhaps it is something else, but the punch that was expected has not appeared. It is the every-year increase, and that is not satisfactory this fall.

Three of the local houses are not in position to do their best this fall. The former Bollman store, the property of the Koerber-Brenner Music Co., Victor jobbers, still is tangled in the Bollman Bros. bankruptcy litigation. The Victor department is open for business, but is much crippled by being in quarters of a bankrupt concern. It must remain there until the litigation over the appointment of the trustee ends.

The Scruggs, Vandervoort & Barney department, conducted by the Musical Instrument Sales Co., is all but out of business form because of alterations being made on the sixth floor of that store for the piano department, into which the Victor department later will be merged. At present machines are shown in aisles, and carpenters' hammers are liable to supply an unappreciated trap drum accompaniment for an opera solo.

At the Famous & Barr Co. Mr. Ligon is moving into his recently completed demonstration rooms, and hopes by the time this is printed to have his record stock placed so that he can find what he wants when he wants it. One day recently he had to excuse himself from demonstrating a machine because the workmen building the room partitions made it impossible to distinguish the number he had placed on the machine.

Harry Levy, of the talking machine department of Aeolian Hall, has enlarged his office quarters because of need of working space. He says his advices from the country never were better and

that the October shipments promise to be excellent. The retail trade, Mr. Levy says, is developing nicely. He says all worry over the new contract has ceased.

Manager I. B. Reid, of the Columbia Co., recently enjoyed a short visit from George W. Lyle, general manager of the Columbia Co.; John A. B. Cromelin, of the London branch, and W. C. Fury, of the Chicago branch. Mr. Reid and Mr. Cromelin formerly were associates in the company's executive offices. Mr. Cromelin made a tour of the chief American branches while visiting this country.

Mr. Reid is especially pleased with some contracts written during the past month, one of which provides for a Columbia department in the F. G. Smith Piano Co. warerooms. The Smith Co. has arranged to devote a considerable part of the first floor and the third floor of their commodious warehouse to the Columbia line, which will be the only talking machine line handled. C. W. Smith, who is familiar with the Columbia through long selling experience, will be in charge of the department. The F. G. Smith Co. at one time handled talking machines through the local wareroom, but has made no effort in that line recently.

Among other notable contracts was that of the Shattinger Music Co., located at the east end of Piano Row. This company handles chiefly sheet music and musical instruments, but has not recently gone heavily into the piano game, and has not handled talking machines.

Some of the other contracts are the Knapp Piano Co., of Belleville, Ill.; the Collinsville Music Co., of Collinsville, Ill.; Charles & Anderson, furniture dealers, Granite City, Ill.; the Allen Music Co., Christopher, Ill.

Mr. Reid still is listening to realty men and looking up probable sites for a new home, but has not been able to find the place and the terms.

Retail Sales Manager R. D. Duffy says the recent interest shown in symphony records has been exceedingly pleasing. The record business generally, he says, has been excellent.

The dictaphone as a booster for East St. Louis has been brought into service by Tampton Aubuchon, manager of the Industrial League. Mr. Aubuchon received a request from a Toledo automobile firm asking for the advantages of East St. Louis as a manufacturing city. Instead of sending illustrated pamphlets and letter, he talked into a dictaphone for ten minutes and mailed it to the inquiring firm.

When the record reached Toledo it was put on another dictaphone, and told the whole story of East St. Louis. The experiment was so successful Mr. Aubuchon expects to follow the same plan for future invitations of that kind.

WITH THE TEXAS BOOSTERS.

The Visit of Vice-President Burns, of the Columbia Co., and Rafael Cabanas, of Mexico City, the Subject of Extended Notice in Dallas Papers—State Business Growing.

(Special to The Talking Machine World.)

DALLAS, TEX., October 6.—Local newspapers devoted considerable space recently to accounts of a visit to this city of Vice-President Burns, of the Columbia Graphophone Co., New York, and Rafael Cabanas, president and general manager of the Mexican Phonograph Co., Mexico City, Mex., one of the largest Columbia agencies in the world. This was Mr. Burns' first visit to this city, and his account of Texas energy as published in the Dallas Morning News, one of the city's leading newspapers, was as follows:

"I met up with the Texas boosters long before I reached Dallas, for they were on the train coming down, and they all put in their best word for Texas. I met Judge E. B. Muse coming down from Chicago and St. Louis, and he could not say too much for Dallas and the whole State, and the same spirit was manifested everywhere. This is my first visit and I am truly surprised at the progressiveness of your people."

The article in this same newspaper continued as follows: "Mr. Burns declared the business of his company is growing rapidly in Texas, and considerable extensions are planned for the near future. He said that the Texas branch with headquarters at Dallas ranks usually as close as ninth or tenth on the list of forty cities with State branches of the company. Mr. Burns is one of the oldest officials of the company, having been with it sixteen years. Mr. Souders (manager of the Dallas headquarters) has been with the company fifteen years, four years as its representative in Berlin, Germany."

CIGAR CUTTER WITH A VOICE.

A Chicago cigar manufacturing concern has hit upon an advertising novelty in the shape of a talking cigar cutter—a combination of cigar cutter and phonograph. Cut the tip off of your cigar and there issues from the machine the appeal: "Try La Bona, a one-half pure Havana long filler, so blended as to produce a mild, smooth smoke." The machine is guaranteed to make its announcements correctly for six months, and is being given free to dealers with each purchase of 1,000 cigars.

Fay's Velvatone Wood Needle

Plays Thirty Records and Is Self-Sharpening

THIS needle is treated by a chemical process that contains an Oily substance, which acts as a Lubricant, and thus polishes and smooths the grooves of the record to a great extent each time the record is played, except records which have been worn beyond redemption by steel needles.

Instructions for Using Fay's

Velvatone Wood Needles

Place the needle in the sound box in the same manner as an ordinary steel needle, then in order to avoid injuring the point of the needle, place it carefully into the groove of the revolving record, let the needle remain in the same position in the sound box as long as it will reproduce perfectly. When it is necessary to change the needle do not throw it away, but turn it one-quarter way round and it will reproduce as clearly as at first. This can be repeated a number of times before the needle is worn out.

After playing a record give the needle a quarter turn and you get a fresh point. One needle plays 30 records. It brings out the full volume of tone even on badly worn records, giving a softness and mellowness of tone.

The FAY VELVATONE NEEDLE will appeal strongly to you from these points alone. You are asked to send for samples and judge for yourself that the claims we make for our needle are fully substantiated.

40c. Per Package of 100. Regular Trade Discounts

Velvatone Needle Co., 900 Benton Blvd., Kansas City, Mo.

Experience has taught us

that standing by the Edison guns is the wisest stand any wise merchant can make. We staked everything on the Edison Phonograph and we won. This success is yours if you'll seize it.

Think of this for a selling combination:—



The Edison Disc Phonograph The Edison Cylinder Phonograph The Blue Amberol Record

The new disc machine is a marvel of tone, a delight to the eye, that is eclipsing everything in the field. It's Edison's closest approach to musical-mechanical perfection. A diamond reproducing point cuts out the need of changing needles.

If there's anyone who doesn't know the wonders of the Blue Amberol played on an Edison Cylinder Phonograph let us tell him. The value of a four minute, wear resisting, sweet toned Record on a steady, powerful instrument, is too rich to be lost sight of.

Service!

Fourteen years have proved to us what a full stock, prompt delivery and courtesy means to dealers in this territory. Let us show you by a "trial order," a starter—Don't wait. Someone will beat you to it.

BUEHN PHONOGRAPH CO.

Edison Disc and Cylinder Machines, Records and Supplies
713 Penn Avenue, Pittsburgh, Pennsylvania

EDISON'S NEW DISC PHONOGRAPH

Now Ready for Distribution to Dealers

Mr. Edison has standardized his Phonograph—it is now perfected in both disc and cylinder form, his O.K. has been affixed to every detail. *Perfect Sound Reproduction* is the general verdict.

All instruments have genuine Diamond Point Reproducers.

All instruments are concealed horn type, artistically designed.

All records are practically indestructable, cannot become injured by accident.

All records play the entire selection, 10 in. play 5 minutes, 12 in. play 7½ minutes.

All records render a perfect reproduction of the original. Every Record a gem.

These and other exclusive Edison arguments make a successful appeal to the buying public.

BECOME THE EDISON MAN IN YOUR TOWN

The General Public wants them.
The Exacting Public Demands them.

Share the Profit in the
Assured Success.



DISC MODELS YOU CAN BANK ON

CYLINDER MODELS YOU CAN BANK ON

Get into the Edison Game, it is "A Big One." Write for Contract and Catalogs to-day

SIGN UP WITH "THE DENVER"

Exclusively EDISON

IF IT IS LISTED IN THE EDISON CATALOGS
WE SHIP SAME DAY ORDER IS RECEIVED

Dealer: *If your account is EXCLUSIVELY with "THE DENVER,"
We refer ALL Edison inquiries from YOUR town to YOU.*

OUR ADVERTISEMENTS COVER THE MIDDLE WEST

Western
Factory Distributors
EDISON
Disc and Cylinder
Phonographs
Exclusively



Largest Store
of
General Merchandise
West of Chicago
400 Feet Long
7 Acres Floor Space

Wholesale
Department

THE DENVER DRY GOODS CO.

Denver
Colorado

There Are Big Round Dollars for You in The New Edison Disc Phonographs

PEOPLE have been waiting for years for Mr. Edison to offer his Disc Phonograph to the public. He has waited—though to him belongs the credit of inventing the first one years ago—until he could pronounce it worthy of his name.

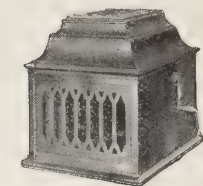
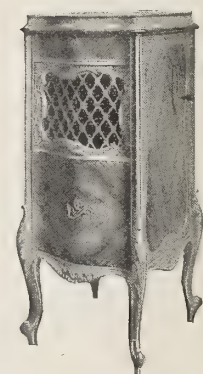
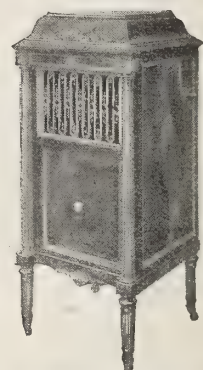
¶ Now it's ready.

¶ Dealers of New Jersey, we are the people to know to get the handsome profits that this line will bring you.

We Are the Only Edison Disc Jobbers in New Jersey

IN our enthusiasm for this new invention we aren't forgetting for a minute that the Edison Cylinder Phonographs are better and more popular than ever before. The new Blue Amberol Records, the Diamond Point Reproducer, and the artistic variety of cabinets—these facts and many others make new friends and more sales every day.

¶ Get the profits that are bound to come from the Edison line.



Eclipse Phonograph Company

A. W. Toennies & Son

203 Washington St.

Hoboken, N. J.

LOCATION PROBLEM WORRIES CINCINNATI DEALERS.

Rerouting of Many of the Street Car Lines Keeping Many Merchants "On the Fence" Regarding the Effect the Changes Will Have on Their Business—Heavy Advertising the Rule—Columbia "Grand" in Fashion Display—Dance Records in Demand.

(Special to The Talking Machine World.)

CINCINNATI, O., October 3.—Some of the members of the talking machine fraternity about Cincinnati are somewhat unsettled these days. This applies to those who have had locations which were not exactly ideal and wanted new stands. The street car lines have been rerouted during the past fifteen days, and the work is still under way. So far as can be observed no particular member of the trade has been benefited, and those on the fence don't know exactly where it would be best to locate under these conditions.

A new feature of the business about Cincinnati these days appears to be the willingness of the trade to use space in the newspapers, advertising the advantages of having talking machines in the homes. Practically all of the houses are doing this these days, and hardly a day passes but what some member of the trade is doing some publicity stunt.

Manager Whelen, of the Columbia Co., talked very optimistically of conditions, and with his usual genial smile said: "Yes, we closed up September with a boom, and the boom is still on. Throughout the month there were days when things looked bad for the final windup of the month, but the good days were far in the majority, and on the whole the month's business was very satisfactory. 'Fashion Week' brought large crowds of people to Cincinnati from the surrounding territory, and the beautiful Columbia models displayed in our show windows received their share of admiration."

During the present week David Bispham, who sings exclusively for the Columbia Co., is on the Keith vaudeville bill, and we understand that his records are greatly in demand.

During the fall opening at Kline's, Cincinnati's only exclusive women's outfitting establishment, the \$500 "Columbia Grand" was on display in their beautiful Race street windows. The setting could not have been more perfect, and we congratulate Kline's on the arrangement of the window. The exquisite gowns displayed and the beautiful lines of the Columbia Grand blended perfectly, and the result was one of the most artistic windows in the city.

W. S. Givler, traveling salesman for the local Columbia store, has just returned from a very successful trip through Kentucky, and reports that conditions all along the line are good and all the dealers are looking forward to an unusual holiday demand and are placing their orders accordingly.

Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., is a busy man these days, getting ready for the fall and holiday business. Here are some of his ideas about the present and future possibilities: "The warm weather which existed during a part of the month of September very seriously affected the Victrola business, and it was only at the latter part of the month that the business reached the usual September volume. The summer resorts and outside amusements still held the interest of the public, and as a result the business was slow in developing."

"The new dance records are in great demand. The dances which have been very popular at all the summer resorts still are in fashion, and as a result every Victor owner is including some of these dance records in his collection. The business is opening up and the prospects look very bright, and advance orders for machines are greater than they have ever been before. The dealers are preparing in advance for the big business that is bound to result later in the fall."

John Arnold, of Fifth and Elm streets, is about the only member of the trade in Cincinnati who keeps open at night. He believes it to be a paying proposition, particularly attractive to the man who has to work all day. It gives the head of the house an opportunity to accompany his wife in making record selections. Arnold has been enjoy-

ing a very good record business during the past month and is well pleased with the new Edison hornless phonograph, which has met with favor with his customers.

The Aeolian Co. says: "The expected fall rush

on Victrolas has started at Aeolian Hall sooner than expected. September was a splendid month, and October is going to be away ahead of previous showings, judged by the early business of the month. Record business showed remarkable improvement the past month—in fact, the increase in record sales was larger than that of machines. The Aeolian Co. continues its large advertising in the Cincinnati dailies, laying especial stress on its Victor service. Results have been flattering. The company plans to continue its advertising on an even larger scale without any interruption."

SELECTING NEEDLES THAT WILL GIVE BEST RESULTS.

H. L. Willson, in the Columbia Record, Discusses the Various Factors That Enter into the Selection of the Proper Needles for Certain Classes of Records—Much Depends upon Size and Furnishings of Room—Making Tests with Records Most Interesting.

"A study of the results obtained from the use of the various kinds of needles is something which up to this time has received too little attention in the talking machine business, but which merits most diligent investigation and study," says H. L. Willson, assistant general manager of the Columbia Graphophone Co., in the current issue of the Columbia Record.

"There are many conditions which enter into the selection of needles conducive to the best reproducing results. First of all, perhaps, is the character of the record to be reproduced. The heavy tones produced by a brass band, or the full, low notes of baritone or bass when reproduced with a short pointed or 'loud tone' needle are decidedly less pleasing than when a longer pointed 'soft tone' or 'fiber' needle is used.

"Another element to be taken into consideration is the distance the music is intended to reach—in other words, the size of the room. For example, when loud tone needles are used in a small room with a low ceiling the volume is often too great to be pleasing, whereas the same record played with the same needle in a large room or in the open air would be entirely satisfactory.

"The manner in which a room is furnished plays no small part in the choice of needles. A room with thick rugs and heavy hanging tapestries which absorb the sound may require full volume, when the same room sparsely furnished and with few rugs, if any, will need perhaps only half the volume.

"The intelligent handling of these niceties in the demonstration of records, and the education of customers in the correct use of needles, will, in

the opinion of the writer, play a big part in the increase of record sales in your store.

"Many a record has been condemned as below standard, many a reproducer has been discarded as worthless, because of failure to use the needle meeting the record's individual requirements.

"In the home it is necessary to a great extent to use the same reproducer for all classes of music, and it is because of this necessity that provision has been made, in the different styles of needles, to offset the inflexibility of the reproducer.

"Our best salesmen, on the receipt of sample records, will play each record carefully with the different style needles, and determine from this demonstration and their previous experience what needle should be used. This is noted and the information used in subsequent demonstrations to customers.

"However, we want to carry this subject much further than a store demonstration. We want every Columbia double disc purchaser to receive the maximum pleasure and satisfaction from his records, and therefore urge every salesman to pass his knowledge along to his customers. Thus will the education of customers in this regard be more readily accomplished and the result will be better satisfied customers and larger record and needle sales. Study the needle question—and pass it along."

Time is meant to use to good advantage, not to waste in worry and idleness.

Labor and time are wasted if they are not directed to certain definite ends.

Improved Tone Control



UNION No. 1

Some jobbers are sending in monthly orders for Union Modifiers in gross and ½ gross lots. Are you getting your share of the profits in

UNION PHONOGRAPH SPECIALTIES?

Union Modifiers are so simple in principle and so easy to attach that they sell on sight to Edison, Columbia and Victor owners. Union No. 1, for playing Victor, Columbia and other records on an Edison machine, contains its own modifier. Our catalog describes all the quick-selling UNION LINE. Have you seen it? If not, WRITE NOW.

The Union Specialty & Plating Co.

409 Prospect Ave., Cleveland, Ohio



UNION MODIFIER
for Victor Machine,
Gold Plate, \$1.50
Nickel, \$1.00



UNION MODIFIER
for Columbia Machine,
Gold Plate, \$1.50
Nickel, \$1.00

Pat. Pend.

Pat. Pend.

Pat. Pend.

Union Modifier for Edison Machine

Gold Plated, \$1.50
Nickel Oxidized Bronze, \$1.00

Pat. Pend.

It's the Line of Least Resistance

Edison Phonographs are selling themselves to-day—the public can't resist them. Some wise dealer is going to make a good fat profit on every machine sold in Washington—and there are going to be scores of them sold in *your own district*. The leader is the new instrument,

The Edison Disc Phonograph

Although he invented the first disc phonograph years ago, Mr. Edison wasn't willing to have it sold over his name until it reached sound-perfection. Now it has. Now you can bank on it making the biggest hit—and the biggest profits—since the day the first phonograph was offered for sale.

We still have a little territory left, but it's going like lightning every day. If you want to be able to offer the new wonder as well as the famous



Edison Cylinder Phonographs



you must tell us at once.

Our proposition is mighty favorable to the dealer. Our service is designed to suit his needs, our co-operation is always extended to him. Get busy to-day and let us hear from you.

EILERS MUSIC HOUSE

WHOLESALE AND RETAIL

THE NATION'S LARGEST

Established in Every Important Western City

Seattle, Washington



The Columbia Grand Opera Records alone are worth your attention. The dealer who ties on to them will find it easy to tie a string around the best of all the Grand Opera Record business in his locality and lead it over to the Bank.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

**Columbia Graphophone Company
Woolworth Building, New York**

CASH OR CREDIT, WHICH?

Finding Out How the Prospective Customer Is Inclined One of the Most Delicate, Yet Important, Questions for the Salesman.

One of the most delicate yet important questions for the salesman to solve is whether his customer is going to pay cash or ask for credit. Most firms make some difference for cash, especially if the goods on the floor are marked with the credit or instalment price. Guessing at it won't do. Unless you find out, and early, too, in the conversation with your customer, you are less likely to make a sale.

There are many people whom you either know personally or by previous dealings to be cash. Quite a few more will tell you voluntarily that they wish to buy cash or credit, as the case may be. For example, someone asks you the best cash price on an article. Generally, though not always, this implies that they are cash buyers. The real problem arises, then, with those whom you do not know and who do not express themselves as to their method of payment, says a writer in the Furniture Record.

You must get this information without offending your customer. Many people would be highly indignant if asked point blank if they wish to pay cash for an article. They may be chagrined if approached in even a less blunt way.

The purpose in getting the information should be kept concealed. If possible, make the cash customer feel that he is entitled to a substantial discount if he is buying for cash, and the credit customer feel as if he is buying at the same price as the cash customer. This is another hard proposition, but it can be done if you use tact.

Now, with these two things in mind, I will tell you my favorite method of solving this problem. Suppose a lady customer, whom I know nothing about, comes in to look at a buffet. There is no clue in her dress or manner, hence I must find out in conversation. I would take her to a medium-priced buffet, which in all probability she would not like. I make a few remarks about the buffet and point out a few good features. After a short explanation of this kind, I quote her the price which is the credit price. I follow the quoting of the price with a statement like this: "Now, we advance credit on this or any other piece or pieces in the house, if you wish it." In almost every case, if she is cash, she will reply quickly that she wishes to pay cash, or when she buys she always pays cash, etc. If she is a credit customer she will, in all probability, either say she can't pay all cash today or she will ask about the credit plan. If she ignores it altogether and asks to see another buffet, in the majority of cases, I find, it will turn out a credit customer. But tactfully work in a little more of an explanation about the credit plan in later, and with that as a shield you can with a great deal less danger ask her whether she wishes to use the credit plan or not.

Of course, every customer will respond a little differently, so you must be on your guard. My plan, boiled down, is: In case of doubt, in order to be on the safe side, assume them to be credit customers until you have positive information.

Second, seek your information only after quoting a price to them, and thus avoid suspicion that might arise if you asked them before. If your customer turns out to be a cash customer, proceed to give her the best cash price on the rest and tell her that it is the best cash price. If the goods are marked in plain figures, take the discount off in her hearing.

I have followed the foregoing with splendid results. The more tact you use, the better success you will have.

IMPROVING TONE REPRODUCTION.

The Construction and Purpose of "The Masterphone" the Subject of an Interesting Article in the Scientific American.

Under the title "Improving the Reproduction of Talking Machine Records," the Scientific American in its issue of September 27 gives a very interesting and informative account of the invention and purposes of the "Masterphone," which was introduced to the readers of The World last month.

This device, which is marketed by the Masterphone Corporation, 187 Broadway, New York, is meeting with a very gratifying success. The descriptive article in Scientific American, which was accompanied by an illustration of the Masterphone, reads as follows:

"A simple clarifying, articulating and amplifying attachment for talking machines was discovered by the accidental touching of a fine needle with the finger while a record was being played. The inventor, M. B. Claussen, about two years ago, while testing out some records, happened to touch the needle and noticed that it vibrated. He was using a very fine straight-sided needle, which produced a low sweet tone, but lacked the power to propel the sound from the horn. This fine needle was free from scratch, and while it did not produce the volume of the heavy needle, it had none of the heavy needle's mechanical tones. Mr. Claussen argued that if he could add power to the vibration of this fine needle, it would reproduce all there was in the record with a volume equal to that of a heavy needle without any of the heavy needle's defects, such as scratch and aftertones. Besides, the great wear on the record caused by the heavy needle would be avoided. After trying many devices to increase these vibrations, he found that a disc of a certain diameter, thickness and density attached to the needle near its point, not only increased the volume of the fine needle considerably, but retained all the purity of the fine needle, and, at the same time, by its vibratory action eliminated the aftertones and caused each word and note to be reproduced clearly and distinctly. Some indistinct records even became audible. Tones never heard before were brought forth. The sound was lifted clear of the machine. The singer or musician was in the room, not in the box. It reproduced all the artist put into the record in the artist's natural voice, or with the musician's artistic touch. In its present form the device consists of a disc, two springs and an insulated metal band. The band is slipped over the circumference of the sound box, and the disc over the point of a fine needle. The springs hold the disc in place.

"Tests, made under a microscope, of records played one thousand times with the device showed no perceptible wear. The long point of the fine needle had reached all parts of the record, but had not broken down the wall. Further experiments showed that by slightly increasing the length of a fine, straight sided needle, the vibrations were increased and the reproduction brought to a point of perfection. The device is made to fit this needle, and with it produces the best results."

A SPLENDID ARRAY OF JOBBERS.

The Edison Representatives Make a Splendid Showing in The World—Important Houses in Every Section.

Every wide-awake talking machine man, no matter where located, is interested in fall trade. No men in business, whether jobbing or retailing, can afford to be out of the publicity line, for advertising is the great motor power to business, and general business conditions are excellent and point to a record breaking fall in many ways.

The Edison jobbers are obviously in line to take advantage of trade conditions, and in this issue of The World appear announcements from business men which should be consulted by the dealers. They emphasize the national influence of The World and demonstrate how the jobbers view it as an advertising medium in which to make their wares known.

Among the dealers and jobbers who carry special space in this number are: American Phonograph Co., Gloversville, N. Y.; Pardee-Ellenberger, New Haven, Conn.; Buehn Phonograph Co., Pittsburgh, Pa.; the Phonograph Co., Chicago, Ill.; Kipp-Link Phonograph Co., Indianapolis, Ind.; Eclipse Phonograph Co., Hoboken, N. J.; C. B. Haynes & Co., Richmond, Va.; F. A. Bolway, Oswego, N. Y.; the Phonograph Co., Cleveland, O.; Silverstone Music Co., St. Louis, Mo.; Lawrence H. Luckner, Minneapolis, Minn.; Shultz Bros., Omaha, Neb.; Houston Phonograph Co., Texas-Oklahoma Phonograph Co., Ft. Worth and Houston, Tex.; Southern California Music Co., Los Angeles, Cal.; W. A. Meyers, Williamsport, Pa.; the Eilers Music Co., Seattle, Wash.; Harger & Blish, Des Moines and Sioux City, Ia.; American Phonograph Co., Detroit, Mich.; Denver Drygoods Co., Denver, Col.; surely a splendid array of business men.

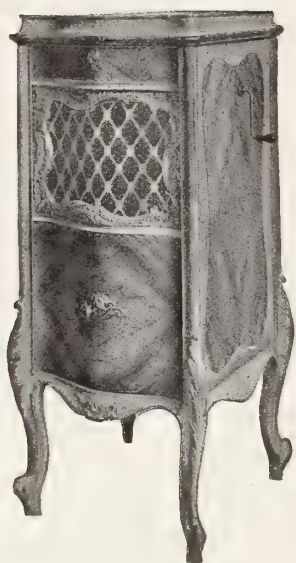
TO IMPROVE WINDOW DISPLAY.

The window display committee of the National Advertising Managers is planning to establish a national window trimming bureau for the purpose of co-operating with dealers and helping them to get a more profitable return from their window space. The window display committee is an outgrowth of the dealer co-operation committee, which, under the chairmanship of W. P. Werheim, advertising manager of Pratt & Lambert, Buffalo, did much to throw light on this important phase of national advertising.

Just pick out the high lights of the business. The low ones are seldom seen.

Now comes the Edison Disc Phonograph

A Disc Phonograph by Edison is sure to take the country by storm. And the new Edison Disc is all that the world expected from the man that discovered sound reproduction. A beautiful instrument, artistically designed from choice woods. A wonderful musical instrument, introducing new methods of recording and reproducing. An instrument of such unusual tone qualities and so free from mechanical effects that a demonstration means a sale.



But the Edison Cylinder Phonograph is still a bigger trade getter than ever

The new cabinet models, fitted with diamond reproducers and playing the long wearing four minute Blue Amberol Records are making a stronger appeal than ever.

We are the sole Iowa distributors of Edison Disc and Edison Cylinder Phonographs and Edison Records

Our prompt service is at the command of all Iowa dealers. Every type of Edison Disc and Cylinder instruments is here ready for immediate shipment. For all shipments within the weight limit we use Parcel Post, and the dealers get the transportation saving. Write now, while a good territory is open.



HARGER & BLISH

ESTABLISHED 1887

Des Moines

Sioux City

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., October 11.—Everywhere one learns of good business in talking machines and the prospects look bright for the fall. All the dealers are stocking up and there is enthusiasm everywhere. All the concerns are demonstrating new records to the delight of customers and with profit to dealers, for during September the record business—well, it was a record with many houses.

The Columbia Exhibits at Fairs.

The Columbia Graphophone Co. has been much in evidence at fairs during the past few weeks. At Brockton, where the largest fair perhaps in the State is held, most of the high priced machines were given profitable demonstration. The United Talking Machine Co., of Brockton, was on the scene, and the Atherton Furniture Co. was represented with the Columbia grand. At Springfield, Vt., W. H. Wheeler & Sons showed the Columbia goods during September; at Greenfield Miss Jones, of the Columbia forces, took charge of an exhibit on September 17 and 18; at Bellows Falls, Vt., M. Louise Greeley gave a splendid demonstration; at North Adams, Mass., J. H. Cody showed the goods on September 17 and 18, and at Brattleboro, Vt., L. H. Barber held forth on September 23 and 24.

H. R. Skelton Goes to the West.

H. R. Skelton, traveling man for Thomas A. Edison, Inc., has gone to Chicago for the company to be engaged in special work until Christmas. New England dealers miss Mr. Skelton, as they had come to look for a cordial visit from him periodically.

Manager Erisman Visits Headquarters.

Manager Arthur Erisman, of the Columbia Graphophone Co., was over in New York the latter part of September, whither he went to confer with the Columbia officials on business matters.

Bright Outlook for Edison Disc Trade.

Manager Silliman, of the Pardee-Ellenberger Co., states that the fall business is looming up large. "It looks like a tremendous business," he said a few days ago in conversation with The World representative. "We are getting quantities of new records for the new Edison disc machines and thirty new titles are expected in to-morrow. From now on we expect to have from three to five new titles every week and we hope to have a splendid catalog by December 1. Now as never in the last few months will we be able to fill our orders just as soon as they are received."

Manager Silliman, of the Pardee-Ellenberger Co.,

is getting excellent reports from Robert Peck and Guy R. Coner. The former is making a thorough canvass of New Hampshire and Vermont, and Mr. Coner, who covers Massachusetts, Rhode Island and parts of Maine, is putting new enthusiasm into dealers in every place he visits.

The Columbia School Campaign.

The school propositions with the Columbia Co. have been begun, now that the sessions have been resumed for the fall and winter. E. A. Kingsley has this department in hand and he is busy just now with those prospects that were held in abeyance when the schools closed in June. From present indications Mr. Kingsley will close any number of contracts ere long.

Activity in Jordan-Marsh Department.

The talking machine department of the Jordan Marsh Co. has taken a new lease of life under the supervision of Manager Holmes and among other liberal displays it is now showing the new \$500 Columbia grand, and it had scarcely been exhibited before there were numerous requests for demonstrations, which in turn have fathered many requests for detailed information, regarding this instrument.

Spend Vacation on the "Briny."

All the boys of the Eastern Talking Machine Co. who went down to Southport, Me., for their vaca-



"Four Men in a Boat."

tion had the time of their lives at their cozy camp, "Tisours." On the way home two of the boys, Mark Read and Fred Kern, got shipwrecked on the "Nahada," which plies between Bath and Booth-

bay, and the chap who took them off from their perilous (?) position has just sent them a picture of the "awful" scene with the craft listed at a dangerous angle. The boys took a lot of pictures of each other, and that of Billy Fitzgerald as "September Morn" is a classic in the line of high art. Herewith is a good picture of four of the boys in their row boat. From left to right they are Jere Spillane, Bob Desmond, Billy Fitzgerald and Mark Read. They're all looking forward to another good time at the camp next year.

Dictaphones for Dennison Mfg. Co.

The Dennison Manufacturing Co., of South Framingham, has just installed sixty-seven dictaphones supplied by the Columbia Co. and there are more to follow. The deal was personally opened and closed by S. F. Atwell, who is in charge of that department of the Columbia's business. Mr. Atwell has several other large prospects on which he is at work and will soon close up.

Winkelman Has No Complaint to Make.

Manager Winkelman, of the Victor department of the Oliver Ditson Co., hasn't a word of complaint to make about business. When addressed on the subject he just smiles a broad smile and separates himself from a wealth of enthusiastic phrases which gives a correct history of business conditions at this big house. Both he and all his clerks are on the job early and late—hence the good business.

Edison Disc Records Being Received.

George Lincoln Parker is finding the fall trade in both Victor and Edison disc lines quite satisfactory. Mr. Parker says regarding the Edison machines that now that the records are coming along at a good rate there is better opportunity of satisfying customers than when the disc machines first were put on the market. John Alsen, who is in charge of Mr. Parker's talking machine business, is proving himself a good man in the right place.

Victrola Aids in Dance.

In the first act of "The Conspiracy," which is having a phenomenal run at the Park Theater, a Victor machine is used with striking effect. The scene represents the Refuge, an East Side settlement house in New York, and as the curtain rises one hears the strains of one of Blanche Ring's vocal numbers. There are a couple of fussy old men in the scene; one wants the machine kept playing; the other, a book worm, demands quiet, and

(Continued on page 23.)

BAGSHAW NEEDLES

are guaranteed to be the best for any record

More Bagshaw-made needles are used in the world than any other brand. Quality is the reason.

W. H. BAGSHAW

Established 1870

LOWELL, MASS, U. S. A.

Get the Whole Loaf!

What's the use of taking slices when you can have it all? The Edison line has swept on so steadily and swiftly that to-day it eclipses any other phonograph equipment on the market. Its strength doesn't lie in any one direction. It meets every possible demand of your customers. It is leading to-day with Mr. Edison's greatest invention—the

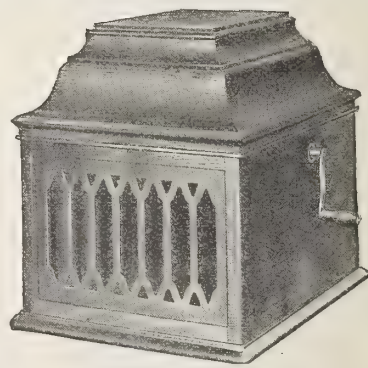
Disc Phonograph

Edison waited before putting this machine out—waited till he had perfected the marvelous records, the unchangeable diamond reproducing point, and the magnificent cabinets. It's de luxe from top to bottom—a profit bearer that's bigger than you'd suspect. And yet if your trade prefers the



Cylinder Phonograph

here it is with the wonderful Blue Amberol Records that have sung themselves into the widest popularity. If you handle this line you can't side-step big profits.



for the Virginias and Carolinas

we are the sole Edison distributors. When we speak of service, we mean care and promptness in every order. There's a whale of an opportunity for live dealers in this territory, and we'll do anything to help you if you'll write us.

C. B. HAYNES & COMPANY

Edison Phonographs

121 West Broad Street - - RICHMOND, VIRGINIA

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 21.)

accurately first one starts the machine and the other stops it, thus creating much merriment.

Looks for Lively Fall Trade.

Manager White, of the Victor department of the Henry F. Miller Co., reports a good demand for Victor outfits during September, and the indications are good for a brisk fall trade, especially as there are signs that the street is to be put into passable condition. The Miller Co., along with many other business houses in Boylston street, has suffered no little inconvenience, not to say loss, due to the building of the subway through that thoroughfare, which now has been in a dreadful state for several months.

Harry Rosen on Vacation.

Harry Rosen, the talking machine dealer of 3 School street, was able to steal a few days from business lately and took a short trip to the White Mountains and into Maine. Mr. Rosen reports business as moving along most satisfactorily and he contemplates enlarging his quarters.

Refurnishes Private Office.

Manager Silliman has had his private offices in Batterymarch street refurnished so far as handsome new rugs are concerned. The coverings are in perfect harmony with the soft brown denim of the walls. Manager Silliman just now is taking a lot of orders for the Nos. 8 and 10 hornless Edison cylinder machines, which will go on sale on November 1.

Eastern T. M. Co. Activity.

Everything is moving along most smoothly with the Eastern Talking Machine Co., and the September business is reported as having been more than satisfactory. The school work has started off with a boom under the guidance of clever Billy Fitzgerald, who will have his hands full pretty soon. Lately he installed a complete Victor outfit of the newest style at Wellesley College, where the large numbers of women students may always have music.

New Traveler Joins Force.

William Veale, formerly with the Outlet Co., of Providence, R. I., is now traveling for the Eastern Talking Machine Co., taking the place of Frank Mayo. Veale is one of the most popular men on the road and knows the talking machine business from A to Z. He's getting the glad hand wherever he goes.

Dealers Want Columbia Lantern Slides.

The Boston headquarters of the Columbia are receiving many inquiries from dealers regarding the new and clever lantern slides advertising Columbia products, each of which is to contain an imprint of the local dealer, and these for use in their respective localities. There are six slides from which dealers can make a selection, and they can very properly be used at all sorts of entertainments where moving pictures are used.

Julia Sanderson Pays Tribute.

The Columbia Grafonola gets a fine endorsement from Julia Sanderson, who is playing a successful engagement in "The Sunshine Girl" at the Hollis Street Theatre. Miss Sanderson is stopping at the Hotel Touraine and she writes that the Grafonola which she is using at her hotel and theater "is a wonderful help to me and Mr. Mudie in rehearsing before each performance of 'The Argentine Tango.'" Also she writes: "The music as rendered on your instrument is of better tempo than that furnished by the average orchestra." Incidentally the Columbia headquarters are advertising all the hits of "The Sunshine Girl."

Big Drive in Business.

Manager Warren A. Batchelder, of the Victor department of Chickering & Sons, is having a big drive in business these days and the other salesmen of the house see little of him, as his presence is in constant demand in his well-fitted department.

New Concern in Jamaica Plain.

The Jamaica Plain Grafonola Co. is a new concern located at 722 Center street, Jamaica Plain. The proprietor is Fred Lincoln, and on the opening day, Saturday, October 4, many persons called to listen to Columbia demonstrations.

To Be Married.

Miss Ella Keohane, for ten years a valued member of the staff at the Columbia headquarters, for some time past, as private stenographer to Man-

ager Elishman, is to be married shortly to Barton Sullivan, widely known in football circles and at present coach to the Holy Cross College team.

Leaves for Quaker City.

George Reese, for four years a salesman with the Eastern Talking Machine Co., has left Boston and gone to Philadelphia, which is his home city.

Busy Times with Steinert.

Manager Royer reports the Victor business good with Steinert & Sons, and his Arch street quarters are getting to be quite a rendezvous for business men of the downtown district, who find it a convenient place in which to make their purchases of records. Mr. Royer lately has been making business trips to Providence, Bangor and other cities.

Two Records in Great Favor.

Nat M. Wills, comedian of the "Follies" company playing at the Tremont Theater, is a frequent visitor to the Eastern Talking Machine Co.'s establishment, which is next door to the theater. Two of the "Follies'" hits, "Peg o' My Heart" and "A Little Love, a Little Kiss," are having a great sale among the Victor records.

On Educational Trip.

W. E. Getchell, who is spending his time among the agents of New England, is meeting with marked success in educating them in the details of successful selling of Columbia goods.

COURT APPOINTS RECEIVER

For Boston Talking Machine Co. Upon Petition of Creditor—Claimed That Company Is Solvent but Financially Embarrassed Owing to Suspension of Western Concern.

(Special to The Talking Machine World.)

BOSTON, MASS., October 11.—Burton H. Corbett, who is president of the Boston Talking Machine Co., and E. Fred Aldrich were last week appointed receivers of this company on the petition of Henry M. Whitney before Judge Morton in the United States District Court. Each has furnished a bond of \$20,000 to qualify as receivers.

Mr. Whitney is a creditor for \$39,898, and he stated in his petition that the Boston Talking Machine Co. is solvent and is simply financially embarrassed because of the troubles of a Western concern who owed them \$40,000. It appears,

FOLLOWING UP CUSTOMERS.

Dealers Should Keep a List of People to Whom They Have Sold Machines So as to Develop Their Record Sales.

Every dealer undoubtedly keeps a list of all persons to whom he sells phonographs, but does every dealer go over this list carefully every month and note the names of any Edison owners who have failed to buy records that month? The maintenance of every customer's interest is a vital point in the business, for an idle phonograph in any home is a poor advertisement for any dealer and would seriously affect his phonograph sales.

If a customer buys only one or two records for a month or more it is no cause for alarm, but if he fails to buy any for a month, then it is up to the dealer to get into immediate communication, with that man. If possible, the dealer would do well to select a few new records of the character which the delinquent's past purchases show him to prefer, and then call on him at his own home. Hearing the new records, together with a realization of the dealer's interest in him, would go a long way toward changing the customer's attitude.

In the event of a personal call being impossible, the dealer ought at least to telephone the backward one, or failing this, to write him a letter inquiring the reason for his failure to purchase any records for the given time, as the case may be.

So many causes can contribute to the falling off of record sales that it is absolutely essential to watch carefully the purchases of each individual customer. Possibly he has failed to receive his supplement for that month; or perhaps careless handling has broken something on his machine, or put some part of the mechanism out of adjustment. Some little thing may be bothering him, says the Edison Phonograph Monthly, which he has not

as was pointed out in court, that the Chicago concern placed an order with the Boston Talking Machine Co. for 50,000 machines and 600,000 records to be delivered at the rate of 2,500 a month. After the talking machine company had stocked up to the extent of \$60,000 to fill the order, the Chicago firm held up the order placed. The Boston Talking Machine Co. is capitalized for \$500,000, and claims to have assets of \$300,000, with liabilities approximately of \$80,000. There are 176 creditors. It is understood that the company has a license from the Columbia Graphophone Co.

President Corbett in an interview with The Talking Machine World representative stated that the shortage of money with which to continue the business was the reason for asking for a receivership, this shortage being due to the failure of the Chicago concern. He said the receivership was for the protection of the creditors and he did not anticipate that any difficulty would be experienced in raising sufficient money to keep the business going.

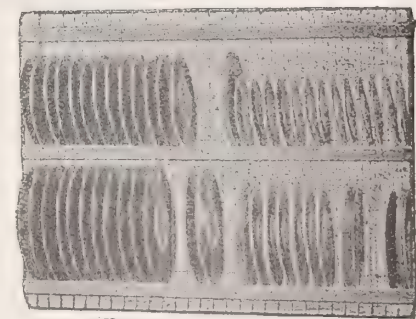
Prior to the announcement of the receivership Mr. Corbett stated to The World representative that it had just made some valuable additions to its staff of experts, whose experience and achievements in the past in the talking machine field will insure still further progress in the conduct of this company's affairs.

Chas. L. Hibbard has been engaged to take charge of the recording laboratory. He has had many years' practical experience in this field, having been connected with the Edison Co. for about ten years. Later he was in charge of the recording laboratory of the United States Phonograph Co. and recently did all the recording for the Keen-O-Phone Co.

Thomas Kraemer, at one time superintendent of the Regina Music Box Co., where he designed many of the movements incorporated in its product, and later on superintendent of the Hawthorne-Sheble Manufacturing Co., for whom he designed the Star machines and many premium models, has been engaged as general superintendent.

Horace Sheble, formerly factory manager of the American Graphophone Co. and at present engaged in industrial engineering in Philadelphia, has been retained by the company as a consultant in the perfection of the organization and methods employed in the manufacture under its new management.

had time to consult you about, but your appearance at his home at that time would prove your interest in him and bind him just so much closer to you in the future, to his permanent satisfaction and your increasing profit.



BUILT OF HEAVY STRONG WIRE,
PLATED AND LACQUERED.

WRITE for 20-page
catalog giving
details and information
on the best way of keep-
ing your records.

The Syracuse
Wire Works

SYRACUSE,
NEW YORK

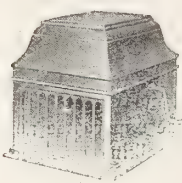


Mr. Dealer,

We're the jobbers on the job!

We want you to know it's going to be money in your pocket to be the first on the ground with

The Edison Disc Phonograph



This latest marvel from the great inventor is making good with lightning speed wherever it's been shown. We can supply dealers **"from the Rio Grande to the Mississippi"**

Get your territory now and declare in on all the success that goes with the Disc Phonograph as well as the profitable line



Edison Cylinder Phonographs

The new Blue Amberol Records, the new diamond point reproducer, and the handsome new cabinets are giving greater zest than ever to the sale of this line.

We carry a complete stock of supplies, including records

in *twenty-nine* different languages. Our policy has always been to give the dealer the considerate co-operation which, combined with never-ceasing aggression, brings confidence and activity to the Edison line. Get in touch with us at once about *your* territory.

Houston Phonograph Co., Wholesale, 1008 Walker Ave. Retail - - - 903 Main St. **Houston, Texas**

Cash in on Mr. Edison's latest wonder The Edison Disc Phonograph

We are right here to help you tell the people of Oklahoma and the north half of Texas what they have wanted to know—that Mr. Edison, after years of experiment, is now ready to put his Disc Phonograph on the market. He invented the first one—years ago—but he wasn't ready to launch it until it was perfect. Now it is. Now the people can have it.



We have the best freight facilities in the South—out of Fort Worth. We can get the quickest action for you that you've ever had from a jobber. Let us help you cash in on the Edison line.

Do you know about the new points of the Edison Cylinder Phonographs? Are you boosting the new Blue Amberol Records, the new diamond point reproducers, and the beautiful new cabinets? Don't overlook these mighty profitable chances. Write us to-day.

Texas-Oklahoma Phonograph Co., Inc.

Exclusive Jobbers for
Edison Disc and Cylinder Phonographs,
Records and Supplies

828-830 Monroe Street, Fort Worth, Texas.

CANADIAN TALKING MACHINE TRADE SUMMARIZED.

Toronto Representative Enthusiastic Over New Columbia "Jewel" Grafonola—New Victor and Columbia Dealers Who Have Recently Entered the Field—Victrola Provides Entertainment in the Wilds of the Northwest—Displays at Made-in-Hamilton Exposition.

(Special to The Talking Machine World.)

TORONTO, ONT., October 7.—John A. Sabine, one of the proprietors of the Music Supply Co., of Toronto, which is exclusive distributor of Columbia products in the Province of Ontario, recently returned from a business trip to New York City. Mr. Sabine is enthused to an immense degree over the Columbia Co.'s new design of Grafonola, the "Jewel," which will be ready for the Canadian market about October 30 at the popular retail price of \$45. It is very similar to a small "Favorite" machine which has enjoyed a great sale in Canada at \$65. Regarding the new "Jewel" Mr. Sabine says: "We expect to have the 'Jewel' ready for delivery on October 30. My partner, Mr. Leake, and I are so enthusiastic about the samples we have seen that we ordered 2,000 for immediate delivery."

H. G. Stanton, vice-president and general manager of R. S. Williams & Sons Co., Ltd., Toronto, which firm is Edison distributor for Canada, attended the recent conference of Edison jobbers.

New Victrola House in Toronto

Paul Hahn & Co., Ltd., is the name and style of the newest addition to Toronto's music houses. Paul Hahn, who when a boy entered the service of the Nordheimer Piano & Music Co., Ltd., which has a large and successful Victrola department, has grown up in the music trades with that firm. On September 1 he severed his connection with that well-known house to enter business on his own behalf, and the organization of the above-named firm is the result. A three-story and basement building has been leased at 717 Yonge street, which is close to the corner of Bloor street and is in a high-class retail district. The building secured is a new one, just being completed, and will be ready for occupancy within a month. The new firm is featuring the Mason & Hamlin and other lines, for which it has secured the local agency. In addition to these lines, a complete stock of Victor Victrolas and records is being put in. The entire basement of the store is being fitted up for this branch, while the ground floor will be used for showrooms. On the first floor will be the individual show and demonstration rooms, and the top flat is being arranged for studios.

New Outlets for Columbia Products.

The Toronto Grafonola Co. is a new concern that has leased premises at 141 Yonge street, Toronto, and is opening up with a complete line of Columbia records and Columbia Grafonolas. W. E. Dunn, late of the Bell Music & Piano Co.'s Victrola department, is the guiding spirit of the new firm, which opens up in time to take advantage of the swing of fall business.

Probably one of the best-known music dealers in western Ontario is J. Faskin McDonald, who has been in business in Hamilton for the past fifteen years, over ten years of which time he has been in his present stand at 54 James street, North. Mr. McDonald has recently taken on the Columbia line and has already got the department comfortably housed.

W. F. Newman, of the same city, has also enlisted in the ranks of Columbia dealers.

P. J. McCaffrey, of Windsor, Ontario, now numbers among Columbia retailers.

News Notes.

A surveyor came back from the Peace River country in the great Canadian Northwest, and that is a pretty expansive piece of territory. "Thought I was far from the haunts of civilization," said he in speaking of the solitudes, "but one evening, just as we were making a portage, I thought I heard singing. I was blame near scared stiff, and so was my companion at first. We got back from the noise of the rapids to listen, and sure enough, we could hear the words as well as the air of one of the late hits we heard down at Winnipeg three weeks before. Well, it was a little Victrola that another survey party had, and by gum I have one of them now."

The wise and discriminating stork recently visited the home, in Rosedale, Toronto, of R. S. Williams, president of the R. S. Williams & Sons Co., Ltd., Edison jobbers in Canada and Edison and Victor retailers, and deposited a lusty son and heir. Mr. Williams, who now becomes "R. S., senior," is as pleased as he has a right to be, and is already looking forward to the time when his counterpart will be ready to take an interest in fiddles, old and rare.

At the Made-in-Hamilton Exposition during centennial week in Hamilton, when thousands of former Hamiltonians gathered for a memorable week of celebration, the Newbiggin Cabinet Co., Ltd.,

PIANOS TRADED FOR PHONOGRAPHS.

Six Customers of Marks Silverstone Take That Means of Securing Edison Machines—Making Alterations in Quarters to Accommodate Business—Ninety Per Cent. of Sales Are of \$250 Machines—Orders from Kansas.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., October 11.—Marks Silverstone is making extensive changes in the warerooms of the Silverstone Music Co., which will enhance the business convenience, beauty and comfort of the quarters that he designed last spring. The changes are those found to be necessary after six months' occupancy there. His first object is to provide suitable space and facilities for handling the Edison disc phonographs and records. Despite an anticipation of big business resulting from the introduction of these machines, Mr. Silverstone finds that he had not made proper allowance, and the additional record bins, shelves and counters for the handling of the jobbing supplies are being installed. "The records are coming very smoothly now in quantities that insure us in promising prompt shipments," he says, "and I am working to keep our facilities ahead of the game. I can assure my jobbers now of excellent service, which would have been impossible without the changes being made. The storage of sufficient machines to meet the demand, too, is a problem that is larger than I had expected, but we have the space here and it is merely a question of making the proper arrangements, which I am doing." The comfort of the warerooms consists in a steam heating plant, which is perhaps unusual for a leaseholder to put in. "I thought I had arrangements with a neighbor to supply heat," said Mr. Silverstone, "but when by warerooms got cold and I complained to him he would say: 'I am not in the heating business.' So I thought I had better put in a plant and heat my own place."

Mr. Silverstone has on hand six pianos that have been traded in by persons buying \$250 Edison disc machines. "A few years ago I would have laughed at a person who would have suggested such a situation as that," he said, "and at that time I was as enthusiastic over talking machines as anyone." When the Silverstone Music Co. moved into its present quarters Mr. Silverstone added pianos as a side line to his Edison talking machines, and the

had a much-admired exhibit. It showed its key-board record cabinet, which attracted much attention and ready endorsement. The principle of the cabinet is that when a record is wanted it is merely necessary to press the numbered key of the record wanted, and it immediately rolls out. K. P. Newbiggin, head of the firm, states that record cabinet sales in September exceeded those of a year ago by 30 per cent.

At the recent exhibition at Ottawa, the capital of the Dominion, the Hurteau-Williams Co. made a prominent display of the \$650 Columbia Baby Grand grafonola. The products of the Edison and Phonola firms were also on view.

Henry H. Mason, general manager of Mason & Risch, Ltd., piano and player manufacturers, who have excellent Victrola departments in their retail store and branches throughout Canada, was elected chairman of the technical education committee at the recent annual meeting of the Canadian Manufacturers' Association at Halifax, N. S.

fact that he is in the piano business has supplied him with an outlet for the instruments he recently has taken in.

A few days ago Mr. Silverstone ordered a list drawn from the books of purchasers of disc machines, showing style and price. Rather to his surprise, this list shows that more than 90 per cent. of the sales have been of the \$250 models. "I knew the percentage had been high, but I did not anticipate quite that proportion," he said as he was congratulated on his salesmanship ability.

A. O. Reynolds, who is boosting the Blue Amberola branch of the business for the Silverstone Co., is in Kansas and is sending back orders and reports that show that he is giving an excellent account of his time.

Manager Savage, of the dictating machine department, is back from his summer vacation, and is beginning an active campaign.

THOUGHTS FOR BUSINESS MEN.

Never let little things annoy you. Life is too short to worry over trifles.

Never show when you are discouraged; a weak heart never wins customers.

Never plan about to-morrow and expect to-day to take care of itself.

Never excite envy by boasting what you have and can do.

Never laugh at anyone's failures; it may be an experience you will have in the near future.

Never push yourself forward; remember that great men are sought and do not seek.

Never cry out when you are hurt in life's game. That is only worthy of an infant.

Never be elated by your successes, nor be discouraged by your failures.

Never think that you will get to the top by shoving others out of the way.

Never be afraid to get knowledge. It will always answer you in some good stead.

Never crawl. If you are in the wrong, admit it and get it out of your system.

Never give up the game until the end. Remember, in a game of checkers you often win with a few men.

Never begrudge the favors your competitors get. The fact that you can fight on alone proves your strength.—Says John Trainor in Modern Methods.

"DUSTOFF"

RECORD CLEANERS

Add Life to Records

Dust and dirt settling in the minute sound grooves of the record causes friction in the reproducing point track with the resulting wear and tear of the record. "DUSTOFF" RECORD CLEANERS get into these grooves and thoroughly clean the record, ensuring a clear and distinct tonal reproduction free from blurs, scrapings and harsh sounds.



Regular Model
Each in 2 color box.
Retail 15c. (In Canada, 25c.)
Liberal trade discount.

Jobbers and Columbia Distributors Everywhere can supply you.
(Canadian trade through Berliner Gramophone Co., Montreal.)

"Dustoffs" are "Profit-Makers"

SAMPLES sent postpaid, on approval, to dealers writing on business stationery and mentioning jobber's name.

MINUTE SHINE COMPANY, Sole Mfrs., PROVIDENCE, R. I., U. S. A.



De Luxe Model
Each in box and 12 in display carton. Retail, 50c. (Canada, 75c.). Liberal trade discount.

Kipp-Link Phonograph Co.

INDIANAPOLIS, INDIANA

Exclusive Edison Jobbers

Edison Dealers throughout Indiana, Illinois, Ohio and Kentucky will find our "Can't-be-beat" service to be all it signifies.

We are owners and originators of "can't-be-beat" service.

We are and have been for seven years strictly Edison jobbers, consequently we are the jobbers to look to for the complete line of

Edison Disc Phonographs and Records
and

Edison Cylinder Phonographs and Records

We have prepared early for the heavy fall and winter season and when it comes to filling dealers' orders we "can't be beat."

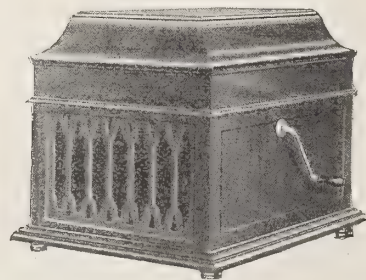
LET US SHOW YOU



Kipp-Link Phonograph Co.

Indianapolis, Indiana

"Can't-be-beat" Edison Jobbers



THE MYSTERIES OF THE PHONOGRAPH RECORD.

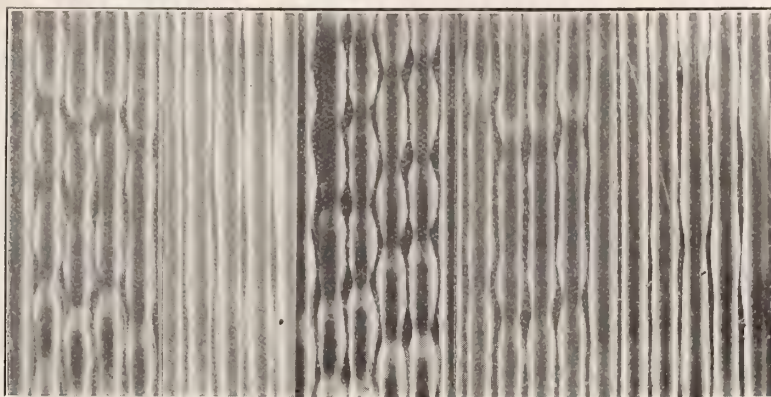
A Series of Interesting and Valuable Photographs That Show How the Human Voice and Various Instruments Leave Their Imprint on the Wax Cylinders—Notes on the Two-Minute and Four-Minute Records of the Same Length—Difference in the Vowels.

The person who listens to a cylinder record on a phonograph, or even one who watches the recording process and inspects the machine closely, has a very faint idea of the peculiarities of sound in recording. While scientists have studied the question of vibration for many years, they have yet much to learn before they will be able to lay out any definite rules regarding what will happen when certain sounds are recorded on a wax cylinder.

We have learned just how many vibrations are necessary to produce a certain note of a given value, and by following such a formula can produce that note, but those connected with the recording department of Thomas A. Edison, Inc., are frequently surprised by the physical character of certain sounds as they are recorded. The mys-

length also holds good in the illustration showing comparative formation of trombone and tuba notes, when recorded.

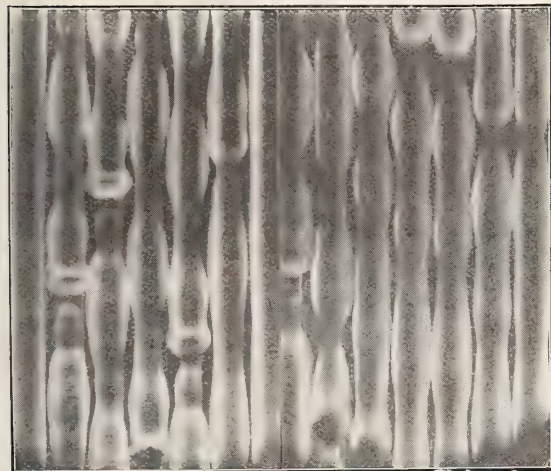
The illustration showing the scale as played on bells draws chief interest to the fact that the notes lengthen from top to bottom of the scale on the



Tenor Voice Sounding Vowels in E Flat.

right, showing the length of the higher notes, and the left, the lower notes, the latter being approximately twice as long as the former. To illustrate the comparative value of the various notes in a regular song as shown upon the record, we reproduce a photograph of the section of record bearing a soprano solo.

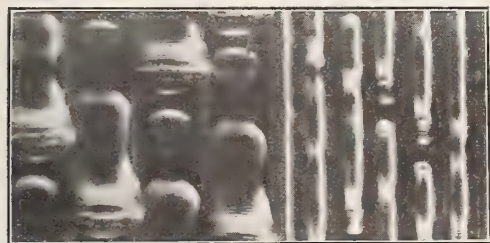
The scientific value of the illustrations cannot be overestimated, and they should prove particularly



Trombone. Tuba.
Sounding Same Notes in E Flat.

teries of the lines in the wax record can be no better explained than by means of the accompanying illustrations, taken recently and published here for the first time.

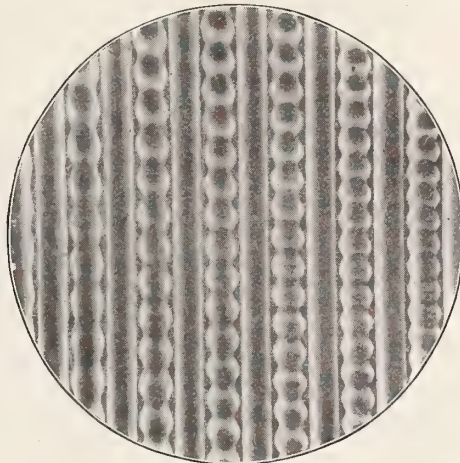
One of the most interesting of the illustrations herewith shows the manner in which the



Cornet Solo.
Two-Minute Record. Four-Minute Record.
(Notes of same length.)

voice of a prominent tenor was recorded while singing the various vowels in E flat. There is nothing in the lines to indicate that there is any relation between the sounds recorded. Yet they were all sung in this one note, and the accuracy of the test was insisted upon.

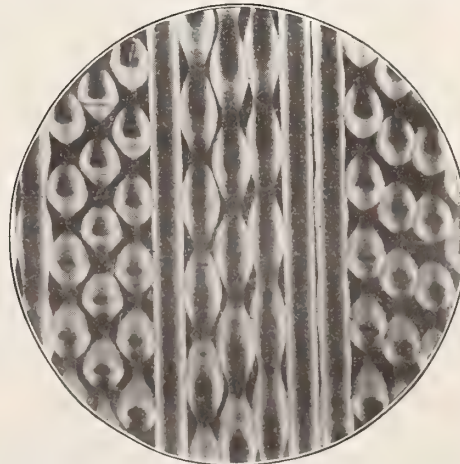
Illustrations side by side show the manner in which a cornet solo was recorded on a two-minute record, and later upon a four-minute record. While at first glance there appears to be a vast difference in the formation of the notes, upon closed inspection it will be seen that on the two records the shape of the notes vary only as to width, the length being exactly the same. This similarity of note



Scale of Bells.
High Notes Short; Low Notes Long.

interesting to those who have made a study of sound and of recording.

The photographs were obtained through the courtesy of Walter H. Miller, manager of the re-



Soprano Song, "My Dreams."

cording laboratory of Thomas A. Edison, Inc., who is one of the veterans in the trade. When it comes down to the question of recording, Mr. Miller knows whereof he speaks at all times.

ENTERTAINMENT OF EMPLOYEES.

Uplifting Influence of Music on Employees Realized by Prominent New York Business House Which Puts an Auxetophone to Good Use for Purposes of Amusement and Instruction.

The uplifting influence of music through the medium of the talking machine is forcibly illustrated by the following extract taken from a notice issued by the welfare committee of the National Cloak & Suit Co., of New York City, one of the largest manufacturing mail order houses in the world:

"A National theater party composed of 158 employees heard 'Aida' at the Century Opera House on Friday evening, September 19. Expressions of enthusiasm were heard on all sides."

But this is putting the last chapter of the story first.

About a year ago, with the co-operation of C. N. Buckley, paymaster, and Theo. B. Merseles, vice-president of the company, an Auxetophone was placed in the lunchroom provided for their employees, with a view to rendering the noon hour a source of entertainment as well as of rest and refreshment. That they builded perhaps better than they knew is borne out by the fact that they soon realized that their employees enjoyed the finer music best, tiring readily of the so-called popular music. They likewise quickly realized that the Auxetophone was a valuable aid in winning the good will and gratitude of their help, creating an esprit de corps that was bound to repay them.

The National Cloak & Suit Co., through their welfare committee, have set aside Wednesday noon as "Story-telling Day." Beginning with the "Tales of Hoffman," they intend continuing through the list of operas, these talks or lectures being supplemental to the parties arranged to attend the various operas at the Century Opera House.

The announcement also goes on to say: "These parties will continue throughout the season. The management has very kindly offered to purchase records for the Auxetophone of the favorite selections from the operas that the National theater parties attend. These will be played in the lunchroom frequently."

The management of this company are to be congratulated on the successful work of their welfare committee. They represent the advance guard, the pioneers in a movement that is slowly but surely gaining ground among employers—a movement that aims to better the condition of the workingman, in the belief that better returns are to be had from a contented lot of workers.

OPPORTUNITY.

Who are thou, glorious form, flashing by me,
So beautiful, so Godlike—wilt thou fly me?
Why o'er thy face and bosom fall they tresses
streaming.

And why the airy pinions on thy white feet
gleaming?—

My name is Opportunity. Pause or rest I never:
Mortals rarely know me till I'm gone for ever.

To seize me passing on to few is granted;
Therefore one foot upon a wheel is planted—
Therefore the light wings bound on them, to make
me

So quick in flight that none shall overtake me.
Down fall my tresses, face and bosom veiling,
That none may know me 'til to know be unavailing;
Then, mockingly, I fling aside the veil and please
me

With their vain hope and vainer haste to seize me
And who is this dark form that follows thee with
weeping,

Ever as a shadow on thy bright track keeping?—
Her name's Repentance. When I flit quickly by
them

She stoppeth weeping, vainly weeping nigh them
But thou, poor mortal, precious moments wasting,
Idly thou dreamest while I'm onward hasting.

Wilt thou not wake? Alas! weep now, I've passed
for ever,

Weep, for Repentance henceforth leaves thee never.
—From the Italian of Machiavelli, translated by
"Speranza."



4 Floors of
Edison Phonographs

Jobbers of

EDISON ^{Diamond Point} DISC

and

Cylinder Phonographs

EXCLUSIVELY

The new Edison ^{Diamond Point} Disc Phonograph "Edison's Master-piece" opens up a new field of greatest money-making possibilities. Mr. Dealer, think of pocketing a cool 66 $\frac{2}{3}$ % Profit.

¶ The Edison ^{Diamond Point} Disc Phonograph is the long sought goal of perfection in Phonograph Construction. Just think, it has the permanent Diamond Point (no needles to change), automatic stopping device, the long wearing, long playing and practically unbreakable disc record, and many, many other exclusive features. Mr. Progressive Dealer, doesn't this suggest \$\$\$\$ \$?

¶ There will be much added prestige to the dealer who obtains the Edison Disc Dealership. Much satisfaction and more profits to the dealers whom we supply.

¶ Our modern merchandising methods mean more profit to the dealer; our advertising, trained especially on the Great Northwest, supplementing that of the Edison Co., produces a large volume of retail sales, which we turn over to the dealer in whose territory they are located—co-operation in every sense of the word.

¶ The introduction of the Edison Disc marks an epoch in musical history. Its naturalness is fascinating; touch a lever and music flows out in waves of enthralling melody. Secure the dealership and dollars will flow into your coffers, and there is no melody that can equal the "chink-clink" of the dollar.

¶ Six months ago we were looking for dealers; to-day dealers are after us. Territory is limited, so if your field is open you had better write us at once. It won't be open long—WRITE TO US TO-DAY.

LAURENCE H. LUCKNER

MINNESOTA PHONOGRAPH CO.

MINNEAPOLIS

Exclusive Edison Jobber

MINNESOTA

Also a complete line of musical merchandise at lowest prices

"If it's musical we have it"



"The desire for music is not bound by any line of race or creed or country. And the demand for Columbia instruments is just as wide as the passion for music."



(From "Music Money," a book "full of meat" for every Talking Machine Dealer interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

THE VALUE OF MUSIC AS A REMEDY FOR CERTAIN ILLS.

Discussion of the Use of Music in Therapeutics Discussed by William Brady, M.D.—Emotional Organization of a Man Has Much to do with His Physical Welfare—Talking Machine Promotes Peace and Quietness of Mind—Some Valued Experiments.

Speaking about music as a medicine, a stimulant and an appetizer, Wm. Brady, M.D., said recently:

"Man is something more than a chemical compound or a food for germs. He is more than a rational being; he is a moral and emotional individual. His emotional organization is the innate and personal part of his nature revealed to him by self-consciousness. His feelings, sympathies, his love or hate, happiness or misery, all of his inner emotions, are powerful factors in human life, though little understood by science.

"The old aphorism 'mens sana in corpore sano' (a sound mind in a sound body) is susceptible of a double interpretation. Recent psychological progress and research have shown that even the animal body is intimately dependent on mental impressions for its normal functional stimuli. Pawlow, the Russian physiologist, has established on a sound footing the important influence of the five senses, so-called, upon the entire process of digestion.

"The influence of music on the mind is admitted by all, and the value of music as a remedy for certain ills has recently attracted considerable attention. 'Music hath charms' which are not put to sufficient practical use. Thousands of unfortunates in hospitals throughout the country are waiting for someone to come along and 'give us a song to cheer.'

"The New York State Pathological Institute recently investigated the question of the influence of certain tones and strains upon the nervous system. By the aid of the ergograph, an instrument designed to record the degree of fatigue in the muscles of the arm and hand, it was found that the patient studied could apply more force with less fatigue when a lively air was thrummed on a harp. Certain tones of the 'cello, on the other hand, produced the opposite effect. From such observations it would appear that the military band has a very logical reason for dispensing lively air on a hard march.

"In his 'Anatomy of Melancholy' Burton declares picturesquely that 'music will drive away the devil himself.' Certain it is that those who weary with the engrossing pursuit of intellectual work, the grind of daily toil, are quickly refreshed by the instrumentality of music, be it vocal, instrumental or 'canned.'

"While we do not always think of the phonograph as Edison's most useful invention, it is undeniable that the recent perfections of that instrument help many a brain fagged thinker to get a fresh grip on himself and his problem, and to carry his infant project to a practical conclusion another day.

"A home without music is a home without happiness. This dull old world of ours cannot be brightened by books alone nor by conversation nor pleasant occupation. The elevating influence of music is essential to the full enjoyment of life.

Think what a world it would be without music! And remember the unfortunates inured in the great hospitals, who exist in a world without song!

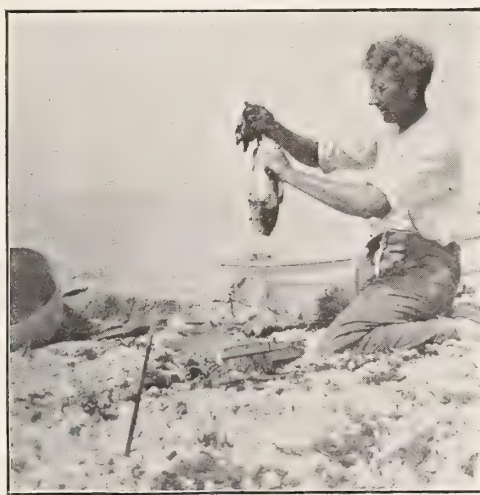
"One cannot conceive a nobler act than that of an expert musician giving of his or her gift a mite to brighten the monotony of a hospital ward and enliven the recuperative powers of the unfortunates there confined. Surely there are enough musicians in every community to make the hospital cheerful every age-long day. Easter greetings and Christmas carols are not enough.

"One of the intentions of St. Cecelia's Guild was to build a large hall in the central part of London, from which at all hours of the day or night music could be sent by wire to the bedside as wanted. A

AN OUTING AT STONY LONESOME.

This Is Where Irving P. Hallock Inveighed R. B. Caldwell to Capture Some Splendid Examples of the Finny Tribe.

Skinning a bass at Stony Lonesome, N. Y., is the pleasant vocation Irving P. Hallock, the well-known Victor and Edison dealer, was enjoying



Preparing Mess of Fish for Dinner.

when the accompanying photograph was snapped. Stony Lonesome is not very far from Greenport, L. I., the location of Mr. Hallock's store, and the bass were running strong when Mr. Hallock decided to enjoy a few weeks' well-earned rest.

Accompanied by R. B. Caldwell, vice-president of the Blackman Talking Machine Co., 97 Chambers street, New York, Mr. Hallock attempted to break all piscatorial records. The success of the fishing party, we understand, was gratifying, but the only evidence introduced is Exhibit A herewith, portraying the skinning of the bass.

Mr. Hallock is one of the most successful talk-

delirious typhoid patient or even a victim of delirium tremens has often been observed to settle down and go to sleep under the drowsy influence of a lullaby thrummed softly on stringed instrument or sung by distant voice.

"Insomnia is peculiarly amenable to the right sort of music. Of course, the musicians themselves would be superior to any so-called canned music, but the latter would have many advantages over music by wire. Orchestrons, phonographs and mechanical piano or organ players good enough for private homes are also good enough for the public hospital. These latter day improvements place good music within the reach of every hospital ward, no matter how small.

"Florence Nightingale gave her warm approval to the proposal to furnish music to the sick, as did Sir Richard Quain and other eminent physicians. It seems peculiarly the province of woman to take hold of this movement in America and through individual and organized activity put it into practical use."

ing machine dealers on the island, and in addition to his extensive Victor and Edison business, is an authorized representative of John Wanamaker's New York store, which enables him to keep in close touch with the very best class of trade in this vicinity. Mr. Hallock, who is an enthusiastic Blackman dealer, is a friend of many years' standing of Vice-President Caldwell, of the Blackman Co. Stony Lonesome may not sound very euphonious, but Messrs. Hallock and Caldwell spent a most enjoyable fortnight there this summer.

Mr. Hallock only recently recovered from an operation, which he was obliged to undergo at Mount Sinai Hospital, New York. The operation was not very serious, and Mr. Hallock is fast regaining his customary energy and vigor.

TALKING MACHINE MAN TO WED.

(Special to The Talking Machine World.)

WILMINGTON, DEL., October 5.—J. W. Goldy, proprietor of the Delaware Graphophone Co., in this city, was married on September 27 to Miss Jessie L. M. Gill, of Brooklyn, N. Y., at the home of the bride's parents.

DITTY WORTH REMEMBERING.

A member of the Rochester Association of Credit Men has found the following ditty of use as introduction to his collection letters:

There's a time to sow and a time to reap
There's a time to laugh and a time to weep
There's a time to work and a time to play
There's a time to buy and a time to pay."

Opportunity knocks at every man's door at least once, but it is well to be ready for it when it appears.

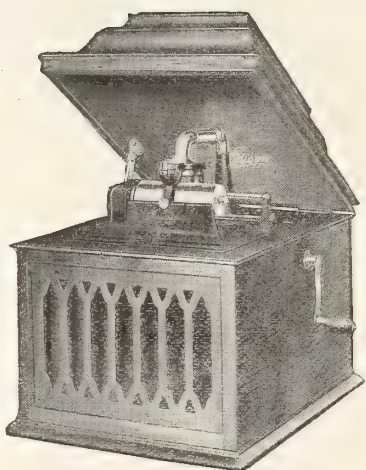
Discouragement brings you nowhere and only helps to put you in the hands of your competitors and your enemies.

The right sort of work means growth, not stagnation.

When Doubt Vanishes

No longer is there any question of the supremacy of the Phonograph. It has been decided absolutely. When Mr. Edison completed the new

Disc Phonograph



and introduced it to the public, all doubt vanished. He brought out the most remarkable sound producing instrument ever made, a marvel of sweetness and brilliancy, perfect in mechanical equipment from the sturdy motor to the diamond stylus.

Nothing has been more interesting to Mr. Edison than the speed with which the new Disc Phonograph has caught public approval and patronage. It exceeded all expectations. The enthusiasm over this instrument has been wonderful, and yet there is the same steady demand for the

Edison Cylinder Phonograph

with its tuneful long-playing Blue Amberol Records, its permanent diamond reproducing point, and its great staff of record-making talent.

What could be more certain of big sales and big profits than this Edison combination? It's like a giant wave that can't be checked.

Ask us

about the handling of this line in your town. Drop us a line. We're ready to advise you first and supply you immediately afterward.



W. A. Myers Sporting Goods House

127-129 West Third Street

Lycoming Opera House Block, WILLIAMSPORT, PA.

MUSIC OF TO-DAY IN A BACKWARD STATE, SAYS EDISON

In an Article in the Cosmopolitan Magazine the Ideas of the Great Inventor Regarding Music Are Clearly Set Forth—Never Studied Music, but Can Point Out Defects That Are Not Realized by Musicians—How Mr. Edison's Deafness Has Proven an Advantage.

Under the heading, "Edison's Dream of New Music," Allan L. Benson contributed the following interesting copyrighted article in a recent issue of the Cosmopolitan Magazine:

"Music," said Thomas A. Edison, "is in the same backward state to-day that electricity was forty years ago. I am going to develop it. I hope to complete the task within three years. I shall also make the phonograph the greatest musical instrument in the world."

Edison never studied music anywhere. If this statement be not literally correct, it is the exact truth to say that he never studied music anywhere except by himself in his own laboratory. He cannot sing a note. The only musical instrument he can play is the phonograph. He cannot hear a phonograph three feet away from him. Yet the best musical talent that he can employ defers to his judgment. When Edison says a thing is wrong, his musical experts are exceedingly careful not to say it is right. They are not careful for fear of offending—they are careful for fear of losing their own reputations. They have good reason for being so careful. Edison can hear sounds that they cannot hear until he has called attention to them. And he has so fine a sense of tone values that he knows the significance of what he hears.

"I hear through my teeth," said he, "and through my skull. Ordinarily I merely place my head against a phonograph. But if there is some faint sound that I don't quite catch this way, I bite my teeth into the wood, and then I get it good and strong."

From Edison's point of view, the human ear is an exceedingly crude instrument. He did not know how crude was the ear until his own hearing had been destroyed. Everybody knows, of course, of the experimental laboratory that Edison established in a baggage car when he was a newsboy, how his chemicals set fire to the car, and how the conductor boxed him on the ears and broke the eardrums. From that day to this he has heard but little in the ordinary way. Those who wish to speak to him get close up and shout. Sometimes Edison hears what is said to him, and sometimes he doesn't. Such conversation is hard for visitors, but it is easy for Edison. "Most persons' voices last longer than their gray matter does, anyway," said he. Conversation that is maintained with so much difficulty is not likely to be unduly prolonged. So Edison's deaf ears save him from the voices of his friends. "I have always considered by deafness a blessing," said he.

Edison says the imperfection of the ear lies in the adjustment of the two bones that are known as the stirrup and the saddle. He crooked his little fingers and hooked them together to show how the stirrup and the saddle unite to convey sound waves from the middle to the inner ear.

"There is a good deal of lost motion in those bones," he said, as he worked his hooked fingers back and forth to illustrate the defect. "Part of every sound wave that enters the ear is lost before it reaches the inner ear. For that reason no one who has a normal ear can hear as well as I can. I can hear better than anybody else because I don't depend upon stirrups and saddles. These bones have been taken out of my ears. That is why I can hear little or nothing in the ordinary way. But it is also why I can hear splendidly through my skull and through my teeth. The sound waves then come almost direct to my brain. They pass through only my inner ear. And I have a wonderfully sensitive inner ear. I do not know that, in the beginning, it was any more sensitive than anybody else's, but for more than fifty years it has been wrapped in almost complete silence. It has been protected from the millions of noises that dim the hearing of ears that hear everything. And, as a result, when sound waves are projected into my inner ears, either through the skull or the teeth, the waves strike inner ears that are abnormally sensitive."

The Squeaking Flute Keys.

Men who work with Edison know better than he does, perhaps, how much more acute is his hearing than their own. One of these men told of a defective phonograph record. Nobody but Edison knew it was defective. Edison insisted that something was the matter with the orchestra. With his gray head against the phonograph cabinet, he clung and clung to the contention that something was wrong. Finally he bit his teeth into the wood, and in a moment he knew. "The keys on that fellow's flute squeak," he said. In the sawing and jangling of the other instruments, none of the men who worked with Edison could hear a squeaky flute key any more than he could hear the treading of a fly upon the engine of an automobile. But Edison could hear, and, for him, the squeaking spoiled the music.

"Nobody realizes," said he, "how much music is spoiled by little sounds that do not belong in it. The average person—the person with a normal ear—is not conscious of the fact that he hears the

sounds. That is to say, he cannot call attention to any particular sounds that do not belong in the music. All he knows is that the music does not sound good to him."

Taking the Noise Out of Music.

One of the great things that Edison promises to do for the world is to take the noise out of music.

"Forty per cent. of the sounds that come from an ordinary disc phonograph," he said, "do not belong in the music. I have invented a new kind of a disc machine which, with a clean record, absolutely eliminates all these unnecessary noises. The difficulty is to get an absolutely clean record. Records are supposed to be clean when they are bought, but they are not. They are not clean even when they leave the factory. One of the problems upon which I am now working to how to send out records clean and keep them clean. It is marvelous how slight need be the undulations upon a record to produce great noises. Take a piece of clean glass cut the shape of a record and 'play' it on the machine and there is no sound. But breathe on this glass a dozen times, put it away half an hour until the moisture can harden, and then play the glass again and you will hear a jumble of the most unearthly noises."

Edison's greatest criticism of music, however, has to do with what he declares to be a lack of scientific basis for it.

"There is no such thing as a definite musical term relating to time. Take any piece of music and look at it. This part, for instance, is marked with a French word meaning fast. The next is marked 'a little faster,' then come 'still faster' and 'very fast. A little farther along we come to 'slow,' 'a little slower,' 'still slower,' and so on.

"Now what in thunder do all these terms mean? 'Faster' means faster, of course, but faster than what? There is the difficulty. Music lacks definite terms by which time may be indicated. It should not lack such terms. Music is too noble an art to be thus handicapped. It should not be that only the composer knows precisely the time in which he wishes his production to be played. Music should be established upon so scientific a basis that anyone who can play at all can play a piece in precisely the time that the composer intended it should be played. Who knows now whether he is playing any piece as its composer intended it should be played? No one can know. Students of music who are fortunate enough to be able to study with great composers have the best chance to know, but they cannot be sure they know, because the composer has no means of telling. They can only listen to the composer as he plays, and note where he speeds up and where he slows down. If they have good ears and a perfect sense of time, they can hit the mark so long as their memory lasts. But how

(Continued on page 33.)

**Sell Pianos**

The most profitable piano—because it sells quickly and brings new business—is the

F. RADLE

615 West 36th Street, New York

Every sale of an F. Radle piano or player-piano will give you a reputation for handling high-class instruments and fair dealing. Guarantee of tone, durability, design and finish.

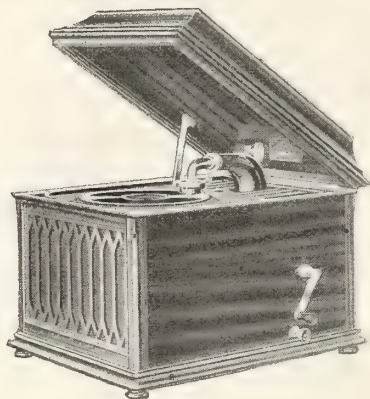
Write to-day for Catalog and Wholesale Prices

The Pardee-Ellenberger Co., Inc.

announce a

Complete Line of Edison Disc Phonographs

Mr. Edison has produced his masterpiece. The much talked of Disc Phonograph is now a reality after years of experiment and study in sound reproduction and musical acoustics. These experiments and studies have resulted in a new voice for the phonograph—a voice of liquid and mellow tones, of wide range and incomparable sweetness.



The triumph of Edison is mechanical as well as musical. The motor is the most accurate, powerful and costly that has been placed in a disc machine. The records are made of a hard new material that is impervious to wear and holds faithfully the wonderful interpretations of the great music upon them. The reproducer is a diamond point that does away with the constant changing of worn-out needles.

All of this and more Edison has produced for your public. He has made possible the preservation of the world's greatest music by the world's greatest artists. The record programs have never been equalled.

Your opportunity

is here. This marvelous instrument is taking the public by storm. The wise, progressive dealer will jump in now and reap the benefits. If you'll write us we'll tell you how, gladly.



The Pardee-Ellenberger Co., Inc.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS

NEW HAVEN, CONN.

BOSTON, MASS.

MUSIC OF TO-DAY IN A BACKWARD STATE, SAYS EDISON.

(Continued from page 31.)

long will their memory last? Who can remember for the rest of his life just how a certain man played a certain piece? Anyone can remember fairly well, but 'fairly well' is not good enough. If music is worth anything—and in my opinion it is worth much—it is worth rendering perfectly. Yet it can never be rendered perfectly until it is placed upon a scientific basis. The lack of such a basis is largely responsible for the bad music and the faking that are everywhere apparent."

But in seeking to place music upon a scientific basis Edison is not gunning for fake teachers; indeed, his primary object is not even to improve music. It is to enable him to perfect the phonograph.

"The phonograph," said he, "can be made the greatest musical instrument in the world. I intend to make it so. My new disc phonograph is a long step in this direction. But I cannot make the phonograph what it should be and what it can be until music is reduced to a scientific basis. In place of all of these relative terms like 'faster' and 'slower' there must be rigid, definite terms. In establishing certain definite musical measurements, I am going to do for music exactly what I did for electricity when I invented machines to measure it. I expect, within the next three years, to do this, and when I have accomplished my purpose I shall be in a position to make a phonograph that will take the lead over all other musical instruments."

"I shall yet put before the world a phonograph that will render whole operas better than the singers themselves could sing them in a theater. I mean by this that when heard on a phonograph they will sound better than when heard in a theater. I shall do this by virtue of the fact that with a phonograph I can record the voices better than any person in a theater can hear them. The acoustics of no opera house are perfect. Something is always lost between the singer and the auditor. I shall record the voices of singers in such a manner that nothing will be lost."

So far as appearances can indicate, Edison was never more interested in electricity than he now is in music. There is not a day nor a night that he does not hear much music. Often when he has worked until 2 o'clock in the morning he will sit down and listen to phonograph music until 4 o'clock. He has half a dozen big phonographs scattered around his laboratory for his special use. His laboratory and other buildings cover perhaps fifteen acres, so the phonographs are not very near together, after all. His favorite "music room," however, is over a machine shop, and there he goes at dead of night to listen to songs sung in Italy by singers he never saw nor ever hopes to see. Beethoven, playing the sonatas that his deaf ears would not let him hear, formed no more pathetic picture than does Edison, with his gray head pressed against the machine that he made talk and sing. The only difference is that Beethoven was pathetic, while Edison only seems so. Beethoven's deafness embittered his life. Edison's deafness never put a wrinkle in his brow or his heart. He still knows how to laugh, and loses no opportunity to do so.

Music Should Be Standardized.

Edison will be disappointed if musicians do not laugh a little at what he is trying to do. He expects they will say that it is impossible to determine accurately how rapidly and with what varying degrees of intensity every composition shall be played. He is willing to let them laugh. He is not unused to being told that this or that is impossible. Somebody has told him that everything he has ever done was impossible. To indicate the exact degree of intensity with which a composition shall be rendered seems particularly near to the line of impossibility. Yet Edison throws a new line upon the subject in this fashion:

"Every musical sound is the product of a certain number of vibrations to the second of a certain material. The fashion now is to begin playing a composition with whatever degree of intensity

seems appropriate to the player. A little farther on the music is marked 'loud,' 'louder' or 'soft,' 'softer'—terms that mean nothing because they are merely relative and are not predicated upon any definite basis of intensity. As a matter of fact, however, it is possible to equip a piano with instruments that will register the rapidity of vibration of each string that is struck. A composer playing upon a piano thus equipped would have, at the finish, a complete record of the vibrations that he has created. This record would constitute an accurate guide for other musicians. It would then be possible for any musician to reproduce upon a piano similarly equipped the same composition, and reproduce it in precisely the same manner that the composer created it."

Sounds No Ear Can Hear.

The subject of wave vibrations suggests another matter that Edison is investigating. He is trying to catch with the phonograph sounds that no human ear can ever catch.

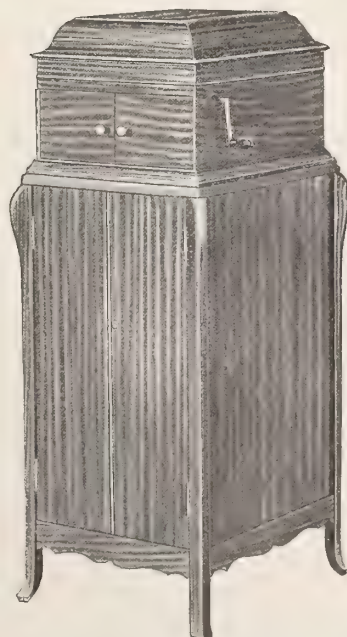
"There must be many such sounds," said Edison. "Wave vibrations of a certain degree of frequency come to us in the form of sound. Wave vibrations of still greater frequency come to us in the form of light. But there is a great gap between the highest wave vibration that we can recognize with the ear and the lowest vibration that we can see with the eye. It therefore follows that there are many sounds that we cannot hear and many colors that we cannot see. I am trying to record some of these sounds by running phonographs at high speed and making records of whatever may be in the air. My purpose is to reproduce these sounds in wave lengths that the human ear can catch by running the records again at lower speed. So far I have not accomplished much, because the sounds created by the mechanism of the phonograph itself drown out the unheard sounds that may have been recorded upon the record. But that is a difficulty that I shall sooner or later surmount. Most assuredly, there are many sounds that we cannot hear, and just as certainly there is a way to bring them within the range of the human ear."

LONG CABINETS

Are distinctively elegant in design, construction and finish. They have many friends.

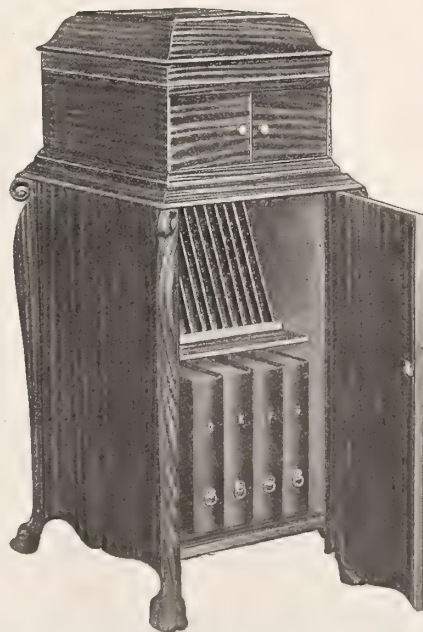
THE GEO. A. LONG CABINET CO., HANOVER, PA.

Write
To-day
for
Particulars
of this
Splendid
Line
Also Piano
Player
Roll
Cabinets



D 67

Mahogany, Golden Oak and W. O.
Finished all around.
Sliding Record Shelf.
For IX Victrolas.
Capacity, 192 12-inch Records.



D 64

Mahogany, Golden Oak and W. O.
Finished all around.
For IX Victrolas.



D 66

Golden Oak. Finished all around.
Sliding Record Shelf.
For VIII Victrolas.
Capacity, 180 12-inch Records.

Circular
Matter
Cheerfully
Furnished
on Request

Address CLEMENT BEECROFT, Sales Manager
309 W. SUSQUEHANNA AVENUE

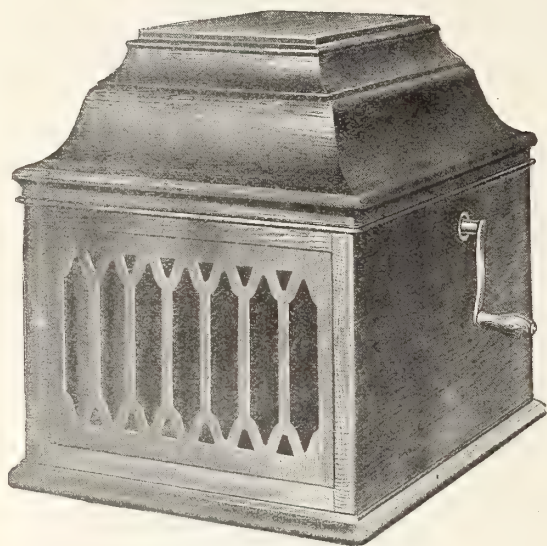
Philadelphia, Pa.

A Disc or a Cylinder —but an EDISON

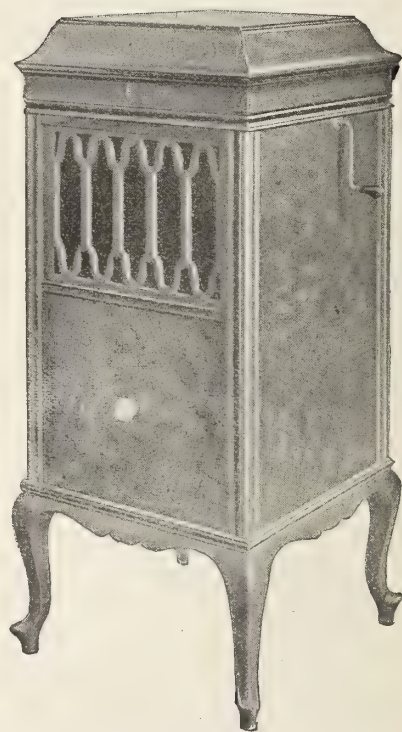
One customer wants a disc, another wants a cylinder. Give each one an Edison and win the game both ways. You can't beat the opportunity offered to-day by

EDISON PHONOGRAPHS

Mr. Edison's Disc Phonograph, his most recent triumph, comes after years of the kind of experimenting that has made Mr. Edison pre-eminent.



Although he was the first to invent the disc phonograph he was not ready to offer it to the public until he was satisfied that it could not be made better. Now it is ready—we can supply it.



His Cylinder Phonograph goes right on making friends for itself and sales for the wise dealer. Nothing can stop the popularity of this famous instrument. The new Blue Amberol records, the new diamond point reproducer, and the new designs of the cabinets in a variety of artistic woods supply noteworthy arguments that will convince your customers.

We still have some territory left—but it's going fast! Close with us at once if you want to get the benefit of handling the Edison Line. Act now.

THE PHONOGRAPH CO., Jobbers

Salesrooms and Offices: 229 South Wabash Avenue, Chicago

FALL SEASON OPENS WITH A RUSH IN WISCONSIN

Settlement of Tariff Question and Large Crops Credited for Bringing About Pleasing Conditions—Stocks in Excellent Shape—Increased Facilities in Gannon Store—Emil O. Schmidt's New Department—What Milwaukee Concerns Are Doing to Capture Trade.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., October 11.—The fall season in the talking machine field seems to have opened with a rush and dealers on all sides say that business is much better than they had anticipated. Judging from the reports of local jobbers, business seems to be good all over the State. It is pretty safe to predict that trade will continue to improve from now until after the holidays.

The period of uncertainty regarding the tariff bill is now over with and this, together with the fact that crops in this section of the Northwest have been unusually good, has resulted in a widespread confidence and an improvement in most lines of business. The weather has been ideal all over Wisconsin, and the frost has held off so long that even the late corn crop has been harvested. Assurances are given that a bumper corn crop has been cut and that it will add at least \$70,000,000 to the wealth of the State. This ought to go a long way toward increasing general prosperity.

Indications are that no shortage of records will be experienced during the next few months, as was the case a year ago. Jobbers representing the Victor, Edison and Columbia lines say that their houses have been getting their record stocks in better shape and that there ought to be no trouble in having orders filled this year, which should be welcome news to dealers. The new October records in all lines seem to be selling well. People are back from their vacations, the evenings are getting longer and the call for records is growing stronger.

Improvements in Gannon Store.

"Business is increasing daily and we expect this fall will be the most satisfactory season which we have experienced," said John H. Becker, Jr., sales manager of the retail store of Miss Gertrude F. Gannon. "Records are selling fine and the demand for the larger type of Victrolas seems to be on the increase. The outlook is good that it would seem as though all dealers ought to come in for a good share of the business from now on until the holidays."

Several important changes have been made at the Gannon store, including the installation of another new demonstrating room for all types of Victrolas. New green carpets and rugs have been laid and considerable new equipment has been added. A new illuminated sign on the top of the building occupied by Miss Gannon's store, playing up the phrase, "A Victrola Makes a Happy Home," has been attracting considerable attention and has been bringing customers to the store.

Miss Frances Ellman Makes a Change.

Miss Frances Ellman, who has been connected with the Victor department at the Espenhain department store for some time and was in charge after the resignation of J. H. Becker, Jr., as manager, has resigned and is now in charge of the Victor department at the Twelfth and Vliet street store of the Edward Schuster & Co. Miss Ellman is a musician of much ability and this has been an important factor in the success which she has attained in the talking machine field.

George H. Eichholz Co. Moves.

The George H. Eichholz Co. has moved from its former quarters at 552-554 Twelfth street to a new and larger store at 542 Twelfth street, four doors south of its former location. Mr. Eichholz has been able to enlarge his stock of both records and machines, now that he has more space, and the Eichholz retail store is one of the largest outside of the downtown district.

Recent Trade Visitors.

Roy J. Keith, of the Talking Machine Co., of Chicago; S. Goldsmith, from the factory of the Victor Talking Machine Co., Camden, N. J., and E. F. O'Neil, well known traveler for the Victor Company, were among the recent visitors who called upon the Milwaukee talking machine trade. All three of the travelers reported that business

was showing much improvement and that the outlook for the fall trade was never better.

Dictaphones for Motor Car Co.

News has been received in Milwaukee that the Kissel Motor Car Co., of Hartford, Wis., one of the best known automobile manufacturing concerns in Wisconsin, has installed five dictaphones in its offices.

Emil O. Schmidt's New Department.

Emil O. Schmidt, 310 Grand avenue, one of Milwaukee's enterprising piano dealers, who also carries the Victor line, has installed entirely new quarters on second floor for his Victor goods. Mr. Schmidt formerly followed the plan of scattering his Victrolas about his piano parlors, maintaining special quarters only for his record department. This scheme did not work out satisfactorily and now Mr. Schmidt has some unusually fine demonstration parlors which are aiding him in making increased Victor sales. Mr. Schmidt has always been enthusiastic over the Victor line and he believes that every piano dealer should carry some line of talking machines in addition to his piano stock.

Piano Men Round Up "Talker" Prospects.

The scheme recently inaugurated by the J. B. Bradford Piano Co., Milwaukee's oldest piano house, of having its piano salesmen "round up" Victor prospects while out calling on piano customers, is working out even more successfully than had been anticipated. Thomas DeSware, treasurer of the company, who has general supervision over the new Victor department, says that the salesmen are enthusiastic over the proposition, as most of them find it easy to make Victor sales in connection with their piano business. Miss Jule Steiner, who has charge of the inside sales and record business of the Bradford house, says that the demand for Victor records is increasing rapidly, now that customers of the house are learning that the Victor goods are carried.

Gram Department to Increase Staff.

Paul A. Seeger, manager of the Victor department at the Edmund Gram Music House, is finding business so good that he is about to increase his sales force earlier than usual. Mr. Seeger says that the demand for large Victrolas seems to be increasing and he reports some very fine sales in this line.

Will Not Handle Talking Machines.

The Flanner-Hafsoos Music House, organized some time ago and occupying the old Flanner stand at 417 Broadway, will not carry a talking machine line, as had been planned earlier. Both Eric Hafsoos and Florian Flanner, members of the firm, say that they intend to devote their entire time to the piano, musical merchandise and sheet music publishing business.

Window Displays Help Record Sales.

The tastefully decorated windows of the Gensch-Smith Co., 730 Grand avenue, the exclusive Victor shop, have been attracting much favorable attention, besides bringing the properties much new business. The last series pertained mainly to grand opera selections and did much to increase the sale of Red Seal records. The company has its store well stocked in preparation for the fall and holiday trade.

Believes in Big Machine Stock.

L. C. Parker, manager of the Victor department at Gimbel Bros.' store, believes in the policy of always keeping a good stock of machines on hand, in order that the customer may have the opportunity of making a satisfactory selection. Mr. Parker endeavors to keep an average stock of about 100 Victrolas although his stock on hand sometimes reaches the 150 mark. Business at the Gimbel department is showing steady, consistent gain, according to Manager Parker.

Signing Up New Edison Dealers.

William A. Schmidt, manager of the Milwaukee Phonograph Co., 347-349 Broadway, is making a

tour of the Fox River Valley and other portions of Wisconsin, calling on the Edison dealers. The company, which is jobber in Wisconsin for the Edison line, is meeting with a brisk demand for disc machines and records. Mr. Schmidt recently placed the Edison agency with the Webb House-furnishing Co. at Oshkosh, Wis.

New Branch Store for A. G. Kunde.

A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue, has formally opened his new branch store at 3410 North avenue. George Born, an experienced talking machine man and an enthusiastic supporter of the Columbia line, has been placed in charge of the store, although Mr. and Mrs. Kunde live in the neighborhood and will give considerable attention to the new branch. Business thus far has been exceptionally good at the new store and justifies Mr. Kunde's prediction that the establishment would be a success. The business location is good and there is not another talking machine store within a radius of thirty blocks. Some good Columbia sales are being made at the Kunde store downtown.

Prepared for Big Business.

C. W. Abbott, the enterprising young manager of the Victor department at the Boston store, now has the largest stock of machines and records on hand since the department has been in operation. Business is good and Manager Abbott expects to meet with a fine fall trade. Mr. Abbott is meeting with a brisk demand for the Herzog cabinets, especially for the No. 29 style.

Discontinues Department.

The Victor department at the Espenhain Dry Goods Co., operating a large department store at Grand avenue and Fourth street, has been discontinued. It is understood that the venture was not a paying proposition, as the store is too close to the Boston Store and various Victor stores.

PIANOS AS A SIDE LINE.

Many Talking Machine Dealers Find It Comparatively Easy to Sell Pianos with Little Extra Effort on the Part of Their Salesmen and Without Interfering with Their Talking Machine Trade in the Smallest Degree.

While a large number of the leading piano houses throughout the country have installed talking machine departments and are doing well with them, there are also a large number of talking machine dealers who have added a few pianos to their stock and find that such instruments form a very profitable side line. Musical goods, including talking machines and pianos, naturally hang together as a selling proposition for the talking machine salesman can, in the regular course of his work, get in touch with many of his customers who do not own pianos.

One of the piano manufacturers who has made a special point of supplying pianos to talking machine dealers is F. Radle, New York, who states that numerous talking machine dealers who only sell a few pianos during the year find the venture a paying proposition and well worth the extra effort. In an announcement in another part of The World, Mr. Radle dwells more fully on his system.

ISSUED STRIKING HANGER.

Under date of October 6 the Victor Talking Machine Co. sent out to its trade a special supplement and artistic hanger advertising a special lot of Hebrew records. The company calls the attention of the dealers to the fact that the millions of Hebrews throughout the country are at present in the midst of an observance which is the most important of all their many traditions. This observance continues up to the 23d of this month, and even later. The hanger is exceptionally attractive, being designed in three colors, and impressive by reason of the quality of the illustrations and typography used.

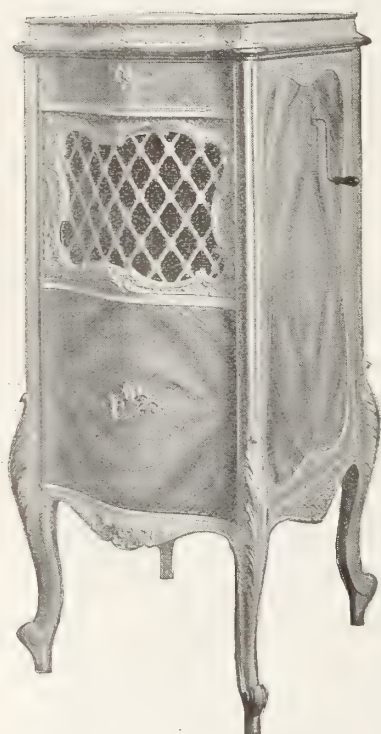
If you have doubts about yourself you certainly cannot expect others to believe in you.

The worst failure in the world is recognizing your own limitations.

Haste makes money

when quick shipments of quick selling goods are concerned. The rush and demand for every feature of the Edison line have become so great that both the Edison organization and we are working overtime to fill orders promptly. And we do—absolutely.

The New Disc Phonograph for Ohio



Edison moved slowly on this, perfected it before letting it out. But it's here now—the most marvelous sound-producing instrument you ever heard. The discs are cut by the “up-and-down” method. They are of a new material and the reproducing point is a diamond that never wears, never varies and never needs changing.

The powerful, accurately adjusted motor makes possible tones that are incomparable for their richness, sweetness and volume. And all this encased in cabinets of most beautiful designs and rarest woods.



The improved Cylinder instrument and Blue Amberol Records remain, breezing along with huge success. Amazing profits have been and are being made in this line. Add the disc and you know the answer.

More haste

There's still some Edison territory that's open in Ohio. All Edison territory is fertile. If your town isn't singing the praises of the Edison phonograph and the Edison phonograph isn't singing its own praises to your trade, get busy—now. Address us. We try to ship within an hour of receipt of orders. We usually succeed.

The Phonograph Company

1260-1306 Huron Road Junction

Euclid Avenue and East 14th Street

Cleveland, Ohio

The Formal Announcement of the New Edison Disc Phonograph.

An Important Epoch In the Onward March of the Edison Interests—The Formal Presentation of the New Edison Product to the Trade—An Invention Which Crystallizes the Life Work of the Great Inventor In the Development of Sound Reproduction—A Vitalizing Factor in the Talking Machine Trade and a Distinct Triumph for the Edison Co.—Some New Principles Embodied—New Types of Phonographs Show Different Periods of Architectural Design—Large Monthly Additions to the List of Disc Records—Ransacking Europe For Musical Talent—Pleasing Introduction of the Disc Phonograph to the American Public Arouses Greatest Interest.

The varied creations of that marvelous American, Thos. A. Edison, have excited the admiration of the world, and it has been frequently stated that Mr. Edison himself is the greatest living American, having contributed more to the progressive movement of inventive industry than any other man now at present on life's stage.

Work is his tonic, and he is never happier than when engaged upon some new development in his laboratory experiments. Notwithstanding that the world has been enormously enriched by the fruit of his inventive brain, he still is conducting his inventive and experimental work with the same vigor and determination—with as keen enjoyment when, as a young man, he had his laurels to win.

His interest has been largely centered in recent times upon the development of the disc phonograph, and he has succeeded in producing a marvelous creation which appeals with forcible argument to cultured musical tastes.

Although the new Edison disc phonograph has been heard and praised for its wonderful musical qualities in various sections of the country, this is the first time that a formal announcement of its introduction has been made by the corporation. Therefore, the present marks an important epoch in the development of the Edison interests.

Mr. Edison has bent his energy upon the development of sound reproduction, with the object in view of creating a new and true tone-reproducing factor. It has been his aim to reproduce a musical instrument which should possess individual reproducing powers, so that music would be reproduced faultlessly and with a sweetness of character which should give to the phonograph a new and vitalizing interest, and that, in this latest invention, Mr. Edison has accomplished a distinct triumph is admitted by all who are acquainted with the marvelous musical reproducing powers of the new Edison disc phonograph.

In it is crystallized three and a half decades of experimental work in musical acoustics and sound reproduction, and one distinct characteristic of the

and, of course, needs no changing. The records are of a new chemical compound, and the new motor has been perfected as well, so that Edison representatives everywhere will naturally be interested in this, the first formal announcement which has been made from the great Edison factory.

interview was sought this week with Frank K. Dolbeer, sales manager of Thos. A. Edison, Inc.

Mr. Dolbeer said: "From now on we expect to be in a position to take care of the demands of our trade in both our disc and cylinder lines, machines and records. Early last spring, in con-



Thos. A. Edison and Vice-President and General Manager Carl H. Wilson Engaged in a Business Conference.

The new types of the Edison disc phonographs embrace a variety of styles, including different periods of design which will afford the dealers a wide range of styles, as well as prices, with which to meet the demands from their particular constituency, as the ten models now ready range in price from \$60 to \$450.

Mr. Edison has given tireless energy to the development of the Edison disc machine, and naturally jobbers and dealers everywhere will be interested to learn of the ability of the manufacturing department to supply the varied Edison products.

The Edison business organization is composed of men who are fully alive to the trade requirements.

Mr. Carl H. Wilson, vice-president and general manager, is ably assisted by William Maxwell, second vice-president,

and a competent executive staff who are loyally supporting him in his plans for trade expansion.

In order that the factory situation might be placed in concrete form before World readers, an

templation of our fall campaign, I made up and submitted to our executive committee an estimate of the required amount of merchandise which in my judgment would be necessary for the handling of our fall trade. From that estimate a factory schedule was prepared, taking into consideration all types of instruments and records. We have been gradually working up to the requirements of that schedule, and have practically reached the mark set at that time. Our present output clearly indicates that in both the complete disc and cylinder lines we are going to be in a position to supply the demands of our trade.

"Some time since it was my belief that we were going to be handicapped by the lack of a sufficient quantity of instruments if we could secure the amount of disc records I was lead to believe we would obtain. The disc situation however has now cleared up considerably, however, and, the output of machines is keeping pace with the output of records. That the quantity of instruments we have been laying aside for fall delivery will be promptly absorbed by the trade is indicated by the orders now being placed and filled.

"The disc record situation is receiving our careful attention, and our recent list of 295 selections which we just issued is but the first step in our presentation of a regular production of new disc records on a selling plan similar to the one upon which the Blue Amberol record is now marketed. Working on these lines, we expect to make monthly additions to our lists of disc records which will contain just the right type of selections to meet with a ready sale. A glance at our list of 295 selections, all of which we expect to be in a position to ship by the end of the month, will satisfy the jobber and dealer that we intend to place in their hands the very highest type of selections to

(Continued on page 39.)



Second Vice-President Wm. Maxwell Digging Deep Into Problems.

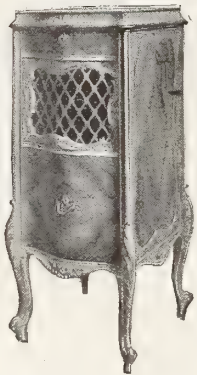
new Edison disc phonograph is its marvelously pure reproductive powers.

It embodies new recording and reproducing methods. The reproducing point is a diamond;

Our message to the Nebraska trade

With the advent of the Edison Disc Phonograph and the new hornless types of Edison Cylinder instruments there is a big Edison year ahead for all dealers who put in a representative stock.

With Edison Disc Phonographs ranging in price from \$60 to \$450, and Edison Cylinder Phonographs from \$30 to \$250—all cabinet types—there is no taste and no pocketbook that cannot be met with an Edison instrument.



The New Edison Disc Phonograph

is a musical marvel. Its rich, mellow tone, its wonderful diamond point reproducer, its steady, accurate, powerful motor, and its artistic cabinets put it in a class by itself.

The improved Edison Cylinder Phonograph and Blue Amberol Records

form a combination that is bringing in the money wherever the line is shown. Are you showing it, and are you ready for the Edison Disc? If so, write us quickly, as the good territory for both lines is going fast. Our stock is complete. Our service is the best. Let us hear from you.



SHULTZ BROS., Inc.

1408 Farnam Street,

OMAHA, NEB.

FORMAL ANNOUNCEMENT OF NEW EDISON DISC PHONOGRAPH.

(Continued from page 37.)

assure them of satisfied patronage. A feature of this list is the fact that we have placed opposite each selection the name of the recording artist wherever it was possible. This will be continued with all our monthly lists of new disc records.

"I may state here that our two lines of disc and hornless cylinder machines are complete as they now stand. There are not apt to be changes in these lines for the next twelve months, and the trade can order either the disc or cylinder machines with full assurance that there will be no changes during the next year. We feel that the interests of the trade are better maintained when certain standard lines are adhered to, rather than the making of changes during a busy season that disturb trade generally. With the strengthening of our hornless cylinder machines by the addition of several very popular types and the rounding out of our disc line, we are planning to make earnest efforts to secure representation in cities and towns where we are not represented, and jobbers and dealers can feel assured of our ability to take care of their demands at all times.

"In connection with the expansion of both our disc and cylinder record production, it may interest the trade to learn that for the past year and a half we have had one of our musical experts traveling all over Europe, visiting every musical center of any importance. During this long period of search for musical talent, this representative has secured samples of approximately 2,300 voices, all of which have been submitted to Mr. Edison for his approval. As soon as Mr. Edison has passed on the merits of these sample voices, we plan to establish a recording plant at Milan, Italy, where all those voices that have passed the test will be recorded for either disc or cylinder production.

"We fully realize the tremendous importance of the careful selection of recording talent, and I feel safe in stating that we will have as much, if not more, musical talent of artistic prominence recording for our company than has been secured by anybody in this country. This can assure the trade that we are going to give them just what they want all the time in the way of records.

"It is hardly necessary for me to point out to the dealer the many distinctive qualities of the Edi-

son disc machine that he can utilize to advantage in his publicity. Now is the opportune time for the dealer to place before his patrons the countless merits of the Edison disc machine. The use of a diamond instead of the troublesome needle, the indestructibility of the records, the special motor and similar points of importance may all be used to advantage by the dealer in his publicity work, aside from the artistic appearance of the entire Edison disc line of machines and their real musical value.

"With reference to the proper introduction of the Edison disc machine to the public, the trade may be interested to learn of an idea that Mr. Edison personally believes is the ideal method of presenting the disc machine. This plan is based on the giving of recitals featuring the disc machine. We have at the present time in our employ a talented and capable lady who is devoting all her time to the giving of recitals in private homes, schools and musical gatherings, at which the Edison disc machine is presented. This lady is not permitted to sell a machine, and, as a matter of fact, there is not the slightest tinge of commercialism in any phase of her work. She arranges for the giving of recitals in the homes of the best known society people of the country, and after introducing a short talk on the perfection of the Edison disc machine, gives a recital or series of recitals.

"This lady works quietly and unobtrusively, and it may interest some of our dealers to learn that she has been doing this educational and missionary work for a full year with wonderful success. Never quoting a price, nor soliciting the sale of a machine, this lady has placed the Edison disc machine before governors, congressmen, nationally prominent financiers, and similar people of importance, who are in the very best position to emphasize the true musical standing of the Edison disc machine. Her work has made the Edison disc machine popular in a large number of the leading private schools and exclusive clubs in this country, and Mr. Edison and all of us are so impressed with the wonderful results of her efforts that we are planning to send out several special recital representatives to all parts of the country."

and conditions, will be manufactured by us. We will secure space in the Schram Bros. Co. factory building for the present.

"We expect to have machines ready for the market in time for the holiday trade. As to records, we have not decided as yet whether we will make arrangements with an American company for the manufacture of records or secure them through our European connections."

The company has established temporary offices at Room 62, 106 North La Salle street, and are now demonstrating models of two styles which will represent price extremes of the line—a \$25 and a \$200 machine.

STILL OF INDEFINITE STATUS.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., October 10.—The Koerber-Brenner retail Victor department, which was conducted as a part of Pollman Bros.' Piano Co. business, is still of indefinite status. So far Trustee Abbott and Referee Coles are unconvinced as to the merits of the transfer last November. The papers held by Koerber-Brenner are clear enough, it is stated, but E. J. Piper, president of Bollman's, and who who later ended his life, failed to write the transaction into the books of that company.

It is expected that the merits of the transaction will be heard in the referee's court before it is decided. So far the department has kept open for business by permission of the referee, but it is seriously handicapped by the state of affairs at the store. Probably the case will not be settled until the Bollman creditors end the quarrel over the identity of the trustee, which is occupying the attention of the courts at the present time.

If you cannot plan well you will not build wisely.

THROAT CUTTING AND PRICE CUTTING

And Their Acquaintance Cutting, the Subject of Pertinent Remarks by Elbert Hubbard.

"In the old days business men cut each other's throats. Later they cut prices. Then they cut acquaintance. Now they co-operate. The inane competition born of selfish rivalry, which has only one object—success through the failure and elimination of a competitor—is now almost non-existent," says Elbert Hubbard in The Music Trade Review.

"The competition that obtains nowadays is that of friendly rivalry, based on trustfulness, which seeks to merit success. It is emulation; a noble effort to obtain the highest excellence and give the highest good by sustained effort and applied intelligence.

"The one-price system and the fulfilment of 'promises' have contributed largely to this desirable condition and friendly feeling between business men and business houses. All this has been the result of education. The truths of fraternity and the square deal have been assimilated until they have become the life-blood of industrial and commercial activity.

"It is to meet the requirements of these new economic conditions, this thirst for special information on specific subjects, that we have offered to us technical and commercial courses by various schools and colleges throughout the United States. And thousands have benefited thereby. But if I were asked what I consider the chief medium of instruction and helpfulness for the business man of to-day, I should unhesitatingly say his trade, technical or class paper." And that reminds us, do you get each issue of The Talking Machine World? You could not invest a dollar to better advantage and it would visit your place of business regularly. Why not?

OUTLET FOR SURPLUS RECORDS

Will Be Thankfully Received by Volunteers of America for Use in Home for Wives and Children of Prisoners Where There Is a Victor Machine—Records Called For.

Readers of The Talking Machine World in New York or elsewhere, particularly those in the retail trade, may know of customers having used or surplus stocks of records which they may care to dispose of to good purpose. The opportunity now presents itself and is set forth in a letter just received from Chas. B. Booth, of the Volunteers of America—which organization is doing so much in prison reform work—and which reads as follows:

"My Dear Mr. Bill.—You have doubtless heard of Mrs. Booth's work for America's prisoners. In connection with this work we support a beautiful home for the wives and children. In this home we have a Victor phonograph for which we are very anxious to secure an additional selection of Victor records.

"Would you co-operate with Mrs. Booth to the extent of placing in your paper a short paragraph requesting that any of your readers in New York City who would be willing to donate second-hand Victor records for this purpose communicate with Mrs. Booth, 34 West Twenty-eighth street, and we will gladly have them called for. If you will do this I am sure your co-operation would be greatly appreciated by Mrs. Booth and her staff of workers. Sincerely yours, CHARLES B. BOOTH."

DOWIE'S VOICE HEARD AGAIN.

Lost Phonographic Records of Zion City's Former Ruler Found.

(Special to The Talking Machine World.)

ZION CITY, ILL., October 7.—The voice of John Alexander Dowie, founder of Zion City, who has been dead for several years, again spoke to those of his followers who filled Shiloh Temple last night. The voice was preserved in sixty phonographic records which were recovered in the wilds of interior Australia after a long search.

The records were sent to Wilbur Glen Voliva, present overseer of the city, who then was in Melbourne. He left the records there when Dr. Dowie became ill. They afterwards were sold by a former elder of the church.

KLINGSOR T. M. CO. ORGANIZED.

New Concern in Chicago Controls American Rights to Patents of Klingsor Works, Germany, and Expects to Enter Market in This Country in Time for the Coming Holiday Trade—Incorporated with \$400,000 Capital Jacob Rothschild Tells of Company's Plans.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 9.—The organization of the Klingsor Talking Machine Co. of America has been completed as the result of the efforts of Theodore Isaac, who three years ago came to Chicago with the American rights to the patents of the Klingsor Works of Hannau, Germany, and who has since devoted himself largely to the perfecting of plans for the production of a machine incorporating the features of the well-known European talking machine embodied in cabinets suited to the American market.

The officers are as follows: President, Theodore Isaac; vice-president, Max Guthman, of the law firm of Guthman & Rothschild; treasurer and general manager, Louis Schram, president Schram Bros. Co., cabinet manufacturers; secretary, Albert P. Lugge, secretary Schram Bros. Co. The directors include the above and Jacob Rothschild, of Guthman & Rothschild, who is also general counsel for the company.

"The company, which is an Illinois corporation with a capital stock of \$400,000, is affiliated and will work in conjunction with the Klingsor Works of Germany," said Mr. Rothschild, "and we are the licensees of all their patents for the United States. We also have additional patents pending on additional devices, sound boxes, tone arms, etc., which will be incorporated in our product. The cabinets, which will be adapted to American needs

Mr. Dealer, Did You Hear

Edison's New Disc Phonograph ¹⁹¹⁴ Model ?

This is a progressive age. We move at a rapid gait. Think of the aeroplane, automobile, subway, canals, steamships—what was alive yesterday may only breathe to-day, and be absolutely dead by to-morrow.

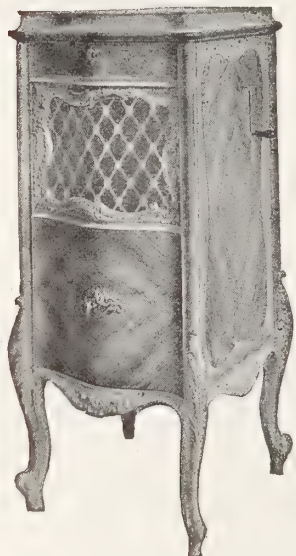
That's the Story of This Progressive Age

Wake up, Mr. Dealer; the possibilities are increasing daily. Don't close your eyes to the evolution that will take place in the Talking Machine Industry during the year 1914—with Mr. Edison's new Disc.

The foolish dealer says: "I'm satisfied with the lines I'm selling; they are selling well to-day."

The wise dealer says: "I'm from Missouri. Show me if your goods are better. I'll act; the future must be considered."

When automobiles first came out the manufacturers of bicycles could not turn them out fast enough. How does it stand to-day in the evolution of things? The NEW EDISON DISC is here to stay, and will assume its place in the musical world. *It's got the Tone.* The EDISON DEALERSHIP increases daily in value, and if you are wise you'll not delay another moment. Opportunity knocks *once, then* moves on with the procession. Make your application for the EDISON DISC AGENCY by wireless if telephone and telegraph wires are down.



Edison Disc Phonograph, the
Instrument that will make
you money.

ELEVEN POINTERS IN FAVOR OF THE EDISON DISC PHONOGRAPH OVER OTHER SOUND REPRODUC- ING MACHINES

1. Uses no needles.
2. Stops automatically.
3. Self-oiling system.
4. Tone arm is carried across the record by a mechanical feed.
5. Perfect oval sound chamber of wonderful carrying power.
6. Unbreakable record—can be thrown on hard-wood floor without breaking.
7. 12-inch records play 7½ minutes; 10-inch 5 minutes.
8. Powerful motor, will run 80 revolutions per minute with accuracy of a watch.
9. Tone natural, reproduces sound perfectly with all the overtones and shadings.
10. Records play 1,000 times without wear.
11. Records will not warp, are affected by extremes of heat and cold.

WRITE US FOR FULL INFORMATION
AND CATALOGUES



Marks Silverstone, President, the
man who will help you make
money with the Edison.

TIE UP WITH A LIVE WIRE EDISON JOBBER WHO DELIVERS THE GOODS

SILVERSTONE MUSIC CO.

Exclusive Edison Jobbers.

1124 Olive Street

St. Louis, Mo.



It looks like a big Columbia year coming. The new Columbia Grafonola "Mignonette" at \$100 looks like one of the biggest winners in it. Are you *on* or just *looking on*?



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Five Weeks.

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 9.—Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

September 13.

Dominica, 5 pkgs., \$218; Havana, 22 pkgs., \$939; Santiago, 5 pkgs., \$215.

September 20.

Berlin, 2 pkgs., \$140; Budapest, 2 pkgs., \$124; Colon, 10 pkgs., \$332; Dundee, 2 pkgs., \$100; Glasgow, 4 pkgs., \$103; Hamburg, 9 pkgs., \$611; Havana, 3 pkgs., \$110; Iquique, 15 pkgs., \$475; La Paz, 14 pkgs., \$508; London, 251 pkgs., \$7,897; Macoris, 3 pkgs., \$155; Rio de Janeiro, 17 pkgs., \$2,899; Savanilla, 20 pkgs., \$1,515.

September 27.

Belize, 3 pkgs., \$280; Buenos Aires, 425 pkgs., \$12,850; Callao, 5 pkgs., \$145; Ceara, 5 pkgs., \$235; Havana, 14 pkgs., \$659; Hamburg, 9 pkgs., \$375; Iquique, 22 pkgs., \$1,187; Liverpool, 7 pkgs., \$234; London, 216 pkgs., \$8,087; 2 pkgs., \$115; Macoris, 9 pkgs., \$257; Manila, 54 pkgs., \$2,698; Maracaibo, 3 pkgs., \$116; Montevideo, 8 pkgs., \$400; Shanghai, 25 pkgs., \$584; Singapore, 24 pkgs., \$480; Valparaiso, 3 pkgs., \$165.

October 4.

Algoa Bay, 10 pkgs., \$328; Amsterdam, 6 pkgs., \$718; Antofagasta, 20 pkgs., \$1,003; Antwerp, 1 pkg., \$316; Barbadoes, 2 pkgs., \$113; Callao, 21 pkgs., \$1,197; Corinto, 4 pkgs., \$185; La Guayra, 2 pkgs., \$128; Limon, 3 pkgs., \$150; London, 90 pkgs., \$5,619; Sydney, 3 pkgs., \$116; Vera Cruz, 85 pkgs., \$2,935.

October 11.

Amapala, 3 pkgs., \$351; Berlin, 51 pkgs., \$877; Havana, 18 pkgs., \$774; 13 pkgs., \$372; Iquique, 11 pkgs., \$773; Kingston, 7 pkgs., \$393; London, 4 pkgs., \$482; 39 pkgs., \$2,590; Macoris, 10 pkgs., \$117; Maracaibo, 2 pkgs., \$175; Puerto Cortez, 85 pkgs., \$560; Moscow, 44 pkgs., \$853; Vera Cruz, 13 pkgs., \$522.

CREDIT MEN, NOT LAW, AT FAULT

In Regard to the Commercial Frauds Committed by Individuals or Combinations Doing Business Under Fictitious Names.

Much has been said of late against the law which facilitates commercial frauds by permitting individuals or combinations of individuals to do business under fictitious names by filing a certificate in the County Clerk's office, upon payment of a small fee. This week, however, one of the most prominent credit men in the city took a stand in defense of it.

"The law is as good as can be expected," he said. "If we ask the lawmakers to shut the door against frauds much more they may shut it so tight that it will keep us on the outside, too. The best remedy lies not in improving the law, but in credit men taking more care with their work. The big commercial agencies get immediate reports of

all registrations of this kind at the various county clerk's offices, and these reports can be had from them if desired. Credit men should not blame the law when they lose simply because they did not ask for a report on a firm they did not know. These reports should always be sought on unknown accounts, regardless of how they are rated. What is badly needed in the way of legislation, however, is a measure requiring all houses to indicate in some way whether the firm is a partnership or a corporation. The national and local Credit Men's Associations are now working for the passage of such a law. The lack of it has caused some bad losses during recent years."

"EDISON DAY" IN CAMP WILLANNA.

William Werner, Edison Jobber of Easton, Pa., Demonstrates the Disc Phonograph Under Unusual and Pleasing Conditions.

William Werner, the popular Edison jobber of Easton, Pa., transferred his establishment to the Pocono Mountains late last month for the holding of a celebration to be known as "Edison Day." Camp Willanna was the spot chosen for the holding of the celebration, as this camp with the euphonious name was the abiding place of "Billy" Werner all summer.

Logs were cut, hammered and joined together and a general air of praiseworthy energy pervaded the camp for a week prior to the date of the jollification. Arrangements for all the necessary decorations were completed under the direction of Mr. Werner, and when the time came for the holding of "Edison Day" Camp Willanna was transformed into a scene of medieval beauty.

On the camp wharf a large photo of Thomas A. Edison was illuminated from in back with a large lamp—the whole camp being decorated with lanterns and flags. There was red fire burning and a hundred canoes with their campers were listening to the new Edison disc phonograph while floating and singing on the lake front.

Everybody voted the show a big success, and a number of visitors to Camp Willanna returned to the surrounding camps with a lasting impression of the musical qualities of the new Edison disc machine. Among the most energetic workers on behalf of "Edison Day" was E. J. Delfraisse, Eastern sales manager of the Melville Clark Co., 335 Fifth avenue, New York.

TAKES CHARGE IN NASHVILLE.

I. G. Jones, formerly connected with the educational department of the Victor Talking Machine Co., has been placed in charge of the Victrola department of the Castner-Knott Dry Goods Co., Nashville, Tenn. This department has scored a pronounced success since it was opened recently, and Mr. Jones is enthusiastic over the prospects.

A new form of Poulsen's telegraphone has been patented, says the Scientific American, in which a thin wire of tungsten steel is made to run rapidly between the poles of a small electro magnet in the receiving circuit of the telephone. In order to magnify the sounds a Brown telephone relay may be employed.

38,754 PATENTS LAST YEAR.

Applications Were 67,986—Only Fewer Than Those for 1912, a Banner Year.

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 9.—That the inventive genius of the country is busy is indicated by the annual report of the Commissioner of Patents, made public recently. Applications for patents during the year totaled 67,986, the largest on record except for 1912, when there were 69,236.

During the year 38,754 patents were granted, and 5,166 trade-marks; 664 labels and 254 prints were registered.

The receipts from all sources aggregated \$2,082,490; expenditures, \$1,924,459; the net revenue being \$158,030. The Patent Office has the distinction of being one of the few bureaus of the Government that is operated at a profit, the net surplus of the office since its establishment being \$7,290,103.

The retiring commissioner, Edward H. Moore, who made the report, recommends an increase in the salaries of Patent Office officials in order to retain exceptionally well equipped men in the service; and he urges strongly the erection of an adequate building to insure the preservation of "the priceless records and archives of the office."

There are better ways of making your goods known than by boasting.

A-1 Salesman Wanted

We want a salesman of the highest possible class to represent our new Albany store. To a proven business getter who fully realizes the unusual selling possibilities of the new Edison disc phonograph and records we have a money-making proposition to offer. The opportunity is one in a thousand. We want to fill the position right away. Give references.

AMERICAN PHONOGRAPH CO.,
Gloversville, N. Y.

For Sale

A beautifully equipped, well established and profitable Victor business in one of the most desirable locations in New York City will be sold at a sacrifice. For full information address "Opportunity," care The Talking Machine World, New York.

For Sale

A fully equipped talking machine business in one of the largest Pacific Coast cities; located in heart of business section on ground floor. Clean stock; rent reasonable. Inventory price. Fine proposition to right party. Address "Big Opportunity," care The Talking Machine World, 373 Fourth Ave., New York City.

These Are Money-Makers, Mr. Dealer!



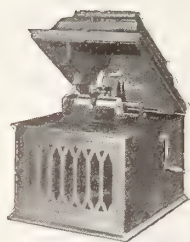
Louis XV.
\$375



Renaissance
\$250



Amberola I
\$200



Amberola VIII
\$45

Here are the best known and the "sweetest-toned talkers" in the world of music to-day.

There are scores of families in your district now who would buy them from you if they knew you had the line. Get it before some other man steps in ahead of you. Then tell your people that they can come to you for these wonderful instruments:

Edison Disc Machines Edison Amberolas Edison Phonographs and Blue Amberol Records



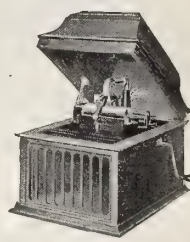
Jacobin
\$200



Adams
\$150



Amberola IV
\$100



Amberola X
\$30

We are Edison jobbers, and our proposition will appeal to you. Get our discounts. Write us to-day.
We handle all styles in Disc and Cylinder Instruments

Records

Cabinets

Supplies

Southern California Music Co.

332-34 South Broadway

LOS ANGELES

BUSINESS AND THE MANUFACTURER.

Col. George Pope President National Association of Manufacturers, Defines Position of Manufacturing in General Scheme of National Development—Interesting Views.

What is the justification for the constant attacks of newspapers and individuals upon the integrity of the great employing interests and especially the manufacturers? What is the object of the general destruction of confidence in everybody's sincerity and honesty? What is there in business that calls forth the wholesale denunciation of its most essential factors?

Business, in a broad interpretation of the word, means any activity conducted for profit. Many are prone to consider "business" to mean only manufacturing—an impression that may have been caused by the use of the senseless phrase "big business," the application of which to industry is as inappropriate as is that of the word "statesmen" to all elected to represent their several States at the capital of the nation.

Let me indicate, however, the position of manufacturing in the general scheme of the rational development.

Manufacturing is the basis of all production. Even the farmer cannot produce his crops without the aid of the manufacturer, nor can such crops be distributed without the aid of the transporting appliances that have been manufactured.

The merchant can neither sell, deliver, exhibit, advertise, nor account for the goods produced and transported without the aid primarily of the manufacturer.

The consumer cannot be housed nor reach a market expeditiously, cannot even, if he could reach a market, utilize the natural raw products without those articles produced by the manufacturer.

Light, heat and power, so indispensable to progress, depend not upon the farmer, the shipper, the merchant, the consumer, but upon the energy and ability of the manufacturer, and the wages paid by him, the means with which to purchase.

Why, then, these continual attacks upon that body of citizens upon whom every man, woman and child is dependent? Why this joy at every assault upon the manufacturer? Why the unaccountable desire of so many legislators to penalize the manufacturer, to tax him out of existence or restrict his freedom of commercial intercourse? There can be but one answer. They are symbolic of the exhilaration of prosperity and a consequent ambition to destroy, typifying the lowest instinct of nature.

I conceive the task of my administration to be to create through our association a realization in the minds of our members and manufacturers generally of their duty as citizens irrespective of any political or social affiliation. We are Americans first, partisans last; and no matter what tariff legislation, or class legislation, may be enacted, we owe to those who are dependent upon the manufacturer a sincere, honest trial of that legislation. Because we are not infallible, it might be—I repeat, that there may be no misunderstanding, it might be—this nation would prosper under the proposed tariff revision. It is also possible that those for whom class legislation was enacted would be the first to feel its oppression; that they who have caused its enactment would insist upon its repeal in order to preserve their own organization from the attacks of another whose cardinal principles are mob rule and anarchy.

In all the history of this nation there has never been a time when the necessity for organization and co-operation among manufacturers has been more apparent than to-day. Assailed by the unthinking, oppressed by the legislator, organizations such as ours with its great constructive policies have been made the football of politics and the target of the mud-slinging newspaper.

If the great productive forces of the country are to be unimpaired, if manufacturers are to realize their importance as a class in the nation's welfare, and if they are to protect themselves effectively from the assaults from all sides upon their business existence and thus preserve the general prosperity, they must stand together in purpose and deeds.

MARSHALL FIELD & CO.'S PLANS

Regarding Invasion of Talking Machine Field, Both Wholesale and Retail, Not Fully Matured—What J. V. Simpson Says.

(Special to The Talking Machine World.)

CHICAGO, Ill., October 11.—No further definite information is forthcoming at this time regarding the prospective entrance of Marshall Field & Co. into the talking machine trade as manufacturers and distributors as well as retailers. Members of the company admit that the matter is being very thoroughly and carefully investigated. It is known that in the last few weeks the problems of manufacturing have been given careful consideration and that various plants have been inspected.

E. L. Howe, merchandise manager of the retail store, who has the matter in immediate charge, referred The World representative to James V. Simpson, the vice-president of the company, who said: "All that I can say at present is that Marshall Field & Co. are very seriously considering taking over the patents of Forrest Cheney and producing a machine embodying them, which we would manufacture and distribute at wholesale and retail, of course, in our own store. The negotia-

tions are in the hands of Mr. Howe and he will, no doubt, be able to make a definite announcement in a very short time."

INTRODUCE AUTOMATIC STOP.

The Columbia Graphophone Co. has just placed on the market an automatic stop for disc talking machines, which will be known as the "Columbia" stop. Advance shipments of this stop have already been made to the Columbia stores, and dealers are ordering in large quantities.

The stop, which is very simple in its operation, retails at \$2 in gun metal, \$2.50 in nickel and \$3 in gold plate. The stop is fully described in a four-page folder furnished with each stop, and is marketed in an attractive container. The Columbia Co. has arranged for liberal discounts to dealers on all models of the stop.

TUSKO CO. INCORPORATED.

The Tusko Manufacturing Co., of Chicago, manufacturers of disc needles for talking machines, has been incorporated for \$15,000 by R. H. Jones, E. H. Williams and Earl B. Wilkinson. Increased capital and enlarged manufacturing space has been secured.

Don't Risk Holiday Profits—Read This

You are not sure this advertisement was not written for YOU unless you read it through. With some Dealers it will merely verify and recall the truth of the statements by their own experience. Read it through.

YOUR HOLIDAY PROFIT IS NOT SURE UNTIL YOU GET IT.

While goods ordered and received are not always sold, holiday profits are more often lost by goods being sold and ordered but NOT received.

THOUSANDS OF MACHINES WERE NEVER DELIVERED.

This condition last year and in former years during the holiday season made some Dealers almost "prematurely gray." Whose fault was it? Was it yours or your Jobbers', and if so, what have you done to avoid this condition occurring in your case this year?

READ WHAT SOME DEALERS ARE DOING.

They have found that some Jobbers' promises cannot be relied on. They found this out too late last year but not too late to guard against it this year. They followed the following well known axiom, not so much because they wanted to but because they had to. Here it is:

DON'T "SWAP HORSES WHILE CROSSING A STREAM."

They couldn't and they didn't—so they got across the best way they could, but many "wise" ones are "swapping horses" BEFORE crossing the "next stream," and the "next stream" is the coming holiday season. There are several "horses," more commonly known as Jobbers, and many Dealers who have never done so before are now realizing the wisdom of crossing this year's stream with Blackman. They judge by "past performances" and "present condition."

BLACKMAN WON'T OVER-TRAIN TO GIVE SERVICE—BANK ON THAT.

He will not make unlimited promises, or open new accounts, or assume obligations that he cannot take care of. The "BLACKMAN POLICY" prohibits this, for "Regular Blackman Dealers" come first and obligations to them must not be interfered with by the addition of new accounts.

BECOME A "REGULAR BLACKMAN DEALER."

This is your opportunity for NOW we are in a position to take on more Dealers, still maintaining the "Blackman Policy" which is possible through improved facilities and increased capital. If experience, steady progress and a record for giving Dealers "ideal service" means anything to YOU, now is the time for you to decide whether you are risking your holiday profits in not accepting this invitation to become a Blackman Dealer. Let us hear from you by a call or through the mail.

Yours for service,

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK

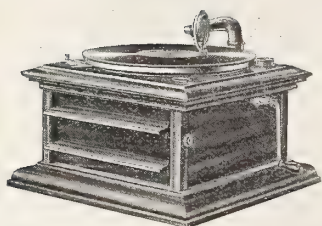


You can satisfy all demands for talking instruments

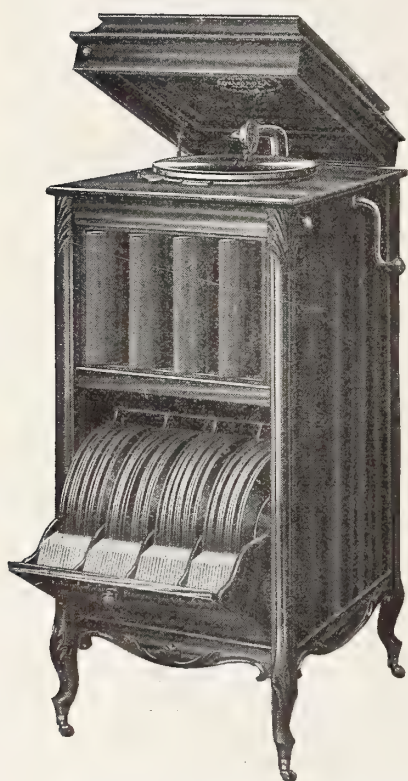
Columbia product for this Fall will turn a new page in the history of the talking machine field.

Take these few instruments as examples: Any man who can read a signboard can see what's going to happen when the new "Eclipse" at \$25, or the new "Mignonette" at \$100, or any of the absolutely non-competitive Columbia table instruments go into the show window of the Columbia dealer.

And then there's the good old Columbia "Favorite"—sold for three years to more people than any other instru-



Columbia "Eclipse" Graphophone
\$25 (Oak and Mahogany)



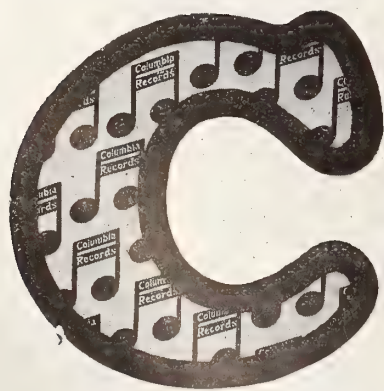
Columbia "Mignonette" Grafonola
\$100 (Oak, Mahogany and Satin Walnut)



Columbia "Colonial" Grafonola
\$150 (Mahogany Only)



Columbia "Favorite" Grafonola
\$500. The Last Word



Graphophone Company, Worcester, Mass.

Creators of the talking machine industry. Pioneers and leaders in the talking machine art.
DEALERS AND PROSPECTIVE DEALERS, WRITE FOR A CONFIDENTIAL CATALOGUE.

mands with Columbia uch as these

ment, regardless of name, price or make, *now* better improved and more popular than ever.

The demand for just such instruments as these, at prices such as these, is so distinct that for a long time the only selling of them the Columbia dealer has to do will be to spread the news that they are ready to demonstrate.

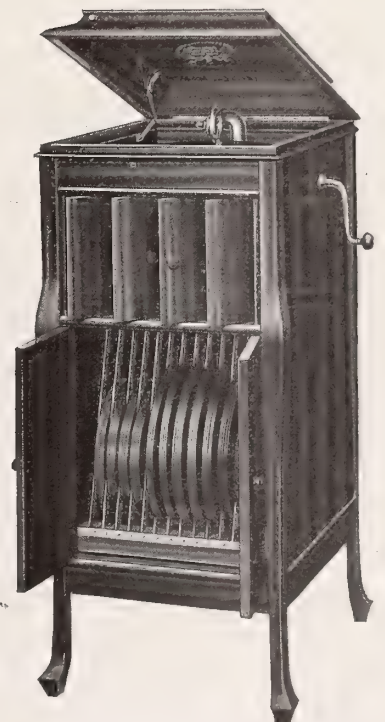
Unless a dealer has been shut out by somebody's exclusive selling rights, there is no reason *that will hold water* why he should not meet the Columbia demand with Columbia product instead of trying to satisfy it with other goods that cost him double effort to sell.



Columbia "Favorite" Grafonola
\$50 (Oak and Mahogany)



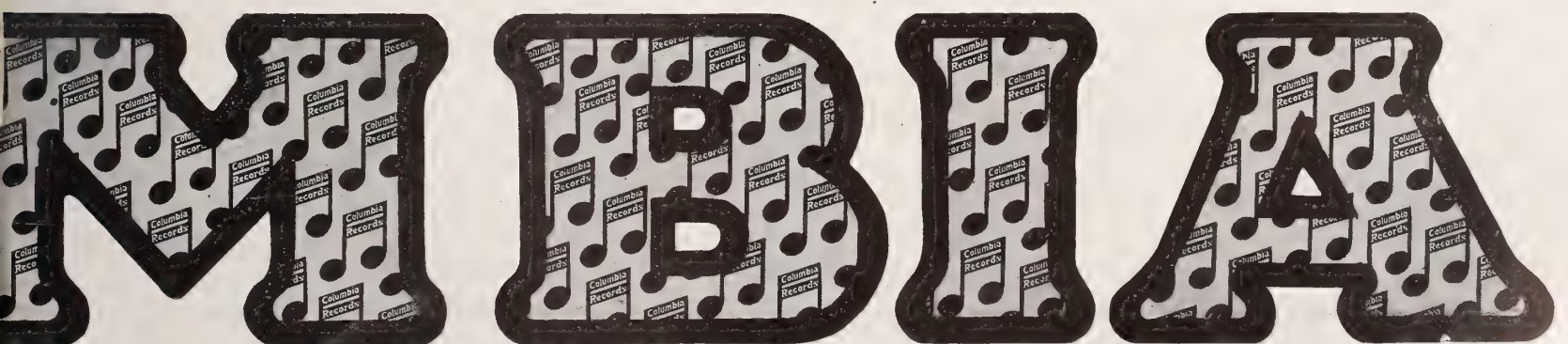
Columbia "Regent" Grafonola (With Tilting Trays)
\$225. With Record Racks \$200.



Columbia "Leader" Grafonola
\$75 (Oak, Mahogany or Satin Walnut)



"Favorite" Grafonola
Instruments of Music



lworth Building, New York

owners of the fundamental patents. Largest manufacturers of talking machines in the world.
AL LETTER AND A FREE COPY OF OUR BOOK "MUSIC MONEY."

LATEST TALKING MOVING PICTURE MECHANISM.

The Kellum Synchronizing Device Is Shown in New York by the Inventor, Where It Receives Most Favorable Criticism—Mr. Kellum's Means and Mechanism for Inter-connecting and Combining Talking Machine and Moving Picture Explained in Detail.

O. E. Kellum, president of the National Street & Station Indicator Co., Los Angeles, Cal., has been in New York recently exhibiting his talking moving picture mechanism.

The Kellum invention elicited praise from those who saw it. This invention relates to a combination of a sound reproducing machine and a kinetograph, and particularly to the means and mechanism for inter-connecting or combining the two machines in order to cause them to move synchronously.

Mr. Kellum says concerning his invention: "It is the prime object of this invention to provide a means for connecting the two machines that an intelligible, visual and audible exhibition may be given simultaneously so that, for instance, characters seen in action on the kinetograph screen will be heard to utter sounds in correspondence with their actions. For this purpose it is necessary that the original records of the actions and sounds be taken simultaneously or in some other manner to insure synchronism, so that there will be a mechanical correspondence of different parts of the sound and light records.

"Supposing that records are taken of a dramatic action, a kinetograph film being exposed and a sound record being cut simultaneously; when these records are finished and are ready for reproduction it is only necessary that they be run through the respective reproducing machines in the same relative synchronism at which they were made originally. This synchronism may be reduced to the simple form of a certain number of kinetograph exposures to each revolution of the record in the sound reproducing mechanism; and if means are used to keep the film and record in such synchronism while being exposed and made originally, it is only necessary for their synchronous repro-

duction that the same synchronism be kept in the reproducing machines. Thus, the film might be originally exposed at the rate of twenty-five exposures per second while the record may be rotated at the rate of three revolutions per second. If, then, the two reproducing machines are kept running so as to reproduce this synchronism, then the visual and audible reproductions made will be synchronous just as they were when first made by the actors in the drama.

"My invention consists primarily of a simple device attachable to a sound reproducing mechanism and a kinetograph for the purpose of keeping the two machines in synchronism; and the machine takes the form of a motor for operating the kinetograph and is supplied with electric current through a timer or distributor which is operated directly by the sound reproducing mechanism."

ACTIVE IN BIG TERRITORY.

Louis Buehn Very Successful as Jobber of Victor Talking Machines and Edison Phonographs in Philadelphia and Vicinity—His Knowledge of Trade Problems at Command of Dealers.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., October 10.—In an area of 300 miles from Philadelphia is comprised some of the best talking machine territory in the country. Nearly half of the population is embraced in it. Naturally, the sale of Victor talking machines and Edison phonographs is very large and one of the jobbing factors, with headquarters at Philadelphia, is Louis Buehn, 825 Arch street, who from his experience and training in the talking machine sphere is giving to the dealer a service of an exceptional standard. Not only does he maintain a comprehensive stock of machines, records and sup-

plies, but he is possessed of a vast fund of information dealing with the various problems that confront a dealer, which he is at all times willing to impart.

Philadelphia ranks as the third largest city in

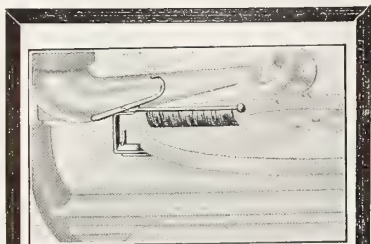


Louis Buehn.

the country. The population, figuring in the suburbs, approximates over 2,000,000. Mr. Buehn therefore is in the territory where the skilful assistance of a good jobber is doubly appreciated.

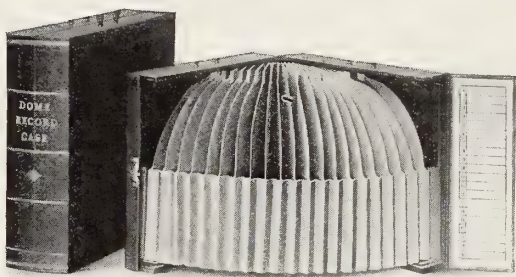
SPECIAL DANCE POSTER.

The Victor Talking Machine Co. sent out to its dealers this week an artistic special hanger, together with a special supplement of six new dance records and song hits. The supplement contains selections that have created a sensation in the sheet music field, and should prove record-breaking sellers as talking machine records. The hanger featuring this special list is exceptionally impressive, and presents a most artistic appearance.



This Brush Sweeps the Entire Surface of a Record

The first brush of its kind. Easily attached. Dust and dirt are constantly gathering on the face of records and by the use of this brush, sweeping the entire record, quickly and easily, the life of a record is considerably lengthened. Send for further particulars.



New! You've Never Seen This

or a case anywhere near like it. Here is a magnificent record case that is made for both 10-inch and 12-inch records, designed principally to keep high-priced records. It is called the

Dome Record Case

It holds 20 records, which are readily accessible for instant use. A convenient index shows just where each record is. Notice how the case swings open so the repertoire is displayed. It is constructed along different lines, being reinforced at the bottom with a nickel-plated metal support to keep the records in position.

Keeps Valuable Records Under Lock and Key

Made for the better class of trade. You should have no difficulty in selling a large number of Dome Cases, as you have many customers who want the best.

Write for prices of these specialties

Cabinet Letter File Co.

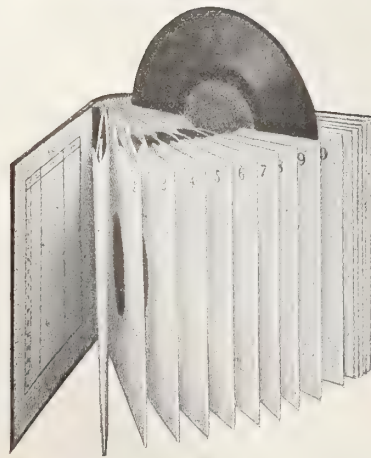
79 Reade Street

New York

This Is a Quality Album at the Right Price

Individuality is reflected in this record album. Not only made of the best materials by skilled workmen, it has in addition the advantage of quick filing and securing of the records. Full index. Envelopes are of serviceable heavy paper stock so woven as to stand the maximum of hard wear. This album will last with excessive handling.

Absolutely the best album anywhere, and sold at a price that gives both jobber and dealer the proper profits. Your request for details will give you the full story. For both 10-inch and 12-inch records.





The Columbia Grafonola "Regal", \$50, meets a distinct demand and it sells itself every time you give it anything that looks like a "prospect."



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

POLICIES TO INSURE DEALERS A HOLIDAY PROFIT.

Some Excellent Suggestions by J. Newcomb Blackman, President of the Blackman Talking Machine Co. Based on a Careful Analysis of Conditions Existing in the Trade—Selecting a Jobber in Whom the Dealer Can Place Confidence Is Important.

Jobbers and dealers will recall with few exceptions that it is a yearly difficult task to obtain enough machines for holiday needs. Most of this trouble is through the wonderful growth of the business, for the demand has exceeded the supply. There is a happy medium somewhere between one extreme and the other in ordering and receiving stock. Those in the trade, however, who have data showing the record of former holiday problems and knowing the trend of the business should be in a position to allow for an increase of stock which, in a successful business, should be needed.

Let me picture to you the situation presented in various cases as I have found it.

It is generally conceded that the prosperous jobber or dealer has the advantages, for his capital and methods of paying promptly give his preference where the line must be drawn, as is the case when goods are scarce, for it is human nature as well as good business judgment to play sure and safe as far as possible. There is much danger, however, in being extreme even in this respect. Talking now from the standpoint of jobbers supplying dealers, we will first take the case of the dealer who is independent to some extent through having ample capital, facilities and buying strength, and therefore feels that he can always get the goods as he wants them. I feel this dealer will do well to use that ability by at all times having a good stock on a pre-arranged plan, so that it will always be kept in a certain condition and at all times enable him to not only make a satisfactory display, but to immediately deliver from stock.

Next we have the dealer who is not so fortunate in capital or equipment, and perhaps whose location is not as desirable. This dealer should realize the disadvantage of not having a stock of goods or facilities such as the first named dealer, and that the public are usually not very sympathetic, regarding the causes of his lack of service. I believe this type of dealer needs a stock even more than the other one for the reason that the larger dealer is being more sought after and his "ready money" is a temptation that many jobbers fall for at the expense of some of the less fortunate dealers.

Every dealer knows his condition, or should—and he should have preferably one jobber in whom he can place confidence, and, also important, who can place confidence in him. Assuming that he has such a jobber he could, by a "heart to heart talk," as it were, put his case flatly before him and arrange to place orders and get the assurance of a supply based on business which he will faithfully give to that jobber, not only during the holiday season, but permanently.

There are jobbers of much experience in not only salesmanship, but financial problems, who could steer many dealers to prosperity if they would but lay the case before them and sincerely

give the jobber an opportunity to help them in a mutually satisfactory manner.

A dealer whose credit is usually strained is inviting trouble when he waits until his jobber is unable to give him more credit, must seek accommodation elsewhere, and owing to a scarcity of goods finds his source of supply cut off in most every direction. Therefore, let me suggest that now is the time, during October and November, to place orders and have a distinct understanding with jobbers regarding what you will do for them and what you will expect them to do for you. If you feel goods will not be scarce, then realize that the result will be a general full line display on the part of the active and larger dealer because the goods can be obtained, and that you, more than ever, will need machines that you can offer a full sample line, and hold the customer to his selection in your store.

No jobber whose relations with his dealer are as I advocate above would consider it fair or profitable to allow that dealer to overbuy, or to run his business in ways which the jobber's experience would satisfy him was extremely risky.

Dealers in general know which jobbers are financially, and by ability and experience, capable of taking care of their trade, and constantly expanding their business. All other things being equal—they should be the natural source of supply for you, then you will not feel that you are suffering for the handicaps of your jobber. Then again, consider the ability of the jobber to carry out promises in the extension of credit, the delivery of goods and leniency towards you if you have just reasons to expect it.

Beware of any jobber who offers you inducements which your own common sense tells you are not business-like, and cannot be profitably given. Sooner or later the inevitable will happen and it may be bankruptcy for that jobber and a cold, stern demand on you for immediate settlement.

With my dealers I have always felt that we would be better off with a mixed trade. We don't want all the so-called independent dealers, for some are apt to grind you down to a basis where you cannot take their business at a profit, or they may not stick to you as the fellow will who realizes that you can help each other. Then again, the little dealer should not think his jobber a philanthropist or one whose business can be run on sentiment. I don't believe in "dead beats," or those who refuse to do business in a business-like way, and I think the jobber who becomes known as not catering to that class not only serves himself better, but those to whom he owes service.

If I have one dealer who in every respect makes good with me, and therefore expects me to give him the best kind of service and treatment, I owe it to him and his kind not to impair his ability to

make good by dealing with customers who will sap my ability and resources to the detriment of all.

In other words, what is the use of trying to get all kinds of trade—I don't believe it pays, and I do believe that jobbers should be censured for supporting and helping to continue in business that class of dealer who never did anything to build it up, seldom pays his bills and is the first one to cut prices.

Perhaps I may have left the subject somewhat, but let me return quickly by saying that if you would insure your holiday profits and a supply of goods, reduce the number of jobbers that you are dealing with to the smallest possible number so that your patronage will be worth while, and in the elimination process consider their record with you. If you are not satisfied, it may be that you should start now and try the service of the jobber whom you have not patronized and have even been somewhat prejudiced against for some reason. When you have arrived at the rock bottom of elimination, then get down to business as previously outlined by placing your orders, and having an understanding regarding what you will give and get in return. If your favorite jobber, and you should have one to whom you could refer as such, thinks that you can get along better by carrying a larger stock, adopting certain methods, making certain improvements in your store or otherwise, and you know his judgment to be good, and that other dealers have profited thereby, why should you question his motive and why should you not feel that he will stand back of the obligation so implied on his part in case his recommendations do not prove as expected?

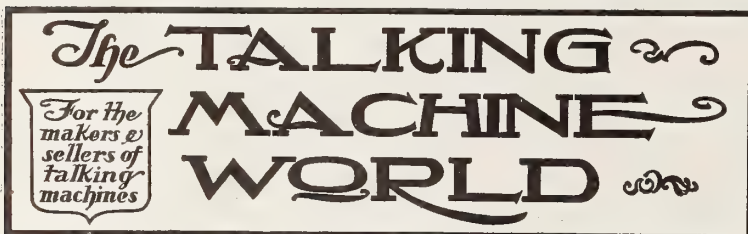
Many dealers have grown from "a little acorn" to "the sturdy oak" through the advice and help of their jobber. I know of many among our dealers and I am confident that we have no monopoly in that respect. Don't delay this matter, for it may be that your "policy" of the past has not and will not "insure your holiday profits," in which event it should be changed or canceled and the proper kind taken out in another company. Analyze your case and do some careful serious thinking, also bearing in mind that someone is going to do this and will be benefited perhaps at your expense.

It looks to me like the biggest holiday business we have ever had and that we cannot "rest on our oars," but must consider the past only as a starting point, avoiding a repetition of all mistakes, and benefit by the experience which time has given us. In that way your holiday business will be insured.

EDISON FILES SUIT IN CHICAGO.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 9.—Thomas A. Edison, inventor, filed suit in his own name yesterday in the United States District Court to restrain the Consolidated Gas and Electric Co., of Chicago, from using the name "Edison" in selling an automobile starter and an electric horn. Through the manufacture of the Edison phonograph, Edison kinetoscope and Edison Portland cement, the name "Edison" has come to have a worldwide reputation, the bill declares. It is to protect this name that the suit has been brought.



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REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, OCTOBER 15, 1913.

THE efficiency of salesmanship can be materially increased through an added knowledge of the mechanical possibilities of talking machines. If a comprehensive knowledge of mechanical details were possessed by salesmen it would be easier to explain to customers why certain types of machines are worth more than others, and if thorough and complete explanations were given to salesmen at regular intervals they will be in a better position to give a convincing talk to prospective customers.

In the opinion of some of the most successful members of the trade the knowledge of repair work should be a part of the stock in trade of the real talking machine man. By that we do not mean that the salesman should be a mechanical genius, but that if it is necessary for him to take the talking machine apart completely and reassemble it, he should be able to do it, because then he will have sufficient knowledge to make any minor adjustments frequently found necessary in machines of all types.

In displaying an instrument some simple adjustment may be necessary. The machine may have been injured in transit and will not run properly, and yet frequently salesmen have to look around and find out where the technical expert of the house is in order that some trifling derangement may be remedied.

Frequently when this occurs suspicion is aroused in the mind of the prospect, and it is not infrequently that sales are killed by this very condition.

How many salesmen are there who can convincingly and logically explain why certain machines cost more than others? Now, a little technical knowledge would enable them to impart that information convincingly to the possible purchaser.

It should be borne in mind that every manufacturing house, when fixing the retail prices at which their machines should be sold to the public, should consider every possible factor which may enter into price consideration, so that when each machine is analyzed separately and systematically it will be easy to see why certain types cost more than others. But how many salesmen are there who can quickly and unhesitatingly meet the query of a wareroom caller who asks: "Why is it you charge more for such-and-such a type? Explain it."

Think for a moment how a salesman goes up in the estimation of the customer if he can do this clearly and convincingly!

SALESMANSHIP is a science, and no talking machine dealer in this land of ours should fail to acquaint himself with certain fundamentals underlying the business. Unless he does this he can never become a competent talking machine salesman.

If he simply views the business from a superficial standpoint he can never advance himself, because he can never make satisfactory sales for his employer, and a man's salary is regulated upon his business-getting powers.

We have seen machines frequently displayed by salesmen in a most indifferent manner. They have placed records on machines when they were not in condition, and they never knew how to play them. They would run records at too rapid a rate, showing that they had no knowledge of correctness in speed regulation.

Of course, the knowledge of music is a beneficial adjunct to the salesman's equipment, but what a man may lack in musical education he can pick up in good, straight business tact and everyday horse sense, if he will; for, after all, the science of salesmanship shows best in results, and to obtain results nothing of a contributory character should be overlooked.

The small things in life usually make the larger ones, and if a salesmen will cultivate a good memory—be able to remember the titles of certain selections, the authors and composers, the names of songs—he will add to his own strength.

A salesman, too, should possess some knowledge of the leading operas. All of these points can be carefully worked out to the advantage of the salesman, and through him to the business organization which he represents.

IN our opinion every talking machine house employing a staff of salesmen should have regular salesmen's schools of instruction. These could be easily arranged so that at intervals instructive talks could be given, and as the result of such a system it would be found that sales-making would be easier.

The World would like to suggest to its readers everywhere the installation of salesmen's schools of instruction. The large department stores saw the necessity of such work years ago.

Such a system is more imperative where there are thousands of employees controlled by one corporation, but the same principle applies where there are only two or three salesmen on the floor, because that business is just as vital to the owner as the large department store is to the great interests behind it. In other words, that presumably is the proprietor's chief source of income, and it behooves him to make the most out of it and to build it up in the most substantial manner possible, thereby reaping larger benefits. The salesman's position affords him his revenue, and he can increase his revenue by adding to his sales.

Business men to-day, in small or large enterprises, figure that salesmen are worth to them what they produce. In other words, their salary is dependent entirely upon their ability to develop trade, and how better can the talking machine business be encouraged than by stimulating thought in a rational development of salesmanship along progressive lines?

THE public frequently gets its impression of a business by the character of the men who represent it, as well as from the character of the advertisement exploiting the products.

Granted, therefore, that the general advertising of talking machines is dignified, instructive and helpful! It seems of the utmost importance that this should be taken advantage of by the retail department of the trade by educating and interesting salesmen in their profession in a greater degree than ever before.

Most of us who are in business are honestly trying to do as well as we can by our constituency, recollecting that business must always be competitive.

Notwithstanding that, there are certain broad principles which work for the good of all, and it is to the interest of all to co-operate with one another along broad, educational lines.

The talking machine trade is subject to the same commercial laws as any other business.

It requires the same keen business judgment to direct it. It requires sufficient capital the same as any other enterprise. Years ago it used to be commonly said that anyone who could lead a horse to water could run a farm, but in recent years we have realized that it requires just as good business judgment to operate a farm as it does to successfully conduct a business.

Now, as the talking machine trade is so young, a number of men thought it could run itself. In other words, they could get

talking machines in stock and they would sell themselves, just the same as leading a horse to water.

But it is not so. Even a great amount of publicity given to a business will not run it. It will act as a building influence, but there must be intelligent work on the part of the men who are selling the products at retail.

IN many respects this issue of *The World* is a remarkable one and should have a stimulating effect upon trade interests everywhere, for it shows that the Edison jobbers believe in carrying fitting announcements of a splendid new disc product, in a paper which represents the industry.

We may add that the magnificent Edison advertising shown in the *October World* is the result of original co-operation among the jobbers.

The plan of preparing special fall business announcements originated with them, and the Edison Co. knew nothing of this advertising campaign until the information came to it from the jobbers, so the present issue of *The World* represents an array of advertising from the Edison representatives which came unsolicited, and shows a magnificent grouping in a single issue of the Edison wholesale interests.

No other trade paper ever presented has contained such an array of business announcements of jobbers covering a single line, and it emphasizes not merely the faith of these business men in advertising, but it shows that the Edison interests are represented by wide-awake and energetic men who propose to exhibit progressiveness in the prosecution of their business interests.

This publication has admittedly been a power in trade building, and it is more than gratifying to note that the jobbers as a whole are beginning to appreciate its helpfulness to them in the expansion of their enterprises.

Co-operation is helpful in all lines of trade, and when the jobbers themselves realize the importance of a trade publication to their trade and support it in a liberal manner, they are advancing not only their own affairs directly but the interests of the entire trade indirectly, because every issue of *The Talking Machine World* acts beneficially upon the trade. It makes a better talking machine dealer, because it supplies him with good, stimulating food for his particular line of trade. There is no other source from which such educational, instructive and newsy features may be obtained, and there is no question but that this publication can be made a greater force than ever before if every jobber works with us and aids in its circulation.

The plan of not being interested in the circulation of a paper locally because it contains competitors' advertisements belongs to the smallness of a past age and not to the greatness of the present. If a paper is worthy of support, it is worthy of being aided in its distribution in every possible way.

A trade publication is necessarily limited in its circulation, because it cannot reach large figures on account of the limited number of men who are interested in its functional scope, but they are buyers, hence there is no lost circulation. Therefore, it is a select class to which such a publication appeals, and if it is aided by the men who are interested in cultivating the talking machine trade—encouraging dealers and showing them how to become better talking machine men—then *The World* will become more helpful in every way as a power for good in the talking machine industry.

The example of the Edison jobbers certainly is inspiring and shows a reciprocal feeling which is appreciated, and as a business-building force the act must be beneficial.

Certainly such publicity gives the Edison products an impelling force, and the attention of the dealers will be especially drawn to the new Edison disc machines.

In this connection, it might be well to remark that the Edison disc machines have elicited warm praise everywhere on account of their musical attributes. Thomas A. Edison, the great inventor, has given to this special product the cumulative knowledge of a lifetime fraught with distinguished accomplishments. He has enriched the world by reason of his marvelous inventive skill in many ways, and there is no single invention which has interested this great man in later years to the extent of the talking machine. That the Edison jobbers realize the trade possibilities of the Edison

products during the fall of the present year is well illustrated in the forward movement evidenced by their business announcement in this issue of *The World*.

Such energy must produce results of the right kind, and thousands of dealers will have their attention drawn to the jobbers ability to take care of their interests in a satisfactory manner.

A glance at the announcements will show that every part of the country is well represented, for, from the Atlantic to the Pacific, from the Canadian line to the Mexican border, the Edison interests are comprehensively represented in this issue of *The Talking Machine World*.

THE importance of the talking machine as an educational factor in the domain of music is being exemplified in a most impressive way as time goes on.

Great artists, internationally famous in both vocal and instrumental fields, are now being heard through the aid of the talking machine in the homes of the people. The best in music has been carried from the concert platform to the parlor and a stimulus given to musical appreciation that might be termed inconceivable a few years ago. And not only great singers and instrumentalists but our great orchestral organizations are now heard in the home.

For a considerable time there were those who looked upon the talking machine either as a toy or a medium for the dissemination of popular music rather than the compositions of the masters, but to-day the very leaders in the world of music are recognizing the important part which the talking machine is playing in disseminating musical knowledge and a wider and keener appreciation of the best in music. Hence it is that the great orchestral leaders are desirous of having the organizations which they conduct heard through the medium of the talking machine.

In this connection the Philharmonic Orchestra, the foremost musical organization in Berlin, Germany, has consented to allow the reproductions of its tonal wonders through the talking machine. The necessary arrangements were effected through Alfred Hertz, the conductor of the Metropolitan Opera House, New York, and he was the conductor of the orchestra when it played a number of selections for reproducing purposes in Berlin a couple of weeks ago.

Among the numbers given were selections from "Parsifal," the only auditors being a row of talking machine horns, through which millions of people will be reached who have never heard the Berlin Philharmonic, and who otherwise would be unable to enjoy the beauty of tone and superb playing of this internationally famous organization.

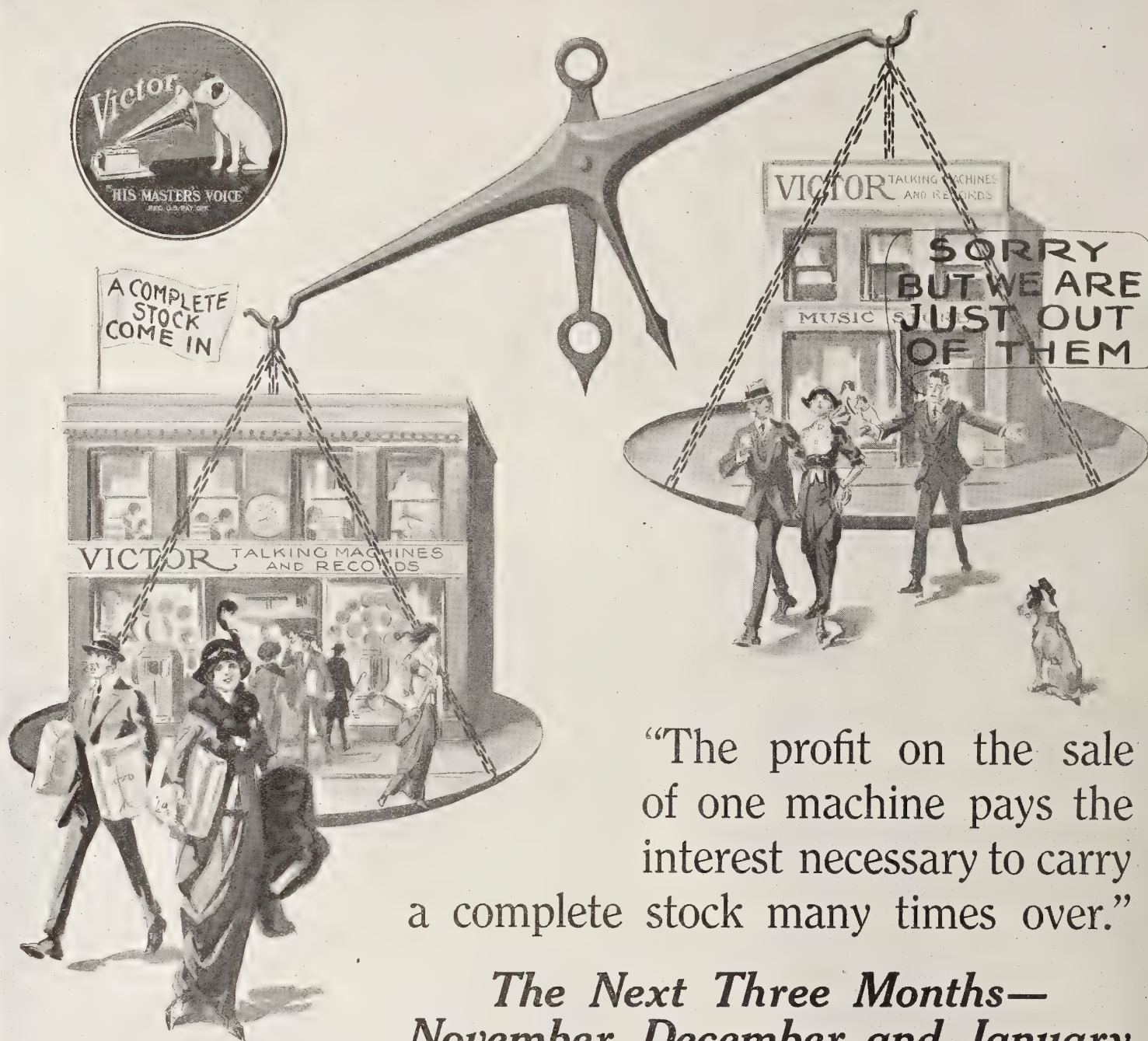
This recognition of the talking machine by the leading musical authorities of Berlin marks in a most emphatic way its tremendous advance in prestige. It has now attained a position which it has long deserved, but which has not been accorded it as it should have been. It must not be overlooked that it is to the tireless labors of the manufacturers of talking machines that this position is due. Through the employment of great artists and signal ability in the selections of numbers presented they have enabled the talking machine to force its way, along lines of sheer merit, into the position which it now occupies.

This means much not only for music, but for the commercial status of the instrument. It means that dealers handling these machines will have a larger field to cater to, for there are thousands of people to-day who are buying talking machines who a few years ago looked upon them as something plebian.

The present position of the talking machine and its advance artistically cannot be too strongly emphasized, for this broadening out in popularity means a greater expansion of the business.

THE merchant and his salesman should bear one fact in mind, that the first impressions are the most lasting, and if you give a man a good impression of your place when he enters you have accomplished half the battle of separating him from his money. A quick walk forward, a pleasant greeting and close attention are not hard things to give, and they will make sales where a glum dyspeptic countenance with mouth drooping at the corners and a general look of having liver trouble will put a customer in an antagonistic mood that will mean a hard fight to win his trade.

Balance in Favor of our Customers



"The profit on the sale of one machine pays the interest necessary to carry a complete stock many times over."

*The Next Three Months—
November, December and January*
are the biggest months in the Talking Machine Year.
ARE YOU PREPARED TO TAKE CARE OF THEM?

**Will the Balance Be in Your Favor
at the End of the Season**

If it isn't, will it be because you failed to
depend upon us for that complete stock.

NEW YORK TALKING MACHINE COMPANY
81 Chambers Street

THE SALES POSSIBILITIES IN THE RECORD FIELD

Are Enormous If Given Proper Attention by the Jobbers' Salesmen—Arthur D. Geissler, Managing Director of the New York Talking Machine Co., Receives a Letter Confirming the Soundness of His Views and Policy in This Connection That Is Worth Reading.

That the talking machine jobbers' salesmen do not pay sufficient attention to the cultivation of their possible record trade has long been the contention of prominent members of the trade, who assert that the average salesman for the jobber is satisfied to concentrate his efforts on the sale of machines, rather than records. At the same time, however, the salesman who is brought to realize the vast amount of record business that he can successfully develop is soon raised to a pitch of enthusiasm that results in the doubling of his record sales.

Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor, is an enthusiastic advocate of the salesman obtaining a proper realization of the record business, and in his frequent conferences with the company's staff lays special emphasis on this particular feature of the business. That Mr. Geissler's advice to his salesmen is bearing fruit is well evidenced by the following letter which Mr. Geissler received this week from A. T. Doty, one of the company's successful salesmen. Written under date of October 9, this interesting letter reads as follows:

"You had a conversation with me three or four weeks ago, relative to the sale of Victor stock records. You impressed upon me then just what a small proportion of my orders were record orders. You made me realize when I called upon a dealer my idea was to sell him machines. The sale of a few machines was the main topic of conversation with the dealer—pushing the record sales did not enter into my selling campaign except on initial orders. You outlined an order to me. You showed me statistics. That talk impressed upon me the fact that if I could increase my record sales to anywhere near the amount I sold in machines my value as a salesman would be doubled.

"Am handing you the following copies of orders I have taken. I feel you will be surprised at what I have been able to accomplish. I first selected a list of sixteen stock records—records which would be just as valuable with the dealers two years from now as they are to-day—a list of records which every machine owner should have in his collection. I have been able to impress upon these dealers the value of having a good stock of these records on their shelves, to be prepared for their fall and Christmas trade, and to know that with a little educational work done on the part of their salesmen each purchaser of a new machine could be sold these stock records as a nucleus for their record collection.

"As these orders show, I have sold my dealers all the way from fifteen each of this list up to twenty-five each of the list—one dealer going so far as to order fifty each of some of the list. Of these sixteen records, I took an order from one man for over \$1,000. The surprising part of it all is, that in dollars and cents in the last two weeks I have sold more in records than in machines.

"For next week's work I have selected a list of twelve records to be sold for the round sum of \$20. This list includes Red Seal records from \$4 down. I expect to impress upon the dealer the value of having a dozen records to sell at this price. Twelve of the best records in the catalog—being able to save the time and trouble of their clerk selecting the records—being able to impress upon their prospective buyer the idea of taking the twelve selected list for \$20—the possibility of using it as a \$20 Christmas present to one of their friends who owns a machine. The dealer would be glad to give the purchaser the privilege of returning any of them they did not like within twenty-four hours. The dealer might run this in his daily paper as an advertisement, having the number of records and the price in large type. The dealer could have those selected all wrapped up in one of our wrapping envelopes, have them set

aside so they could pick it up and deliver at a moment's notice.

"In conclusion, Mr. Geissler, I appreciate this suggestion of going after the record business. Am positive that others of our salesmen are doing the same thing that I have been doing—working on machines and being negligent about the record business. Refusing to take the time to sit down and go through the catalog and write up an order.

"The Talking Machine Co. of Chicago, I understand, has a list of the 100 best selling records in the catalog and also the 500 best selling records. Their salesmen use these lists as a basis of stocking up the dealer—calling on a dealer and taking the list of 500, checking up his stock to see which of these selections he has in stock and sending the balance of these records to him.

"Of course a majority of our dealers are carrying a complete stock of Victor records, but even with them it is a good idea to know what the 100 or the 500 best selling records are. You will be interested in knowing that this list of sixteen records which I have been pushing has sold so well that it has been necessary for Mr. Moody to re-order in large quantities from the Victor Co. on these numbers."

ISSUE NEW MACHINE CATALOG.

The Columbia Graphophone Co.'s Latest Volume Is Devoted to Its Complete Line.

The Columbia Graphophone Co. has just issued a new catalog of its complete line of machines, horn and hornless. The cuts of all the machines are presented with exceptional clearness, and afford the dealer an excellent opportunity to show the machines to his trade as they really are. Among the new machines displayed in the catalog are the "Leader," new "Favorite," "Eclipse" and "Mignonette."

Detailed descriptions of all the machines presented, together with closed and open views of the various models, add to the value of the new publication, and the selling arguments for each machine are given briefly though adequately.

The front section of the catalog is devoted to a brief resume of the rapid progress that the Columbia Graphophone Co. has made in the securing of artistic talent for the production of Columbia records, while the last few pages call attention to the Columbia in the schools, the new tone-arm and reproducer, absolute control of tone and structural and mechanical details.

A feature of the new catalog is the display of the beautiful Columbia "Grand," which is presented forcefully and artistically in the center pages of the new publication.

A STRONG LOOSE LEAF ALBUM.

A feature of the Sutherland loose leaf talking machine record album is that the back of it is reinforced by metal posts, so that the album, when filled with records, cannot bulge or break. This, in addition to the loose leaf detachable envelope and interchangeable index, make this album of unusual value to the talking machine owner. This album is made by the Sutherland Album Co., 117 Leonard street, New York.

CROSS-CUTS TO BUSINESS SUCCESS.

Advice worthy the consideration of talking machine men is conveyed in some remarks of E. W. Gage in Modern Methods, as follows: "Concentrate the customer's attention on one thing at a time; don't talk too much; talk positively. Avoid technicalities or theories; use simple language which is readily comprehended. Be sure to emphasize the accuracy of your work in connection with the use or fitting of the goods.

"Don't discuss prices until your customer has become thoroughly interested and desirous, and has resolved to buy."

GOOD OUTLOOK FOR TRADE.

J. C. Roush Says Conditions Are Excellent—Trade Steadily Advancing—Increased Interest in Jobbers' Association.

J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, Pa., was in town recently and while discussing trade conditions with The World remarked: "Our business has held up wonderfully well, and I belong to the optimistic class of business men.

"I feel that the outlook for trade is excellent and if men will stop predicting hard times under the new tariff I am sure that things will move along very satisfactorily.

"Probably we never can have a tariff which is satisfactory at all times to all of our people, but if business men will give their attention to business instead of talking pessimism, it will help things along very materially.

"Our trade has gone steadily ahead, and this year promises to be the best one in the history of my business."

"How about the Talking Machine Jobbers' Association, Mr. Roush?" asked The World. "Well, you know we had a splendid meeting of the executive committee in Chicago, and everything points to a year of increased interest in the organization.

"The men on the various committees, as you know, are leaders in the talking machine industry, and we are working together harmoniously and conscientiously for the benefit of the entire trade.

"You know there are many things which come up from time to time which require careful consideration, and it shall be our aim to have the jobbers' association become a greater power than ever for trade good.

"This laudable ambition is, of course, accomplished through cohesive work of the members of the association, and not through any particular individual."

HOHNER HARMONICAS BIG SELLERS

In Talking Machine Stores Where They Are Given Proper Representation.

The popularity of the "Hohner Boy" harmonica assortment display card, which was issued some time since by the House of M. Hohner, 114 East Sixteenth street, New York, is substantial evidence of the remarkable strides that the harmonica industry is making. Over 20,000 of these harmonica assortment cards, presenting both 25c. and 50c. harmonicas, have already been distributed, and dealers throughout the country are enthusiastic over the ready sale with which these display cards meet.

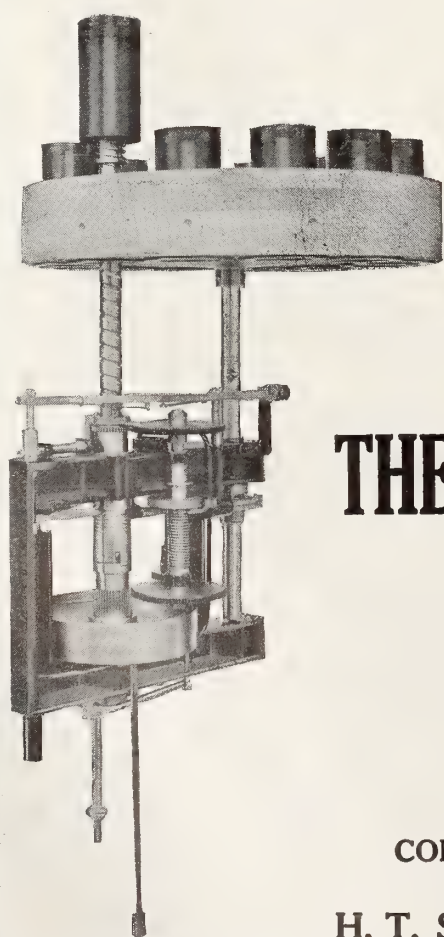
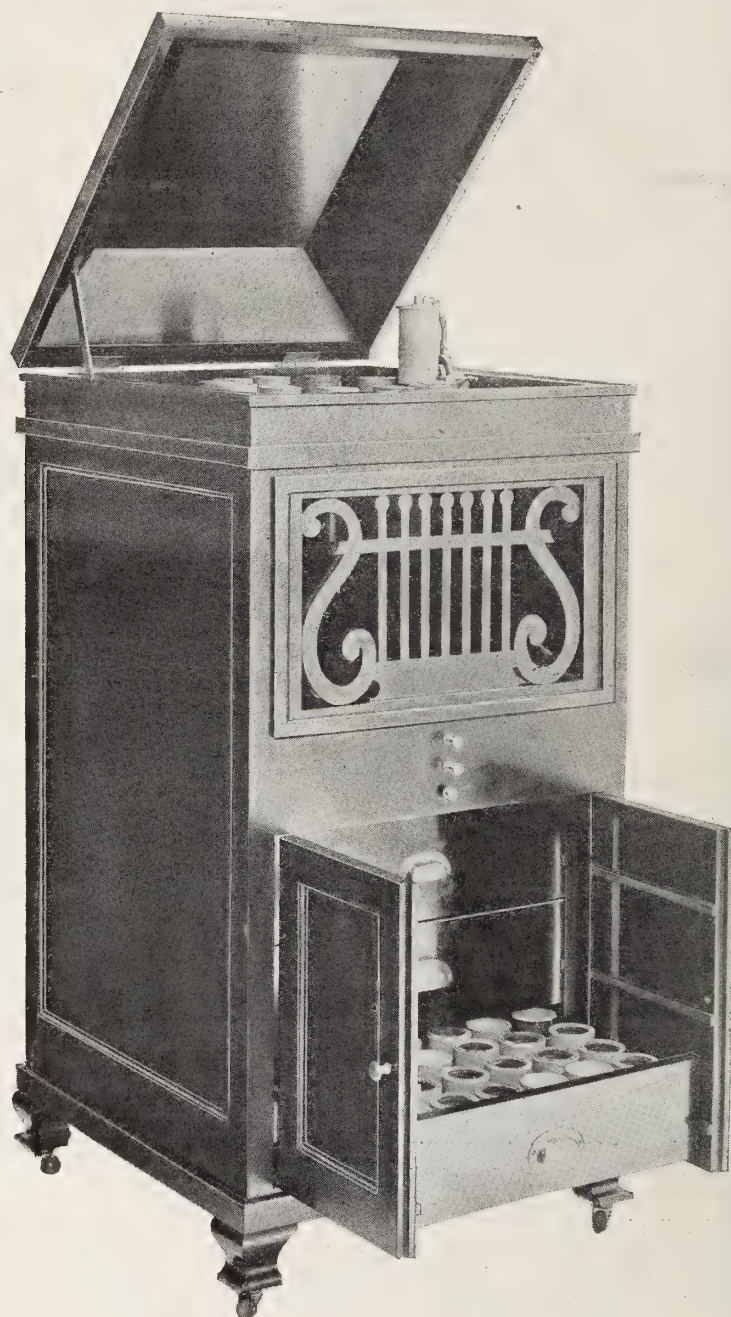
The presentation of attractive harmonica assortment display cards undoubtedly affords the talking machine dealer a splendid opportunity to close a profitable sale with a side line. Hohner goods hardly need any introduction, as they are recognized the world over as representing the highest type of construction in mouth organ manufacturing.

TALKING MACHINE OPENING

For American Manufacturers in a City in Southern Europe.

A report from an American consular office in Southern Europe states that a long-established firm of good reputation in his district, dealing in and importing musical instruments, with branch stores, and representing several foreign manufacturers of musical instruments, desires to represent an American manufacturer of talking machines and discs for talking machines. Any novelty in this line would be of particular interest. Business could be easier promoted if terms of payment from one to three months could be granted. The fullest information can be secured regarding this prospect by writing "No. 11,648, Bureau of Foreign and Domestic Commerce, Washington, D. C."

Be glad that you have a brain with which to work, and hands to execute your plans, these are the things that divide men from the lower animals.



THE SCOTT MAGAZINE PHONOGRAPH

OPERATES TWELVE RECORDS

WITH PERFECT CONTROL

for

CHOICE, SUBSTITUTION, REPETITION, THROWOUT
START AND STOP

CONTINUOUS AUTOMATIC OPERATION WITHOUT ATTENDANCE

H. T. SCOTT,

706 CENTRAL BLDG., LOS ANGELES, CAL.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Trade Is Remarkably Active and the General Prospects as Far as the Talking Machine Business Is Concerned Are Most Satisfactory—Exhibition Has Been a Great Stimulus—Interesting Review of the Situation—Running Record Prices to the Ground—Some Excellent Numbers Being Produced on the Higher-Priced Issues—Notable Artists in Vocal and Instrumental Fields Represented—Merits of the Talking Machines Being Recognized by Many Municipalities in Great Britain—Taking the Place of Bands in Parks, Bazaars and in Public Affairs Generally—The News of the Month in England Set Forth.

(Special to The Talking Machine World.)

LONDON, E. C., October 6.—Judging by the remarkable state of activity prevalent in trade circles, the season's prospects of big business are bright enough from the viewpoint of bulk trade, but one cannot speak so optimistically in regard to the trades' profit on this turnover. The margin allowed is quite inconsistent with sound trading, and among the better class dealers there exists a strong prejudice against handling the cheap records issued, particulars of which appeared in my last report.

The music exhibition at Olympia has resulted in giving a great fillip to the machine trade, and already there is a shortage of supplies in more than one direction. Factories have been kept busy during the summer months, and manufacturers endeavored to adequately prepare for good business, but all anticipations seem to have failed miserably in keeping supply and demand anywhere near level. In several instances, too, delay in the production of new models is responsible for stock shortage, and it is a case of executing orders as soon as possible. Those manufacturers in this position are losing orders which cannot be made good later because buyers go elsewhere, and that means for Continental machines, which are selling in thousands weekly. Our friends across the channel do seem to realize the enormous sales-prospects in this branch of the industry, and make ample preparation to promptly meet the needs of an ever increasing demand. This source of supply really seems unlimited in its output, and possibly because of vastly superior factory organizations and cheaper labor huge quantities are turned out each week at prices varying from 10s. 6d. (wholesale) upwards. I do not say a satisfactory disc machine is produced at this figure, but it is not necessarily unsatisfactory from the viewpoint of the class of buyer it interests. Of course, quite a substantial business is done in the best types of instruments averaging £5 to £10 in price, yet the unfortunate fact remains that there is no British factory capable of competing with the enormous trade in cheap machines. In the former class we are absolutely pre-eminent, and, broadly speaking there yet remains to be produced from a Continental factory instruments equal in workmanship, finish, general construction and tone quality to the best productions of our factories. Things are very different in the record field, where our manufacturers have gone the whole hog in the production of thirteen-penny discs. This is generally deplored, having regard to the fact that previously 1s. 6d. was the lowest price listed. It is true there were a few obscure issues which dealers sold at varying prices between 1s. and 1s. 5d., but carrying only duplicated or old titles they were beneath recognition, and certainly were of no importance from the viewpoint of competition. At 1s. 6d. the trades' profit is none too fat, but the big demand considered, the dealer and factor is assured of a fair monetary recompense. That is more than can be said of the thirteen-penny record, which cannot pay anyone to handle. It has received anything but a warm welcome, although most dealers feel they must carry stocks—

just because the other man does! Did there but exist any sort of co-operation in the trade, this cheap and profitless business could easily be crushed. But under present conditions it thrives—for how long, I wonder?

Some Appreciative Words.

Under date September 29, Mr. Thos. Edens Osborne, the leading Belfast factor, addresses me (in part) as follows: "Your reports from European headquarters in the Talking Machine World are invariably read by me before perusing any other article in that splendid publication. Indeed, I was very much interested in your last notes concerning the cheap records. Although the sale of these records is more productive of trouble than profit to the dealer, I feel constrained to think, however, that the cheapening of records will act as an incentive for many of the outside public to adopt the talking machine who have hitherto been hesitating because of the costly character of the records. I am looking forward to a very busy season, and think there is every prospect of an enormous output of both instruments and records during the coming winter."

Decided to Wind Up Business.

The Sanders-Meltone Co., Ltd., Walter House, Strand, W. C., held a meeting on September 19, when the following resolution was passed: "That it has been proved to the satisfaction of this meeting that the company cannot by reason of its liabilities continue its business, and that it is advisable to wind up the same, and accordingly that the company be wound up voluntarily, and that Mr. Hubert S. Baker, of 5 Broad Street Place, London, E. C., chartered accountant, be, and is hereby appointed liquidator for the purpose of such winding up." What a wonderful document, to be sure!

Aeronaut as Well as Singer.

It may not be generally known that Miss Ruth Vincent, the eminent singer, is a very enthusiastic aeronaut. She is about to apply for a certificate as an air pilot. To the great talking machine public this charming singer is well known through the medium of Columbia records.

Lower Telephone Rates.

A considerable decrease in the telephone rates between England and France is announced. New parcel rates will also shortly come into operation.

Mme. Melba to Canada.

Mme. Melba has left for a tour in Canada and the United States, and will be met there later by Mr. Kubelik for a combined tour through North

America. For 100 concerts a guarantee of £100,000 has been assured them, the newspapers state.

Noted Humorist Passes Away.

All music lovers will regret the loss of that great humorist, H. G. Pelissier, who died in London on September 26. From the talking machine viewpoint he will best be remembered for the very fine series of records made by his troupe—a company of first-class entertainers known as the Follies. If we mistake not these records were listed by the Odeon Co. some few years ago.

Arrangements Made in America.

All business arrangements regarding the Edison phonograph department are now conducted from your side of the pond. Quite a large number of the staff have left, including C. E. Marny, who controlled the advertising departmental interests for the last nine or ten years. He was responsible for not a little of the forceful and effective "copy" used in the trade and public press, and organized thoroughly the issue of all the company's multifarious publicity matter. I wish him every success in his new sphere of activity, which, doubtless, will be in the same profession.

Jumbo Record Not Reduced.

In my last report upon the record situation the sequence of order in which the various new issues and price reductions were given is open to slight misunderstanding in connection with the Jumbo record reference. Messrs. Barnett Samuel & Sons, Ltd., write us that: "The Jumbo record was not reduced from 2s. 6d. to 1s. 6d. as a result of the issue of thirteen-penny discs; on the contrary, this move was an independent one, and took place considerably before the other events to which you refer." The circular announcing the reduction is dated August 15. This will clear up any misconception which may have arisen in the minds of my readers.

Splendid List of Records.

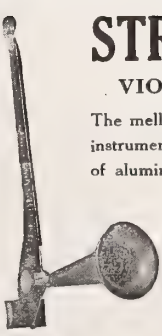
In addition to the usual galaxy of good fare, the outstanding feature of the "H. M. V." October supplement is undoubtedly 12-inch record No. 02472, bearing the new "Ave Maria" (Kahn) by Signor Caruso, with violin obligato by no less than Mischa Elman himself. The manufacturing company naturally accords high praise to this record, especially, too, as it is accompanied on the pianoforte by the composer, Percy B. Kahn. Another very special record is "Grande Valse" (Op. 10), (Venzano), sung in Italian by Mme. Tétrazini, whose beautiful voice is said to be admirably suited to this number. Mme. Clara Butt contributes "Aria-Rendi 'l sereno al ciglio," Sosarme (Handel) in Italian, and this record also merits much praise. A typical American song recently published, "You Made Me Love You" (Monaco, arr. by Sadler), finds a first place in the list. It is sung by Miss Grace La Rue. The full program this month is as follows:

Twelve-inch, double-sided—"Under My Darling's Window," Valse (Lincke), and "Sleeping Water," Valse (Felix Bord), Mayfair Orchestra; "Heart to Heart," Bridal Valse (Ernest Verdayne), and "The Butterflies' Ball" (Air de Ballet) (C. Higgins), Mayfair Orchestra.

Ten-inch, double-sided—"Swing Away March" (Cheeseman), and "Our Director March" (Bigelow), Band of H. M. Coldstream Guards; "My Lady Gracious," Intermezzo (Carl Monteith), and "Little Gadabout" (Colin), Band of H. M. Coldstream Guards; "Dreams of the Flowers," waltz (R. Nelson), and "Shall We Reverse?" waltz (Jean Gilbert), Palais de Danse Orchestra; "The Doll" (Puppchen), waltz and two-step (Jean Gilbert), Hungarian Gypsy Orchestra.

Twelve-inch, single-sided—"L'Arlesienne Suite," Farendole (Bizet Ronald); "L'Africaine," March Indienne (Meyerbeer), new Symphony Orchestra; "Come Into the Garden, Maud" (Balfe),

(Continued on page 54.)



STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.



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NEW YORK and PHILADELPHIA

String Fiddle

Violin

FROM OUR LONDON HEADQUARTERS—(Continued from page 53),

Ben Davies; "The Anchor's Weighed" (Braham), John Harrison; "The Reaper and the Flowers" (Cowen), Mme. Edna Thornton; "Eleanore" (Coleridge Taylor), Miss Ruby Helder; "Bashful Tom" (David Kemp), Harry Dearth; "Gems from 'Faust'" (sung in English) (Gounod), Grand Opera Company; "Valse Apache" (Van Biene) ('cello), W. H. Squire; (a) "Moment Musical" (Auer), (b) "Gigue" (De Angelis) (violin), Miss Marie Hall; "Boris Godounov," Finale, Part II (sung in Russian) (Moussorgsky), Chaliapine; "You're My Baby" (Hippodrome Revue, "Hello, Ragtime!") (Nat. D. Ayer), Lew Hearn and Bonita; "The Barrister," George Robey; "The Portobello Lass" (Lauder), Harry Lauder.

Ten-inch, single-sided—"A Little Love, a Little Kiss" (Sileu), John McCormack; "Red, Red Rose" (Cottenet), Miss Alma Gluck; "Richard of Taunton Deane" (arr. by Molloy), Charles Tree; "Your Smile" (Dorothy Forster), Thorpe Bates; "Etude—A Major" (Poldini) (piano), Mark Hambourg.

Talk of Amalgamation.

According to a German contemporary there is a strong possibility of an amalgamation between the two big houses of Grömbaum and Thomas A. G., and Carl Lindstrom, Ltd. Should this eventuate, directly and indirectly, the following important records will be controlled by these companies and their corporate interests: Odeon, Fonotipia, Jumbo, Beka, Favorite, Lyrophon, Dacapo, Homophone and quite a number of others. With the capital of Grömbaum and Thomas, 1,500,000 marks, and that of Messrs. Lindstrom and their allied companies, a total disposal of some £500,000 capital is involved. Having regard to present circumstances the significance of this huge fusion is apparent. It will at least exert a big influence in the price war campaign fiercely proceeding in England and Germany.

Chappell & Co. vs. Gramophone Co., Ltd.

A High Court judgment relating to the action by Chappell & Co., Ltd., vs. the Gramophone Co., Ltd., has been advertised (in part) as follows: "And the plaintiffs and defendants by their solicitors consenting to this order and the defendants by their solicitors undertaking that they, their servants and agents will not infringe the plaintiff's copyright by making copies of the music or any part of the music composed by Albert Sirmay for a musical play known as 'The Girl on the Film' without the written consent of the plaintiffs or other owners of the copyright of the same for the time being and will not use any infringing copies of the said music or any part thereof and also undertaking to forthwith destroy all infringing copies and any matrices incorporating any portion of the infringing copies now in their possession and to satisfy the plaintiffs of such destruction by affidavit if so required.

"It is ordered that the defendants do forthwith pay to the plaintiffs five pounds as and by way of agreed damages.

"And it is ordered that the defendants do pay to the plaintiffs their costs of this action, such costs to be taxed by the taxing master in case the parties differ.

"And it is ordered that all further proceedings in this action except such as may be necessary for the purpose of carrying this order into effect, be stayed."

Numbers Greatly in Demand.

For October the Zonophone Co. has issued what is described as "A Champion List," and a champion it undoubtedly is. It includes the first records of the band of H. M. Royal Irish Fusiliers, one of the crack bands of the British army. Their contributions are most brilliantly performed, and the recording is a revelation of splendid ensemble

in its presentment of such a clean tone-picture of so large a body of instrumentalists.

Here are a few other special issues which are likely to enjoy a big demand: (1107) "Fun by Moonlight" (Manton Bennett), "Four Little Blackberries," schottische (L. B. O'Connor), Peerless Orchestra; (1110) "When Love Creeps in Your Heart" (B. Scott), "Come Back to Me" (Flavell Hayward), Herbert Payne with chorus; (1114) "A German on the Telephone," Dick Darby; "A Whistling Yarn" (G. H. Snazelle), G. H. Snazelle; (1116) "Molly O'Shea" (Max Erard), "She's a Wonderful Girl" (Max Erard), Zona Vevey; (1124) "Liselotte" (Bells) (Leon Adam), "My Lady Dainty" (Bells) (Hesse), E. W. Rushforth; (1123) "A Lancashire Crowd's Welcome to the King and Queen," Part I and II, descriptive.

Revising Patent Laws.

It is proposed to operate in Germany a bill revising the laws of 1891 in relation to patents. Under the reform an inventor may officially record his name and invention even though it is not intended to enter upon immediate manufacture, or the rights are transferred to someone else. Thus will employees secure protection from unscrupulous employers. The registering fees have also been considerably revised.

Municipality Utilizing the Gramophone.

Southport's musical fair is a big attraction to holiday makers, and the town is justly proud of its fine military band. Looking round for a unique means of spreading the knowledge of this all-important feature of the season's attractions, the corporation hit upon perhaps the best medium—the graphophone. I am informed by the town clerk of Southport that accordingly arrangements were made with the Columbia Co., who promptly sent their experts with a recording outfit to crystallize a score of selections from the band's repertoire. Mr. Rimmer, the popular bandmaster, will approve the test prints, and such as pass his critical ear—we doubt not all will—are to be listed for sale by the Columbia Graphophone Co. This message will carry one of Southport's chief attractions right into the homes of the people, and incidentally prove, I should think, a magnificent advertisement for the town. It has the merit of enterprise, and is certainly a novel method of publicity.

New Customs Tariff for Brazil.

The board of trade has issued a translation of the new draft customs tariff for Brazil, which has been drawn up by a commission of customs officials appointed by the minister of finance. The principal alterations proposed are: (1) That all duties shall be payable 40 per cent. in gold and 60 per cent. in paper; and (2) that for the purpose of assessing ad valorem duties, the declared or appraised value is to be converted into milreis at the rate of 16d. to the milreis. It is considered improbable that the new tariff will become law during the current year.

Latest Columbia Issues.

"The Mikado Lancers," in five figures, is the fare provided by the band of H. M. Scots Guards

on Columbia-Rena this month. These dances, as is well known, introduce all the best numbers from this popular Gilbert and Sullivan opera. Two recitals are also provided by the inimitable Bransby Williams—one the dream scene from "The Bells," as portrayed by Henry Irving; the other "The Portrait," one of Lewis Waller's favorite recitals. Of other good records in the Columbia October supplement, the following merit special mention: Twelve-inch, double-sided—"In Sousa-land Medley" (two-step), and "In Waltz-land Medley" (Waldteufel), Prince's Orchestra; "National Folk Songs," Part I and Part II, Columbia Light Opera Company. Ten-inch, double-sided—"We All Go Home in Ragtime" (David and Murphy), and "Toddling Home" (Harry Dent), Charles R. Whittle; "Fireflies" (Paul Lincke), and "Intentions" (Vorsatz), Casino Orchestra; "Lead, Kindly Light" (Purday), and "Abide With Me" (Monk) (concertina solos), Alexander Prince; "Emmett's German Yodel" (Emmett), and "Sleep, Baby Sleep" (Emmett) (yodling songs), George P. Watson; "Dutch Daly's Yarns" (patter), Dutch Daly, and "Dutch Daly and The Spring Song" (Mendelssohn), Dutch Daly and his concertina; "Jerry Jeremiah" (David and Murphy), and "Nursery Rhymes in Ragtime" (Tony Lloyd and Bert Lee), Stanley Kirkby.

Orville Harrold, whose "Snowy Breasted Pearl" has won for him a premier position among recorded tenors, has two new Columbia records, the popular "I Hear You Calling Me" and a new word-setting of "Berceuse de Jocelyn."

Felix Weingartner's first record, by the Grand Symphony Orchestra, under the famous conductor, appears on the Columbia "de luxe" supplement, this month, and includes Weber's "Invitation to the Waltz" and Isolde's love-song, from "Tristan und Isolde." Another Columbia issue, "Lointain Passe," is a violin record by Ysaye, whose first records created such a sensation recently.

Interesting Technical Volume.

A manual on pneumatic player-action construction for the use of tuners, and others, entitled "From Piano Tuner to Player Expert," by Harry E. Drake, has just made its appearance. The author handles his many-sided subject in a lucid and practical manner, and elucidates with ease the several technical difficulties which tuners and mechanics experience in the course of their work. The various points dealt with in each chapter are paragraphed in bold type, so that the reader is enabled to quickly locate the particular subject upon which he seeks information. Mr. Drake speaks with the authority of many years' practical and theoretical knowledge, and the utmost reliance may, therefore, be placed in his admirable and unique work. It is published at 5s. net, and may be obtained from the sole distributors, J. & J. Goddard, 68 Tottenham Court road, London, W.

A striking Columbia-Rena record of the month is that featuring Ada Jones and Walter Van Brunt in duets. They obtain brilliant comedy effects, and in the two big hits, "Oh, What a Night!" and "You're My Baby," they make a most happy start.

MUSIC TRADES EXHIBITION A GREAT SUCCESS.

First All-British Music Exhibition Notable for the Splendid Display of Talking Machines—Booths Most Attractively Arranged and Dealers and Public Generally Are Much Impressed with the Wonderful Development of the Talking Machine in This Country—Details of the Exhibits.

(Special to The Talking Machine World.)

LONDON, ENG., October 5.—Remarkable success attended the first all-British music exhibition held at Olympia, September 6 to 20, inclusive. The Lord Mayor of London, accompanied by the sheriffs, performed the opening ceremony, and at the inaugural luncheon which followed some interesting speeches were made. All agreed that this exhibition of British musical instruments would

exert an educational effect in disabusing the public mind of the belief that Continental goods—in particular, pianos—were superior in workmanship and tonal qualities to our own manufactures. And this was the keynote of its conception. Original plans were for an international exhibition of musical instruments, but the Pianoforte Manufacturers' Association proposed a purely all-British show. It was at once adopted almost unanimously by the leading firms, and F. Bridges, organizer of the last exhibition, received instructions to go ahead. Royal patronage was sought and obtained, and many of the leading music institutions of London co-operated by lending the movement their hearty support. In pianos, gold medals, certificates of merit, etc., something to the value of over £1,000 was put up as awards to competitors in

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Gramophone and Phonograph Recording

Sole Manufacturer of

Wax "P." the best recording material for Berliner-cut.

FROM OUR LONDON HEADQUARTERS—(Continued from page 54).

various classes—singing, piano and violin and other instrumental playing, etc. Some idea of the popularity of these competitions may be gleaned from the fact that the contestants numbered close upon 1,000.

Dealers attended the exhibition in large numbers, and although public visitors were many the attendance fell far short of expectations. From the business viewpoint, it is safe to say that every exhibitor was delighted with the results. The talking machine firms without exception experienced a rush of orders in unprecedented quantities. No similar exhibition has resulted so splendidly in this respect, and many firms now regret that they refrained from participating therein. Below we present a brief notice of the talking machine exhibits:

The Columbia Stand.

Occupying a prominent central position, the Columbia exhibit was of the most comprehensive description, and included a complete display of new season's models, several of which were here shown for the first time.

The Columbia program in graphophones for a new season is always looked for with more than ordinary interest, their announcements being regarded not only as indicative of the trend of affairs, but as certain to contain some novelties that will rank high among the season's features.

This season is productive of some very important additions to Columbia models, the whole range of which now totals twenty-five in number, from 52s. 6d. to £105. It is significant that all of the new models are of the hornless variety, the horn-equipped graphophones remaining exactly the same as last year. Most of these were shown at Olympia, and their merits evoked general expressions of praise from the many dealer-visitors, of whom there was an unending stream every day.

The Lord Mayor of London was the very first to evince interest in the special exhibit demonstrating the various stages of the manufacturing processes of Columbia records.

Preceded by the mace-bearer, the sword-bearer, and the city marshal in gorgeous array, the Lord

Mayor took a few steps from the center of the great exhibition and stopped short at the Columbia stand. He drew his cicerone's attention to the showcase with the words "How Columbia Records Are Made" and, bending over the exhibits, studied them with curioity.

He questioned the attendant, who briefly explained the processes from the recording by the Scots Guards Band (illustrated by a photograph), the making of the master-matrix, its duplicates, the steel dies for pressing, the record material, the pressman at work, and the finished records, the Lord Mayor specially asking how they were reproduced, and expressing his deep interest in so wonderful a device.

I learn that the Columbia officials are very well pleased with the amount of orders taken at Olympia for machines and records, and the number of new accounts opened was very satisfactory.

Pathe Freres Exhibit.

This company made an exceedingly good showing of new models which attracted much attention. Business, we understand, was all the time very brisk, and the company is very much pleased with results generally. A wise provision was the erection of special rooms for demonstrating records, and under these circumstances buyers were able to examine machines and records in comfort.

One of the first among the many distinguished visitors to patronize the company's recording salon was the Lord Mayor of London, who heard his voice, doubtless, for the first time as others hear it. The facility with which sound could be recorded and immediately afterward reproduced considerably impressed his Lordship, who evidently regarded it as a novel experience. Several contestants in the various vocal and instrumental competitions made good use of the recording machine—a mechanical fault finder—which did most faithfully disclose to the unwary their imperfections of voice or technique, as the case may be. It certainly proved "a boon and a blessing to men."

At Lockwood's Stand.

Messrs. Lockwood's stand was the center of a

continuous stream of trade visitors all day and every day. Their array of "Perophones," and other machines, was most imposing, not to mention the excellent showing of Cinch, Jumbo, and Zonophone discs, for all of which large orders were placed. Great interest was evinced in the diamond point needle, which is of almost permanent wear, and in use considerably minimizes surface scratch. Lockwood's travelers were in attendance every day, and to their efforts is due not a little the splendid success of the company's representation at Olympia. At the great city road headquarters I found the staff working at full pressure in handling the many orders secured at Olympia.

Barnett Samuels' Exhibit.

This firm's display was in every way representative of the several lines which they will feature during the present season. They comprised the popular "Dulcephone" series of gramophones, and in records Fonotipia, Odcon, and Jumbo. Their trade parlor proved exceptionally convenient for demonstrating machines and records, and it was continuously thronged by dealers from all parts of the Kingdom. Here, again, many new accounts were opened, and good orders secured from quite a large number of old customers who visited the exhibition. The firm is altogether pleased with the results.

At the Marathon Booth.

The National Gramophone Co., I learn, is congratulating itself upon its eleventh-hour decision to occupy space at Olympia. They had to be content with a somewhat small booth in consequence, all the best having been taken. Even so, it may be questioned whether theirs was not, after all, the best possible position, having regard to local surroundings. Anyway, the dealers got there all right, and I have it on good authority that they left richer in prospects than before. My readers will doubtless remember that the "Marathon" is a fine-cut record which provides double the playing time of the 100-thread cut. The value of the Marathon agency will, therefore, be appreciated as (Continued on page 56).



To T.M. the King and Queen of Spain



To H.M. the King of Sweden



To H.H. the Khedive of Egypt



To H.M. the King of Italy



To H.M. the Shah of Persia



By Appointment To H.M. Queen Alexandra

"His Master's Voice" —the trade-mark that is recognised throughout the world as the Hall-mark of Quality

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Grammophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavn, Copenhagen.
FRANCE: Cie. Française du Grammophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterdam, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV, Kossuth Lajos-Utca 8, Budapest.
SPAIN: Cia. Francesa del Grammophone, 56, Balmes, Barcelona.
SWEDEN: Skandinaviska Grammophon-Aktiobolaget, 52, Appelbergsgatan, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., 8 Beira, Lourenço Marques.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik Street, Johannesburg; Mackay Bros. & McMahon, 443, West Street, Durban; Ivan H. Haarburger, Maitland St., Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139 Ballighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnugs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, London, E.C.

Great Britain:

The Gramophone Company Ltd
21 City Road London EC



FROM OUR LONDON HEADQUARTERS—(Continued from page 55).

a splendid acquisition, rich in trading prospects for the live dealer. In addition to records the company was showing for the first time a fine series of new season's models which were very favorably commented upon. Abundant orders were placed, and altogether the National Gramophone Co., Ltd., is more than satisfied with its representation.

The Vitesse Record Cabinet.

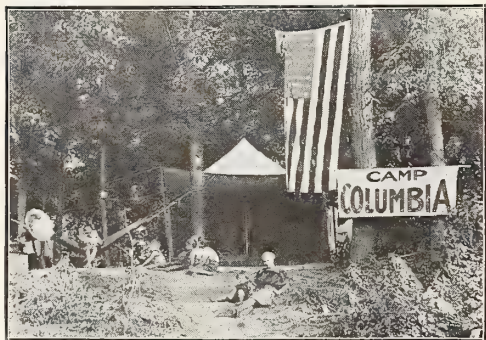
This is of recent introduction here by the Perforated Music Co. The Vitesse cabinet makes the piling of records remarkably easy, and under its system misplacement is said to be impossible. A range of these handy cabinets and albums was on view, and they evoked great praise from dealer-visitors, from whom many large orders were secured. The Vitesse albums hold from ten to twenty records, according to size, and the cabinets are designed for 300 records carried in albums.

"MAKES OUTING TIME" ENJOYABLE.

How the Columbia Talking Machine Made Time Enjoyable for L. A. Moeller at His Summer Home "On the Wabash."

(Special to The Talking Machine World.)

TERRE HAUTE, IND., October 5.—"On the banks of the Wabash," accompanied by a Columbia machine and records, aptly describes the inviting and comfortable camp shown in the accompanying picture.



Enjoying an Outing "On the Wabash."

ture. The Columbia machine is a very fitting part of this camp's equipment, as in addition to the camp being known as Camp Columbia, it is the summer home of L. A. Moeller, manager of the Terre Haute store of the Columbia Graphophone Co.

Would \$60.00 A Week Interest You?

Would you like to earn this amount every week during the coming season? Outside work? Free to do your own bidding? *Your own boss?*

Since our first announcement in last month's World we have completed arrangements with dozens of talking machine people. They like our proposition and are making good!

We seek a representative in your locality. We do not wish a mere "cannasser." We seek clear-eyed men and women who are energetic and who are a credit to themselves as well as to us.

As the representative of this company you are assured a business training that will broaden and develop you besides paying you handsomely. You will agree with us after you have learned of our plan. Talking machine people are especially fitted for the work.

We will explain this when you assure us of your interest. It will not obligate you in any way.

Address

Elmon Armstrong & Company
1808 Republic Bldg. Chicago

Attractively Arranged Stands.

In conclusion, a word of praise is due the various exhibitors for the evident care expended in securing the most effective presentment of their exhibits, the whole making a pleasingly tasteful display. The stands themselves were very similar in appearance, mainly conforming to the general arrangements planned by the exhibition authorities without neutralizing individuality of taste in matters of detail.

The unqualified success of the exhibition was largely the outcome of the organizing secretary's (F. W. Bridges) experience, and strenuous activity, and all will endorse the praise accorded him by the several speakers at the inaugural luncheon.

I am advised that the English Record Co., Ltd., has removed from Tottenham Court road to 112 Aldersgate street, London, E. C.

Henry E. Parker a Visitor.

Henry E. Parker, of the Columbia advertising

department, New York is over here on a brief visit. Being out of town, I missed the opportunity of interviewing him, but am persuaded he will return with favorable impressions of the Columbia advertising methods here, and doubtless not a few valuable tips. Joking apart, we all admire the Columbia magazine and other advertising as depicted in the columns of this journal, and behind its constructive and "selling" qualities often recognize the master hand. While the fundamental principles remain, advertising methods as applied to records, in our individual countries, are as widely divergent as the prevalent economic conditions. Each is, however, appropriate to local conditions, and lacks not in value because it is different. The outstanding consideration is its success, and while I have no doubts of your methods I am certain of our own, and only wish the worshippers at the shrine of publicity were more numerous.

In front of the camp shown in this ideal picture on the Wabash River, may be seen Mrs. Moeller, accompanied by the junior member of the Moeller family. The Columbia outfit was used to good advantage by the camp's occupants, a "funny" record being played when the picture was snapped. Aside from the personal element of this picture, it is interesting to note how well the talking machine fits in during camping time; in fact, for camp use the talking machine is unequalled.

KEEPING THE TRADE AT HOME.

An Experience of a Phonograph Dealer in a Small Town Which Proves That You Cannot Sell Goods Unless the Public Knows You Have Them in Stock—A Case of Where the Dealer and Not His Customer Was to Blame—A Little Advertising Saves the Situation.

Everybody in Sayreville knew Tom Leonard. He had been in business there for years, and kept a pretty decent store, too. People liked to go there and look around his shop, because, as a rule, he had about everything in the stationery, music and camera line. They knew, pretty well too, what he had, with the exception of some few hundred dollars' worth of dead stock hidden beneath the counters and some other stock 'way back in the rear of the store where they were figuring over their account books, and nobody cared to intrude.

Tom had a fairly good stock of Edison records and phonographs, but wondered why he didn't sell more. Occasionally he sold one, but then they didn't go. So it happened one day he got into conversation with the druggist next door, who seemed to think the solution of the problem of poor trade in town was to be explained by the fact that everybody took the trolley into Decatur, just thirty minutes away.

"I declare," said Tom, "I've a good mind to sell out this blooming business and work dad's old farm. I believe it would pay better."

"Same here," said the druggist. "This town is dead, and people whom you think are your friends spend their money in Decatur."

"Why, do you know," said Tom, "Bob Dixon came into my store the other day with a phonograph he had bought down at Decatur and asked me if I could adjust it. I asked him why he hadn't bought it through me. Everybody knows I carry phonographs; and what do you suppose he said?"

"I don't know," said the druggist. "What did he say?"

"Why, he said he didn't know I carried 'em, and I've had them in my store for almost a year."

"Well, well," said the druggist. "Some people are certainly dumb. What did you say, Tom?"

"I didn't say a word, but I did a lot of thinking. I just thought and thought, and finally decided I myself was dumb because I hadn't made him know I kept phonographs. So I got busy, and here's the result. I put this ad in the Gazette and changed it every other day for two weeks."

"Do any good, Tom?"

"Do any good?"

"Why, yes! I sold an Edison Concert last

Monday, and now I am about to close a deal for an Amberola V, and I have some other prospects in view."

"I'll tell you, Jim, I woke up to the fact that it was all my fault. I've got the Edison goods out front now and I've got them in the window, too. I'll push them a little harder and believe I can work up a good Edison trade and keep it in town rather than let it go to Decatur any more."

"Well, I'll be damned!" said the druggist.

So Tom didn't go back to the farm, and is more than pleased with the results of his efforts and enterprise.

"Mr. Dealer, do you know of a Tom Leonard in your town?" questions the Edison Phonograph Monthly. "Run him out if you do, for he's not the man to handle Edison phonographs and records unless he does little thinking along the line of publicity and display."

GROWING DEMAND FOR NEEDLES.

Popularity of Product of John M. Dean Necessitates Enlargement of Factory—Jos. F. Collins a Busy Representative in New York.

One of the well known members of the talking machine fraternity is Jos. F. Collins, the New York representative of John M. Dean, manufacturer of needles at Putnam, Conn. Mr. Collins has a well equipped office at 108 Worth street, where a full line of the Dean needles and other products are on exhibition.

Mr. Collins remarks that the demand for needles is growing constantly and that he cannot imagine where they're all disappearing to. His business is constantly increasing and the Dean factory at Putnam was recently remodeled to care for the rapidly growing business. Mr. Collins is a great pusher of quality, and with a needle of the Dean character finds pleasure in plugging on that end.

PEDESTRIANS TAKE NOTICE!

Max Berlow Is Loose with His New Ford Car—Uses It to Call on Trade for I. Davega, Jr.

Insurance companies that make a specialty of automobile and accident insurance please take notice, for Max Berlow, the Victor salesman connected with I. Davega, Jr., Inc., 125 West 125th street, New York, has purchased a Ford car and is using it to call on the trade. He finds he is enabled to make many extra calls by using a car and also can render better service.

Max says he can round a corner on either the front or rear wheel now, but hopes to be able to turn the corner on four wheels very soon. In other words, at present he is operating his car to give the least possible wear.

Everybody is left here for some purpose, but there are folks walking around that keep you guessing the reason why.

Contentment is not sloth, nor laziness, but it means taking care of the responsibilities that are nearest at hand.

You Can Make Big Money Selling The MASTERPHONE

A Perfect Clarifier for Talking Machines

A SIMPLE DEVICE INSTANTLY ATTACHED TO ANY SOUND BOX WITHOUT TOOLS

BECAUSE a demonstration is so convincing that it requires no explanation—no stretching of the imagination. The customer hears everything there is in the record free from all muffled and mechanical tones. The scratch is greatly reduced and the sound is no longer confined in the machine. Each word and note is clear and distinct—no aftertones.

The MASTERPHONE which is used with a fine, soft tone needle produces a volume of sound equal to a singer's natural voice, but does not destroy the record.

The Masterphone
Retails for
\$1.00



Write to-day
for
Trade Discount

Masterphone Corporation
187 Broadway, New York
Gentlemen:

I secured one of your Masterphones recently and deem it right that you should know what a consumer thinks of this marvelous little attachment. It would be hard for an untechnical mind to see how a little iron band and a few springs with a celluloid disc could do all that you claim for it. A thorough trial of this attachment soon proves that you are quite modest in your claims.

I have tried it on several kinds of records. Its greatest value in my mind will be found when it is used on a very old record or one which has been used a great number of times. I tried it on several band records which were five and six years old. You no doubt are aware of the fact that a record of this age, which has been played several times, is sure to be very scratchy. Your soft needles eliminate this scratch to a great extent and in connection with the disc "brighten" a piece so as to make it sound new. In the playing of violin solos it is indispensable. A selection of great technical dimensions is very frequently disagreeable on a phonograph. One note blends into another so that it seems as if the composer had written a "blast" instead of five or six notes. Your attachment separates these notes and unfolds hidden delights.

For voice records it is also very excellent, and especially in the case of duets, quartets, and sextettes, or "large" pieces. In the "Lucia" sextette, for instance, it eliminates the blast so noticeable in a piece of this kind and especially when the singers are blessed with rather robust voices. For this same reason it is also good on band pieces. A record like Rossini's "Semiramide" overture is improved so much that a person hearing it with and without your attachment might think that two different bands played it; one a trained organization, the other one a street corner band.

I have made this letter rather long but hope that you will excuse its length as I just cannot help telling you how pleased I am with what you sell. It ought to be a part of the equipment of every disc machine made. Then, and only then, would we recognize some of the hidden beauties of the better class of records.

Cordially yours,

Arthur H. Haddley

We print an unsolicited letter for your information.



THE MASTERPHONE CORPORATION, 187 Broadway, New York City

WINNING SUCCESS IN TALKING MACHINE SELLING.

W. W. Parsons, Head of Dictaphone Department of Columbia Graphophone Co., Chicago, Says Confidence in the Goods and the Ability to Convince the Customer Are the Prime Essentials—Some Interesting Selling Experiences in the Talking Machine Trade.

The following interesting and instructive article on salesmanship, by W. W. Parsons, district manager for the dictophone department of the Columbia Graphophone Co., recently appeared in the Workers' Magazine of the Chicago Sunday Tribune: The rudiments of successful salesmanship have often been discussed. The subject has been treated at extreme length, but the true statement of fact is a rarity.

The man who becomes a successful salesman, if he follows the dictates of his conscience, will frankly admit that much of his success is due largely to luck. For my part, I always have gone on the assumption that the man who is on the job at the psychological moment is the salesman who closes the sale. I have had the utmost confidence in the product I represented. If I were selling shingle nails, for instance, I'd know that my shingle nail was the best that money could produce.

Confidence in your goods, the ability to convince your purchaser, and the knack of succinctly driving home the clinching argument are elements of success which every salesman should acquire before he takes to the road in an effort to earn a good living for himself and commensurate profits for his employer. Without these qualifications, a man should not follow the calling of traveling salesman.

Way back in 1893 I started selling talking machines. I enthused over the prospect of an early sale. Never did I permit my enthusiasm to wane, and when a deal on which I had worked hard fell through I tackled the next prospect more vigorously and with greater enthusiasm. There is a broad distinction between losing a sale and losing confidence. I lost several of the former, but confidence always was my mainstay.

Landed First Order on Nerve.

Twenty years ago it wasn't the easiest thing in the world to walk into a man's office and tell him you had a talking machine into which he could talk and his line of talk would be perfectly reproduced. The commercial value of the talking machine at that time was not seriously considered. Stenographers, especially those in the feminine ranks, did not look upon the innovation favorably. The machine, too, then was in its experimental stages. To-day I believe the dictaphone to be as indispensable as the typewriter, the adding machine, or any other modern office appliance.

I landed by first big order purely on nerve. One of the biggest railroad corporations in the United States became interested, through my persistent efforts to install the dictaphone in its offices. I felt that the installation of the talking machine in its many offices meant the saving of considerable money to the railroad. I represented to the heads of the various departments that my machine would cut down the time and operating expenses for the stenographers at least 40 per cent.

Forty per cent. is a big figure in any business. The argument appealed to the railroad officials, and, half-convinced, they finally granted me permission to install 10 or 15 machines in their offices. The machine never had failed me; I long before had determined that I would not fail the machine.

I smiled at the idea of placing such a limited number of machines in their offices.

"Gentlemen," I said, "15 machines will prove no more to you than will one machine. To demonstrate properly the value of this appliance as a labor and money saver I want to place in your various departments 150 dictaphones!"

Big Proposition Made Impression.

The proposition astonished some of them. I was proposing doing business on a scale of unusual magnitude. That little speech, I felt intuitively, had left its impression.

"How long will you leave the machines here?" asked one department head. "We wish, of course, to ascertain thoroughly the merits or demerits of the instrument."

"I shall leave them here," I responded, "until you shall have determined to your entire satisfaction whether or not the device will deliver the goods. You appreciate my position, I feel sure, and if I didn't know I have one of the greatest economizers and short cutters ever invented, I wouldn't waste the time of either of us."

"I'll leave 150 machines here until you make up your minds definitely as to their worth. That means I'm investing something like \$13,000 of my company's money on the outcome of your trial of its product. That's the confidence we have in it. We've everything to lose, but if the machines make good, we'll find the transaction profitable and you'll find they will pay for themselves in a few months. We're taking all the risk."

They consented to the installation of 150 machines. I went back to the office well pleased with myself. If I had consented to the placing, in this particular instance, of, say 10 machines in their



W. W. Parsons.

office, the result would have been disastrous for me, for the machines would have been treated more as toys than anything else, would have been dragged from one department to another, and the result would have been a prolonged and desultory testing of the appliance and a lack of concentration on the part of the operators.

Even Added to the Dividends.

In holding out for the installation of 150 machines as I did I was thus enabled to show them an actual saving on their payrolls amounting to thousands of dollars. For instance, in one department there were 33 young women operating typewriters. The dictaphone in two months cut down this force to 20 operators. Thirteen operators at \$65 a month meant a saving to the railroad company of \$845 a month, or \$10,140 a year!

In the offices of this railroad company, scattered between Chicago and Topeka, 325 dictaphones have been in operation for years. They paid for themselves within a short time and added an interesting figure to the annual dividends.

A successful salesman not only knows how to present his proposition verbally, but he is able to write such correspondence as will bring business to his office. An old time customer of mine once sent to the office five of our machines which he wished repaired. We put them in the best pos-



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

sible shape and then returned them to his firm.

He had bought these machines probably a dozen years before, but when they were sent back to him they did not perform as good work as would our more recent models. I thought, however, it might be a good idea to write to this customer and suggest to him the superiority of our new product over the old. Accordingly, I dictated a letter to him in which I set out the additional appliances to be found on our new model, indicating certain points in the new machine that were not embodied in the old. I wrote him a most friendly letter, one which I felt convinced would please him and let him know I had his interest at heart.

Soft Answer Turns Away Wrath.

Well, imagine my great surprise when a day or so later I got a letter from this customer roundly condemning me for the tactics I had pursued. I had my nerve, he said, in talking new machines with him when the old ones should have proved servicable for some years to come. It was a nasty letter, in many respects, and one which stung me.

Had I acted on impulse, I might have sent back to him a communication which would have ended our business relations for all time to come. Instead, however, I slept over the matter. The following morning I sent him a brief note explaining that I felt his grievance to be unfounded, that I felt keenly his attack upon my business methods, and that in writing to him as I did I was actuated only by a desire to equip his office with the most modern product. I believed, I told him, that on second perusal of my communication he would see things in their proper light.

With the mailing of this letter I dismissed the incident from my mind. To my great astonishment, a few days later I received from him a letter in which he inclosed a check covering the purchase price of 25 new machines. In his letter there was not a single word pertaining to our recent correspondence.

Quickest Sale He Ever Made.

The quickest sale I ever made was when a couple of years ago a down-State merchant came to me and said he understood the dictaphone would save him time and money. He had, he said, 20 minutes to "talk turkey." I sat before a machine and told him to talk into it. This he did. He had a remarkably clear voice and his record was perfect. It impressed him.

Then I began to talk. He wanted, he told me, a machine sent to his office in Springfield on trial. I pointed out to him that a year's trial would not prove more conclusively the value of the machine than the little talk he just had made into it.

"We've manufactured dictaphones for 27 years," I told him. "Years ago they were not the effective machines they are to-day. They now have passed the experimental stage. It is a talking machine in all the word implies. It will talk as fast

as you do, and it will talk back more accurately than any stenographic notes ever written.

"We will guarantee this machine to do just what we say it will, not only now, but for all time to come. Here is a list of Chicago firms using from 25 to a hundred of our machines. Call any of them up and ask them what the machines do."

He called up one or two of the concerns. When he hung up the receiver he said he felt convinced, but still insisted that he have a machine sent to him on trial. I believed I had read him aright. It was obdurate.

Twenty Sold in Twenty Minutes.

"The machine will do every day just what it has done for you to-day," I said. "If it doesn't, money back. Let the machines make money for you during the time you think they should be experimented with."

He smiled.

"I am convinced," he told me, "that all you say is true."

A minute later he went away leaving with me an order for 20 machines, one shaving machine and 500 wax cylinders. He was a man of few words and I sized him up correctly. In 20 minutes I sold that many machines, or a machine to the minute.

The salesman who can read character and who can gauge a customer at a glance, finds selling comparatively easy. I have little difficulty in placing orders whenever I cover my territory—Illinois, Wisconsin, a part of Indiana and a portion of Iowa. I boost my goods because my goods boost me. What I claim for them I mean.

I make my arguments brief and lose no time in getting to my subject. I have found that you can convince a prospect in 15 minutes of the value of your merchandise more easily than if you consume three times that amount of time.

OPENS FALL CAMPAIGN.

The importance of the record division of the talking machine business as a factor in publicity campaigns was well evidenced this month by the appearance in the leading daily newspapers of a number of advertisements devoted exclusively to Victor record departments. These advertisements occupied a good-sized space and most of them carried a cut of a Victor record.

The arguments used in these record advertisements differed considerably, as the selling talks for the promotion of the sale of records are many and varied. The Victrola department of John Wanamaker emphasized the fact that every record sold in that department was absolutely new, there being a special set of records for demonstration purposes. Other advertisements of Victrola record departments featured the question of service, the completeness of stock and similar other matters.

HAS A CHARMED LIFE.

Harry C. Lansell, of the Blackman Talking Machine Co.'s Outside Force, Survives Two Railroad Wrecks and Photographs One.

Harry C. Lansell, of the road staff of the Beekman Talking Machine Co., 97 Chambers street, New York, the prominent Victor and Edison distributor, must certainly possess a charmed life, having escaped serious injury in two recent railroad wrecks where lives were lost or fatal injuries incurred.

On June 12 Mr. Lansell was leaving Bridgeport, Conn., and boarded the first section of the ill-fated Boston Express which was wrecked by the second



Harry C. Lansell.

section of the same train at Stamford, Conn. Six people were killed and twenty injured, all of whom were sitting in the car "Skylark," of the first section. Mr. Lansell was seated in a rear seat of the car adjoining the unfortunate "Skylark," not having been able to secure a seat in the "Skylark." When the trains crashed Mr. Lansell's seat was torn from its fastenings and overturned, and in the melee Mr. Lansell secured a number of scratches and a lame back. He managed to lend his assistance, however, to the more unfortunate passengers notwithstanding his injuries.

On September 9 a special train carrying President Peters, of the Long Island Railroad, ran into a regular passenger train just as the passengers were leaving the train with disastrous results, as



After the Collision.

shown by the accompanying photograph. At the time of the collision Mr. Lansell was about to leave the car, followed by an elderly couple. Mr. Lansell was thrown to the ground, escaping injury by a miracle, while the lady in back of him was severely injured.

Incidentally, this picture, snapped by Mr. Lansell, has added interest from the fact that it is one of three pictures taken by Mr. Lansell that are the only ones in existence showing this wreck, as the train was burned three hours later. Mr. Lansell is an ardent camera enthusiast, and makes it a point to always have a camera with him on his regular trips through Connecticut and New York State.

WHY FATHER SANG SO LOUDLY.

A young lawyer in New York received a visit from his elderly parents, who live in a small up-State town. The son took them to a fashionable church on Fifth avenue. The hymns being familiar, the visiting pair "joined in," the matter of volume being in favor of the father.

Although not always in good time, the old couple enjoyed their part very much, despite the glowering looks bestowed upon them by near-by worshippers and the chagrin of their son. Before evening the latter took occasion to put the "old man" right.

"Father," he said, "in the New York churches the congregations do very little singing. That is left mostly to the choir."

"I know, son," said the father, "that it must have been embarrassing to you this morning, as I sang very loudly. But you must remember that if I had not the congregation would have heard your mother."

If you know more than you need for your work, that need not worry you, it will always answer you in good stead.

When your enemies are loudest about you it is the time for you to remain silent; remember even every dog has its day.

¶ Every one buys cornets, violins, guitars, mandolins and other musical merchandise during the holidays. The greater part of the year's business is done between now and Christmas. Large profits assured.

One of the largest and most complete stocks of

VICTOR MACHINES
and **RECORDS**
for your selection.

Musical Instruments and Victor goods shipped in one package—one freight bill.

THE BRUNO SERVICE
Is Quick and Complete
Exclusively Wholesale

We will tell you just how to start this department.
Write now, as every day means loss of profits.

Send your business card for
400 Page Catalog of Musical Instruments

C. BRUNO & SON, INC.

Established 1834

355 Fourth Avenue, New York



Size: 31 inches high by 15 inches wide.

The "HOHNER BOY" Wants to Be Your Salesman

HE is bright, alert, commands attention, on duty day and night, and positively sells Harmonicas. He offers the best known and easiest selling line in the world—Hohner's. The "Hohner Boy" is a cut-out show card lithographed in five colors, presenting a showpiece which is a beautiful piece of art printing. It has an attractive and dignified appearance and will serve as a handsome decoration in the finest establishment.

It doesn't require a student of psychology to understand why the "Hohner Boy" can increase your Harmonica sales 100 per cent. and coincidentally build up your other business as well. Place him in your store and then observe the immediate increase in your Harmonica sales.

These cut-outs are offered with two different assortments—one having twelve Harmonicas to retail at 25c. each, the other having twelve Harmonicas to retail at 50c. each, both assortments having different styles and keys. The attractive value, the remarkable selling power, also the popular price of both numbers are

features that should prompt every dealer to purchase them without a moment's hesitation. Don't delay in buying—the demand for Hohner Harmonicas exists—yes, exists in every section of the United States. Show the people that you have the genuine article—that's all they want to know.

No. 425. The "Hohner Boy" Assortment. Consists of one new display card, as described, with a dozen genuine Hohner Harmonicas to retail at 25c. each, assorted in different styles, with a variety of seven keys, returning 50 per cent. cash profit.

Per Doz. (1 set), \$2.10 less jobber's cash discount.

No. 450. The "Hohner Boy" Assortment. Consists of one new display card, as described, with a dozen genuine Hohner Harmonicas to retail at 50c. each, assorted in different styles, with a variety of seven keys, returning more than 50 per cent. cash profit.

Per Doz. (1 set), \$4.00 less jobber's cash discount.

Ask Your Jobber

Canadian Office:
76 York Street
Toronto, Ont.

M. HOHNER
114-116 East 16th Street
NEW YORK CITY

Mexican Office:
5a Tacuba, Num. 74.
Mexico, D. F.



"If you do not already know it, you will be interested to learn that the lowest priced instrument in our list will play any record in our catalog (or in any other catalog of disc records) so well that only a tone expert can distinguish where tone superiority begins."



(From "Music Money," a book "full of meat" for every Talking Machine Dealer interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

HAPPINESS A BUSINESS ASSET.

Comfort and Peace of Mind of Employees Means More and Better Work—The Policy of Large Corporations in the Treatment of Employees.

It was not so very long ago that manufacturers, when told they ought to give their employees more light or more air or better quarters, would exclaim, "They've got room enough to do their work in; that's all we want of them, to do their work; they can get light and air outside."

Perhaps it sounded logical at the time, but now the clever and up-to-date manufacturer understands that this is a wrong view entirely. He understands that human life is a business asset, just as a piece of machinery is a business asset.

The manufacturer makes certain his machinery is of the best. He sees that it is kept in repair, that it is well taken care of, because he realizes that it is a valuable asset. Now the up-to-date manufacturer also realizes that human life is a valuable asset in his factory, and that the better care he takes of the human lives in his employ the longer they last and the better work they do.

The man who comes to work in a factory where the light is poor and the air foul soon acquires a headache and a grouch. He is unhappy and suffering and cross, and he slams through his work as slovenly as possible. The result is he does not do as much work as he could if he were feeling well and happy, nor does he perform that little as well.

Let the same workman come into a factory where the light is good and the air clean and pure and everything comfortable, and he feels light-hearted and happy. The result is that his work is a pleasure and he turns out far more work and far better work than under the previous circumstances.

This is the reason that the manufacturer of today has come to learn that human happiness is just as much of a valuable asset in his business as modern and well-kept machines, says the Sunday World. He knows that he is employing human machines, in a way, and that the better treatment these human machines get the better work they do.

Employers of large numbers of human machines are realizing the surprising fact that, as a cold business proposition, it pays, not in sentiment, but in dollars, to take good care of their employees. Business men are learning that well-fed, well-clothed, contented men and women, working in well-lighted, well-ventilated quarters and on schedules arranged in accordance with our modern knowledge of psychology and physiology, actually turn out more work and better work than underpaid, discontented help, working under uncomfortable and unsanitary conditions.

Therefore large corporations are spending money liberally in playgrounds, rest-rooms, libraries, gymnasiums, sanitary lunchrooms, moving picture shows, safety devices, ventilating systems and similar devices for the well-being and enjoyment of their employees.

If one asks these men why they are doing these things, they will disclaim any charitable or philanthropic motives. "This isn't charity," says one

PROMPTNESS A FACTOR IN CENTRAL AMERICAN TRADE.

Arrangements Should Be Made to Have Consular Invoices Arrive at Destination Simultaneously with the Goods or Before Them—Claimed That American Business Houses Are Not Inclined to Be Accommodating to Their Customers in Small Matters.

A subject of complaint among merchants and importers in Central America is the failure of some business houses in the United States to make prompt shipments and to exercise care in getting off consular invoices so that they will arrive simultaneously with the goods or before them. With boats arriving once a week where the service is the best at a Central American port, and two or more weeks apart at the smaller ports, to miss a steamer with a shipment when the goods are confidently expected by the importer is a serious matter. If the buyer is a merchant in the interior, he has probably sent a pack train or has engaged a force of Indian cargadores to be at the port, relying upon the assurance that the goods will be shipped on a certain vessel. Failure to ship according to instructions means a delay of at least a week, and in all probability two or three weeks. The houses that hold the trade are the ones that are most careful about getting shipments off on time. Commercial Agent Gerrard Harris points out in a recent report, is the matter of having consular invoices available when the shipments arrive at Intimately connected with prompt shipments, their destined port. If merchandise has been sent according to schedule and the consular invoice comes along a week later, the goods cannot be

firm, "we want that clearly understood. This is simply good business management and common sense. A well man is of more use to us than a sick man. A happy, contented woman turns out more work and better work than an unhappy one. Therefore anything we can do to make the people who do our work at ease in mind and body we regard as good business management, just as we regard fire insurance, improved machinery and labor-saving devices."

The firms that have realized the enormous importance of this discovery are already reaping the benefits. The conservation of health of employees will be a fundamental principle of good business management in the future. When it is fully recognized by the industrial world that sickness is a material liability and that health is a realizable commercial asset, contagion and preventable diseases will be hunted down and exterminated as relentlessly as modern industrialism now pursues counterfeiters, forgers and other criminals.

ANNOUNCES A NEW STYLE.

The Columbia Graphophone Co. announces the addition to its comprehensive line of a new machine to be known as the "Jewel." This machine, which will retail at \$35, is featured by the company as the only talking machine with a top cover at this price.

The Columbia "Jewel" Grafonola embodies all the distinctive merits of the Columbia product, including the new metal motor board, bayonet joint

cleared from the custom house until the invoice is at hand. The general idea is that the people of Central America are easy going, but it is an error to assume that business men there do not care for the observation of strict business methods in dealing with their shipments.

A third cause for complaint against American business houses is that they are not inclined to be considerate and accommodating in small matters. As an example is cited the experience of a business man in the interior, who gave an order of considerable size to a house soliciting the business. In addition to the goods handled by the firm to which the order was given, a request was made that there be included in the shipment an article that the Central American did not know where to purchase.

The export firm that received the order could have bought the article and included it without any trouble, but instead of so doing the United States firm listed the article on the invoice and after it merely wrote "Don't handle." There was no explanation. Some three months afterward the traveling representative of the firm was astonished when the Central American informed him that he did not care to have any further business relations with it.

tone arm, No. 6 reproducer, unobstructed tone chamber, Columbia tone control leaves and regular Columbia double spring motor.

In appearance the "Jewel" is typical of the graceful lines of the entire Columbia line of machines, and, as will be seen from the accompanying illus-

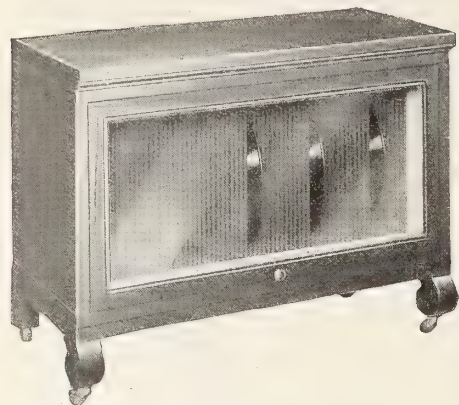


The Columbia "Jewel."

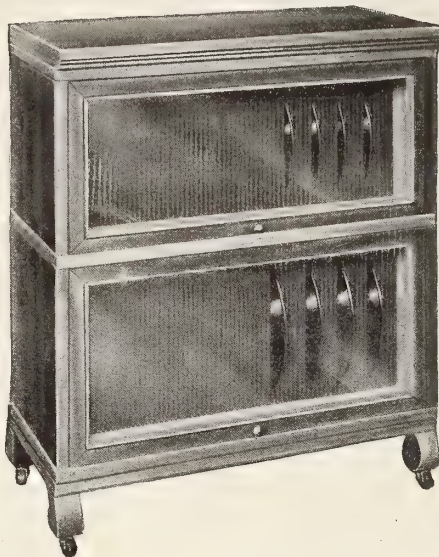
tration, presents a most attractive appearance for display in the dealers' showroom. Dealers who have seen the first samples of the new machine are enthusiastic over its many merits and predict a splendid sale for it this fall.

It takes time and much effort to overcome certain obstacles; this is done by recognizing them and figuring with them and not worrying about them.

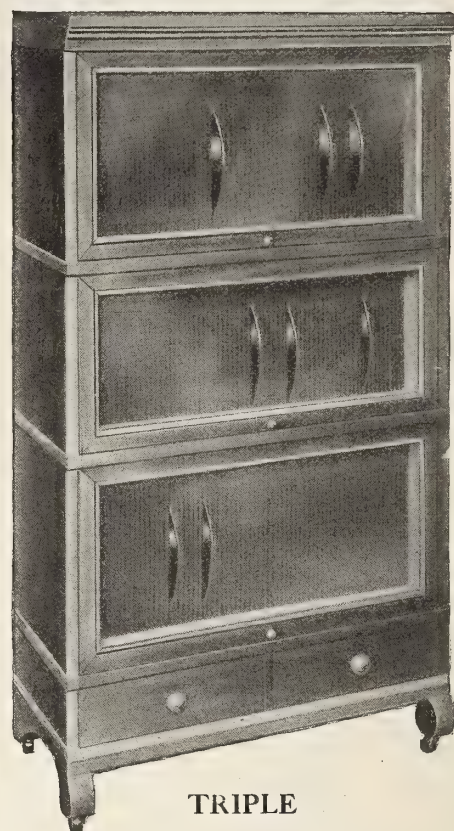
Something New!



SINGLE



DOUBLE



TRIPLE

Lyon & Healy's Unit Record Cabinets

We have at last solved the problem in Record Cabinets, and are now in a position to furnish to you Unit Record Cabinets in any woods or finishes to match any Victrola. These units are made in two sizes, ten inch and twelve inch, and can be built to any height desired, thus making them the ideal cabinet for the home. The Lyon & Healy Unit Record Cabinets will be one of the best sellers on the market.

FOUR GREAT FEATURES

A separate compartment for each record and an index that is simple and accurate, enabling one to secure the desired selection instantly. The divisions are felt lined, thus eliminating the scratching and marring of records.

Each Unit or Section has a capacity of seventy-five records.

Sectional feature—enabling one to add to their library, procuring additional facilities at a minimum cost.

SCHEDULE OF DEALERS' PRICES

Section	Price Mahogany Finish	Price Weathered and Golden Oak Finishes
A—Top	\$2.75	\$2.00
B—10" Unit	5.75	5.35
C—12" Unit	6.75	6.35
D—Drawer	3.50	2.50
E—Base	2.75	2.25

ORDER TODAY AND REAP A HARVEST!

Sold only by us.

Cabinets manufactured at our own factory. Ideas and designs embodied in cabinet being ours exclusively.

Lyon & Healy

CHICAGO

Woods and finishes used selected with extreme care in order to match Victrolas.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 11.—The jobbers all report an exceptionally large September and a most encouraging volume of advance orders for both machines and records. Although the machine production of the factories has been vastly increased this year and shipments have been coming forth at a liberal rate as compared with last year, still the demand has been of such increased proportions that a material shortage in many types is already beginning to appear, and the wisdom of the jobbers in urging the dealers to place their orders early is evident.

Local retail trade developed along satisfactory lines in September, and everybody is looking forward to a business of large dimensions from now to the holidays.

Edison Disc Progress.

C. E. Goodwin, general manager of The Phonograph Co., reports that September was the biggest month since the company started, and October promises to far exceed it. Not only is the retail business excellent, but the company is now, for the first time, able to fill orders promptly on Edison disc phonographs and records. The new bulletin, which will be out in a few days, will list 295 selections, of which the company will have a commercially adequate stock on hand.

The beautiful Edison concert hall on the first floor of The Phonograph Co. building will soon have its only defect, a slight echo, corrected. The Johns-Manville Co. has been given the contract for the work which will be performed after specifications furnished by Professor Sabin, the well-known acoustical expert of Harvard University.

Miller Reese Hutchinson, chief engineer of the Edison laboratory at Orange, N. J., was a visitor at The Phonograph Co. last week on his way to Lake Minnetonka, Minn., where his family has been spending the summer.

Will Increase Output.

The Tusko Manufacturing Co., manufacturers of the Tusko disc needle, will move on November first from 1379 East Fifty-fifth street to 5513-5525 Monroe avenue, where they will have much larger quarters, install additional machinery and will greatly increase their output. R. H. Jones, the president and general manager of the company, has enlisted new capital in his enterprise, and the application for incorporation has been made under the laws of Illinois with a capital stock of \$15,000.

Will Enter Retail Business.

Harry B. Hopkins, for many years city whole-

sale representative for the talking machine department of Lyon & Healy, and one of the most popular men among both local and visiting dealers, resigned his position last month to go into retail business in Joliet. Together with G. B. Wiswell, brother of L. C. Wiswell, and who returns to the music business after some years spent in another line, Mr. Hopkins has organized the West Music Co., with a capital stock of \$10,000, and has bought the business of Walter S. West, who has had a prosperous business in Joliet for years handling Victor talking machines, pianos, small goods and sheet music. The store is at 1921 Ottawa street, is 60 x 125 feet in size, handsomely fitted up with attractive reception room, booths, etc. Joliet is an excellent town from a musical viewpoint, and the business is not overdone there. Consequently the new firm starts out with every prospect of a large success.

A Deserved Promotion.

Walter Roach, who has been connected with the Lyon & Healy talking machine department for several years, and has had the inside city desk, succeeds Mr. Hopkins as the city wholesale representative. He has a wide acquaintance among the dealers, knows the line to a finish, and is being given a warm welcome in the stores of the dealers in the city and environs. The new position comes in the nature of a promotion, and one that Mr. Roach has deservedly won because of his faithful service.

George W. Lyle a Visitor.

George W. Lyle, general manager of the Columbia Graphophone Co., accompanied by John A. B. Cromelin, general manager of the company's European interests, spent a day in Chicago recently in the course of a trip among some of the middle Western branches. They inspected the new quarters of the Chicago office, now being fitted up in the Ward building, and expressed themselves as greatly pleased with them. District Manager W. C. Fuhri accompanied the visitors to St. Louis.

Columbia's New Quarters.

The Columbia Co. will probably be able to occupy its new quarters in the Ward building, 12 to 22 North Michigan avenue, promptly on November 1 if not before. The retail warerooms, which will occupy the ground floor store at No. 14, will not only have fine window frontage on Michigan avenue, but along the entire lobby of the building, giving a view of the warerooms and of the demonstration booths to all those entering the building. The store will be fitted up in white enamel, with

eight handsome demonstration booths, and the floors will be artistically carpeted. The general and wholesale offices will occupy the greater portion of the seventh floor of the large building. The private offices of Messrs. Fuhri and Baer, the counting room and Dictaphone department, will occupy quarters fronting on Michigan avenue, with the machine and record stock rooms, shipping department, etc., occupying extensive and conveniently arranged quarters in the rear. There will be a handsome reception room for visitors, with several demonstration booths for dealers use. The wholesale department, including the seventh floor space and the basement under the retail store, will occupy alone about 18,000 feet of space.

New Manager at Hillmans.

Arnold G. Lockerby, formerly of Chaffee & Young, of Grand Rapids, Mich., and previous to that with the Vitaphone Co., of Plainfield, N. J., has been appointed manager of the talking machine department of "Hillman's" department store. It is probable that James Montgomery will succeed Mr. Lockerby as manager of the talking machine department of the Michigan house.

Resigns from F. G. Smith Piano Co.

Albert D. Herriman has resigned as manager of the talking machine department of the F. G. Smith Piano Co. store in this city.

Goes to Factory.

George Ingalls, who for the past fourteen years has been superintendent of the repair department of the Chicago branch of the Columbia Co., has received a notable recognition of his ability. Mr. has been promoted to the responsible position of foreman of the Dictaphone assembling room at Bridgeport, Conn. While his associates of the Chicago office regret to lose him, he is followed by the best wishes for success in his new place.

Takes Western Territory.

H. R. Skelton, who has for many years represented the Edison Co. in New England territory, has transferred his activities to the West, and is now visiting the Edison dealers in Illinois and adjacent territory, with headquarters in Chicago. Mr. Skelton is famed as a hustler extraordinary and the Edison dealers in this section will find him full of helpful and "boostful" suggestions born of his long experience in the trade.

Urges Advance Orders.

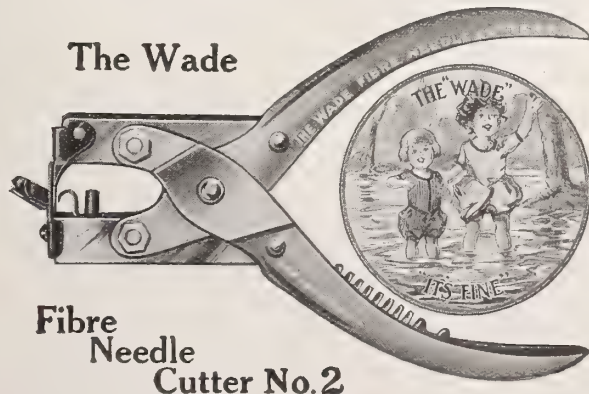
Although the facilities for the manufacture of Wade fibre needle cutters have been greatly increased since the occupation of the new factory

(Continued on page 64.)

The Practical Fibre Needle Cutter—THE WADE

The WADE embodies the right principle, worked out through long experience. It is simple, durable and accurate.

It trims the needle at an angle resulting in the best tone.



The WADE cutters are made of the best steel and are absolutely guaranteed.

The WADE is the most economical cutter. It has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points.

No. 1 is a very popular cutter which has given excellent service. No. 2 has a double action, making it especially easy to operate and affording the most powerful cut of any tool made.

RETAIL PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Ave.
PHONE, DOUGLAS 8108
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 63).

and the more recent installation of additional equipment, S. O. Wade wishes to impress on the jobbers the necessity of placing their orders immediately in order to insure prompt delivery.

Salter on Fishing Trip.

George W. Salter, president of the Salter Manufacturing Co., is away on a fishing trip that will take him into some of the most remote fishing country of Northern Michigan and Wisconsin. Mr. Salter has won many laurels as a fisherman, but the present trip is in preparation of what is expected to be one of the biggest years of the company's history, and Mr. Salter wishes to be in the best shape to handle the immense business that greets the company during the fall of the year.

Kimball Department Enlarged.

The talking machine department of the Kimball Co. is completing arrangements for the usage of large additional space to the already commodious quarters that it occupies at the present time. Under Manager Cullen's direction this department of the immense piano house has grown so rapidly that it was made apparent some time ago that more space was necessary. Accordingly, the fine light corner room on the second floor of the building was remodeled and decorated in generous fashion and furnished with a large stock of new machines. The new room furnishes nine hundred feet of additional space in one of the choicest localities in the city. Passengers on the elevated trains will be able to look directly into the room, and to make sure that they do Mr. Cullen is having some attractive electric signs made. It is probable that if the company's talking machine business improves there will be additional space given to it upon the third floor.

Paul H. Wagner in Business.

Paul H. Wagner, formerly in charge of the foreign edition section of the music department of Lyon & Healy, was in the city for a few days recently completing purchasing of stock for his fine new music store located in the Hume-Manser building, 27 East Ohio street, Indianapolis. Mr. Wagner will handle Victrolas and records and promises that his store will be one of the best talking machine shops in the State. He will also handle pianos and players, small goods and music. Mr. Wagner will be able to accommodate a large stock, as his store is 120 feet by 33 feet, and has a large basement in addition. The Wagner Music Co. is incorporated for \$10,000.

The Tango in North Dakota.

The following description of a Grafonola concert in which tango records took a part is taken from the "Steele Ozone," of Steele, N. D. "W. W. Paige has received a new grafonola and gave an informal concert, mostly classical music, Monday evening to a number of visitors, and among the list he played was the reproduction of a solo by the famous boy vocalists. The tango was also given, and it certainly is a piece of great life and action. So far as the music is concerned it is great stuff. Among those present were Messrs. Gunsaulius, Jones, Dr. Lodge and E. B. Miller, and they agreed that if the tango as a dance had the life in it the music has, it would be worth seeing in its native heath of Buenos Ayres. It was decided that the tango music is all right, but the use to which it has been put by the social flash at Newport has given it a bad reputation."

C. W. Copp in Town.

C. W. Copp, an enterprising dealer of South Bend, Ind., was in the city recently buying stock for his newly remodeled shop. Mr. Copp has added a demonstration parlor, which increases his space 50 per cent. He is very optimistic over fall business and promises himself a record-breaking season. Mr. Copp recently devised an unique record filing system.

A Profitable Postcard.

Harry C. Meek, manager of the talking machine department of the P. A. Starck Piano Co., has been securing most successful results from the use of a return postcard on which is presented a choice selection of new records. A small square opposite each selection can be marked with a pencil indicating that the customer would like to hear the record. The records are sent for trial,

those approved are retained and the balance called for. The cost of such solicitation is small and the returns from it are said to be more than satisfactory.

Poetic Advertising.

In advertising to their patrons and prospective patrons in the vicinity of their store, Miller's Talking Machine Shop, 1124 East 63d street, made an appeal to the parents recently that was most successful. The appeal, which was in the form of "kid" poetry, appeared in the Woodlawn Magazine, and is as follows:

MY GRAPHOPHONE.

We haven't any graphophone, like Mrs. Brown has got,
And so I just play-tend that I am one;
I wind myself up awful hard, with just a play-tend crank,
And sing and talk, and have a heap of fun.

Sometimes I crank myself up wrong, and then I will not go
Until I just unwind myself again;
And crank and crank myself some more, as careful as can
be,
And then start off with all my might and main.

I know I sing most every song that you have ever heard—
And Mother says I sing them very well—
And then I play some music tunes that haven't any words,
And lots of jokes and funny stories tell.

Sometimes I make a funny noise, like all my screws were
loose;

And then it is I've got a joke on you;
You can't imagine what's the matter with my graphophone,
And wonder what on earth I ought to do!

And when I tell you what's wrong, you'll simply have to
laugh,

I did it all on purpose, don't you know;
I didn't put a record in, and knew it all the time,
I simply didn't want that thing to go.

We haven't any graphophone, like Mrs. Brown has got;

But I don't miss it very much, you know;
Because my play-tend music box is with me all the time,
And any minute I can make it go.

Have Final Celebration.

C. F. Baer, manager of the Chicago office of the Columbia Graphophone Co., closed his cottage at Lake Catherine with appropriate ceremonies Sunday. W. W. Parsons, Ed. Blimke, S. T. Schultz, from the office, and several friends outside of the trade assisting. The record catch of the season is reported, including a giant musky, who fell a victim to a perch which had just been hooked and was being yanked to the surface when the big fish seized him.

New Additions to Columbia Family.

The Chicago office of the Columbia Co. reports that the department store of A. Gottlieb & Co., of Kenosha, Wis., have just added the Columbia line exclusively, fitting up a well arranged department for its accommodation. The Hobart M. Cable Co. has added the Columbia line at its stores at Decatur and Lincoln, Ill., as a result of the success experienced with the goods at the Clinton, Ia., store, which added a Columbia department last spring.

Joins Talking Machine Co.'s Force.

D. C. Preston is a new member of the traveling force of the Talking Machine Co., and will visit the trade in Wisconsin, Northern Michigan and Minnesota, the territory formerly covered by Frank Moses, who is now in the automobile business in Indianapolis. Mr. Preston was formerly a piano salesman in Des Moines, and understands thoroughly the art of closing sales, an accomplishment which will no doubt stand him in good stead in his work with the dealers.

Praise Improved Service.

The Talking Machine Co. have received many compliments on the improvement in their already excellent service since they occupied their fine new quarters on Michigan avenue. The record department with its improved system and greater capacity enables the pushing through of orders with lightning speed. The past month has been a remarkable one with the company, scoring a big increase over the corresponding month of last year.

Roy J. Keith, sales manager for the Talking Machine Co., returned Monday from a week spent at French Lick Springs, Ind. He took the baths, broke equestrian records and learned to play golf, an achievement of which he is vociferously proud.

High Priced Machines Hold Own.

L. K. Cameron, manager of the retail talking machine department of Wurlitzer's, says that notwithstanding the excellent value offered in the Victrola X, the new cabinet \$75 machine, the actual figures show that the Victrola XVI's outsell them five to one, while the XI's, the hundred dollar

machines, outsell the Victrola X's ten to one.

He went over the matter with F. A. Siemon, and found that much the same proportion maintains in the wholesale, with the exception that in the very small towns the proportionate of increase of the \$200 machines is less pronounced.

Mr. Cameron recently returned from a three week's vacation spent at Wisconsin and Michigan resorts, where he indulged himself in his favorite pastime of yachting to his heart's content.

New Department Manager.

A. N. Nelson is now in charge of the talking machine department of the Boston store. He succeeds Ben Davis, who held the position for some years, but who left to go on the vaudeville stage in the East.

Opens Department.

The A. R. Owens Co., of Riverside, Ill., one of Chicago's most beautiful and aristocratic suburbs, has opened a Victor department, devoting to it a separate room, with direct street entrance.

Enlarges Department.

George B. Barwig, furniture dealer at 3335 North Clark street, is preparing to handle Victor goods on a larger scale than hitherto, and will fit up a regular department with demonstration booths, etc.

Some Musical Robbers.

The store of August Dannemark, in the North shore suburb of Wilmette, was entered the other night through the skylight and 294 records, and mostly high priced, with about \$200 worth of electrical goods were taken. Mr. Dannemark did some shrewd detective work on his own account, and as the result the theft was traced to the home of a Wilmette youth and the goods discovered in the attic. The young man is now in jail.

Make Fine Exhibits.

R. L. Berry and Bernard's Music Shop, of Springfield, Ill., are both making fine exhibits at the Illinois State Fair now in progress there, and are giving Victor demonstrations to large crowds.

Personals.

J. F. Boller, piano and talking machine dealer, 3133 Milwaukee avenue, has just returned from Northern Wisconsin, where he spent the summer.

H. W. Brelsford, 511 North avenue, has remodeled his store, installing three booths for the demonstration of Victor and Columbia goods.

George A. Vining, talking machine dealer on the tenth floor of the North American building, State and Monroe streets, not only has the distinction of being nearest the sky of any dealer in the city, but also the only one handling three lines, Victor, Columbia and Edison disc.

Otto P. T. Friederich, of the well-known music and talking machine jobbing house of J. A. J. Friederich, Grand Rapids, Mich., was a Chicago visitor last week.

M. M. Martin, talking machines, etc., was another Grand Rapids visitor a few days ago.

Henry Saak, Columbia dealer, Milwaukee, spent a day in Chicago last week.

J. L. Haight, a Victor dealer of McGregor, Ia., was in Chicago last week on his way to the East, where he intended visiting the Victor factory.

Sam Goldsmith, of the Victor sales force, and V. B. Taylor, the Victor missionary in Northern Illinois and Southern Wisconsin, called on the jobbers recently.

Occupies New Store.

M. P. Berg, musical merchandise and talking machines, has moved from his former location, 3153 Lincoln avenue, to a fine new store at 3150 Lincoln avenue, just across the street. In the new store he has four handsome new booths for demonstrating Victor and Edison machines.

Death of Judge Cratty.

Thomas Cratty, treasurer and a member of the board of directors of Lyon & Healy, died at the Henrotin Memorial Hospital September 19.

Judge Cratty, as he was known in the trade, was taken ill about three weeks ago. At first it was considered nothing more than a nervous breakdown, but later, his condition growing serious, he was removed to the Henrotin Hospital. Judge Cratty was born in Delaware County, September 29, 1883.

**A
Satisfied
Customer**

Is an Irresistible Force

Satisfied through your ability to give
him a proper selection of records.



The Accrued momentum of a few Victrola sales, properly followed up must create a record business more substantial, more profitable, than the original machine sales.

**We are Filling our Record Orders 99.3% Complete
THAT'S A RECORD!**

THE TALKING MACHINE COMPANY
12 North Michigan Avenue CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 65).

EXHIBITS OF COMMERCIAL DICTATION MACHINES

At the National Business Show Recently Held in Chicago Attracted the Attention of Progressive Business Men to Good Purpose, Judging from the Orders Booked.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 8.—The commercial dictation machine exhibits are always an important feature of the National Business Show which is held in Chicago in alternate years, and the 1913 show, which was held at the Coliseum from September 8 to 15, was certainly no exception to the rule, the displays of the two great companies being more elaborate than ever and exciting an unusual

the fact that the matter transcribed was entirely new to Mr. Ehrich, and even the dictator's voice was strange. The former speed record was eighty-three words per minute and was held by Miss Gertrude Adler.

A splendid exhibit of Edison dictation machines was made, and the force in attendance was kept busy demonstrating the machines and explaining some of the new improvements recently introduced.

These embrace the automatic dictation index that automatically shows the stenographer the length of letters dictated on the cylinder, extra carbons when required and correction, the collapsible mandril, which prevents the sticking of cylinders when left on the machine for a period of time, and the Edison sanitube, a new device to receive the dictation, replacing the speaking tube and horn hitherto used.

E. C. Barnes, head of the firm of E. C. Barnes & Bros., was in charge, assisted by J. Pahlman, sales manager; O. C. Dentzler, J. W. Almony, A. G. Moore, G. W. Thiell, Edward Parker, E. Humphry and M. H. Spies.

The illustration of the Columbia Graphophone Co.'s booth shows it on Wednesday, which W. W. Parsons, district manager of the dictaphone department, had sent out letters to all the operators of the company's machines in the city announcing dictaphone day, and enclosing admission tickets. Over a thousand responded, and the aisles in the vicinity of the booth were jammed all evening. The young women were received by Miss Carpenter, in charge of the employment department of the Chicago offices, and all were presented with napkin ring records of their voices, or blanks, as they wished, and were decorated with boutonnières and souvenir banners. Miss Madison and Miss Stuetzer, two of the dictaphone office employees, surprised Mr. Parsons by showing up that evening decorated with silk banners of their own making, bearing the legend "Dictate to the Dictaphone," and spent the evening parading through the Coliseum, leading the crowds to the company's booth.

The interest of visitors to the booth during the week was centered on the new features shown on the new models A-7 and B-7 dictaphones, including the new enclosed rheostat, a feature of both types, and the back-spacing device and hand control on the A-7.

The booth was in charge of W. W. Parsons, district manager, assisted by E. A. Parsons, A. B. Walker, C. C. De Bruller, W. G. Saunders and Frank W. Zing, who expressed great satisfaction with the management of the show this year.



The Columbia Graphophone Co.'s Booth.

amount of interest. Some very dramatic "stunts" were pulled off at both exhibits, causing much comment among the crowds of business men and women who attended, and serving to center the attention on the value of the commercial dictating machine in lightening the labors and reducing the expense of the modern office.

A most important feature of the show was the breaking of the world's speed record in transcribing on a typewriter from a dictation machine. This happened on the evening of the day succeeding the typewriter speed contest and took place in the



The Display Made by Thomas A. Edison, Inc.

Edison booth, which was in charge of Edward C. Barnes & Bros., the Chicago representatives of the Edison dictation machine. The very remarkable speed of ninety-five words per minute was attained by William Ehrich, of the Underwood speed team. Mr. Ehrich typed from the phonograph in the same manner that stenographers write letters from the dictation machine in offices where this device is used. The test was made particularly severe by

THE UNIT RECORD CABINET

Made by Lyon & Healy, Which Is a Clever Adaptation of the Sectional Bookcase Idea, Is Destined to Have a Great Vogue.

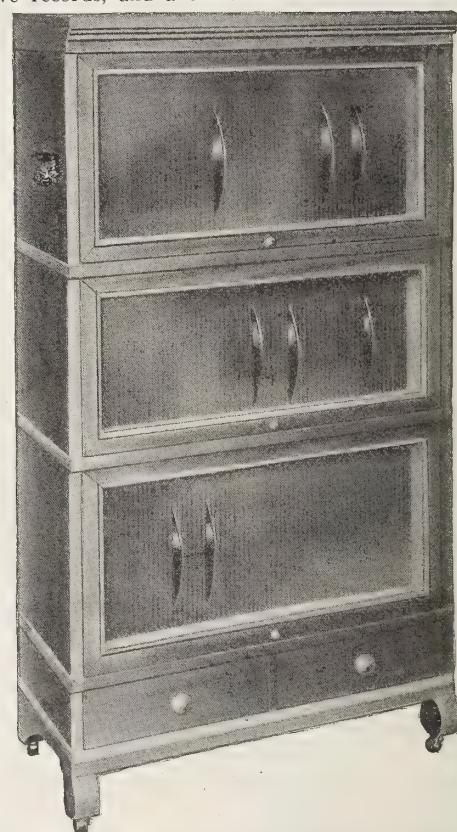
(Special to The Talking Machine World.)

CHICAGO, ILL., October 9.—The accompanying illustration shows an interesting development in talking machine record cabinets for home use just introduced by Lyon & Healy, Chicago.

It is known as the "Unit Record Cabinet," and is, in short, a most clever adaptation of the sectional bookcase idea to the record problem.

As explained by L. C. Wiswell, manager of the talking machine department of Lyon & Healy, it is especially adapted for the use of those having the larger Victrolas in their homes and who have rapidly growing record libraries and wish to avoid the necessity of having several cabinets.

One can start, if he wishes, with one section or unit, with top, drawers and base, and then as the library increases one can add units at a minimum expense, the retail price per unit averaging about \$10. Each unit or section accommodates seventy-five records, and a three-unit outfit as shown in



One of Lyon & Healy's Unit Record Cabinets.

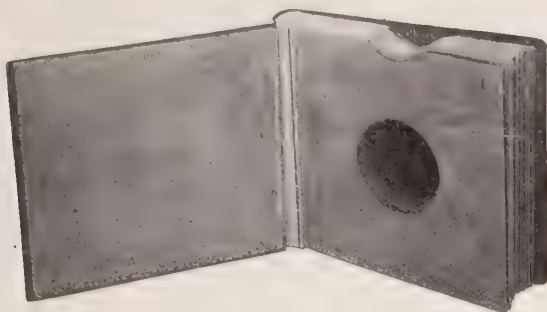
the illustration, therefore, has a capacity of 225 records. The sections fit securely and the whole presents a solid and most attractive appearance. The glass doors slide up and back into the cabinet in regular bookcase manner and travel with exceptional smoothness. There is a felt-lined compartment for each record, preventing the records from being scratched or marred. Each compartment is numbered and a neat index book is provided with the cabinet and is kept in one of the drawers, which also provides facilities for supplies and accessories.

A feature on which Mr. Wiswell lays especial stress is the versatility of the cabinet. The interior of any section comes out instantly by loosening two screws, and record albums can be substituted for the compartments, or the shelf used in whole or in part for music rolls, books or any other purpose desired.

The unit record cabinets are finished in any finish of mahogany, walnut or oak to match the Victrolas. The units are made in two sizes, accommodating ten or twelve-inch records. The combination of, say two twelve-inch and one ten-inch unit with top, base and drawers, makes a symmetrical and handsome appearance.

A large demand for the cabinet is anticipated, and some excellent orders have already been booked.

Better Value than Other Albums by Reason of Superior Quality



Our Albums are bound **correctly** by expert hands. **Envelope pockets** are constructed of very tough **Dark Green Fibre** paper. Albums are bound in best **Mahogany Imitation** leather, gilt stamping on face and leather or gold-plated ring pulls as desired. Made for 10 and 12 inch discs. Write for sample and prices, which will convince you, as they have all our other customers, of the superior quality and value of our albums.



These albums are constructed with a view to **Strength**, so that they will really hold the **full** complement of discs, and give excellent service.

NEW YORK POST CARD ALBUM MFG. CO., 23-25 Lispenard Street, New York

NEW DEALERS' ASSOCIATION FORMED IN PHILADELPHIA.

Daniel O'Neill Elected President—Much Interest Shown in New Venture, Which Also Takes in Old Association—Active Campaign to Be Outlined—Interest on Instalment Sales and Discouragement of Misleading Advertising to Be Advocated by Association.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., October 11.—Much interest is centered in the organization in this city of the Talking Machine Dealers' Association. That such an association was to be formed was mentioned in the last number of *The World*, but since that issue a number of meetings have been held and the project fully launched. The final meeting for organization was held on Thursday evening, October 2, at the Estey Piano Wareooms. At this meeting Daniel O'Neill was elected president; Thomas R. Henderson, of the Estey house, was made vice-president; Mr. Cope, of the Snellenburg department, was made treasurer, and Mr. Martin, of Jacob Bros., secretary.

As will be noticed by this list, it does not include a Philadelphia jobber, for it was decided at the first meeting, and at the suggestion of the jobbers, that no jobber will hold office, but that they will all be admitted to full membership. The idea was that by their not holding office the jobbers could be absolutely free and that there could never be a question of their showing favoritism.

There was a large attendance at this meeting and practically every house was represented either in person or by letter, and there seems a unanimity of opinion that such an organization is necessary and that it is going to get the support of the entire trade. A special meeting was held on Monday evening of this week at the wareooms of the Pennsylvania Talking Machine Co. for the framing of the constitution and by-laws by which the association is to be governed, and for the purpose of outlining the work as it should proceed.

The committee on constitution and by-laws consists of Messrs. Harry W. Weymann, of H. A. Weymann & Sons; Walter L. Eckhart, of the Pennsylvania Talking Machine Co., and Mr. Barnhill, of the Penn Phonograph Co., representing the jobbers, and Martin Goetz, Mr. Cope and Robert Staton, representing the retailers, with President O'Neill as chairman of this committee. This committee was also instructed to draw up resolutions in the form of a letter to be addressed to every dealer in Philadelphia asking them to co-operate with the association and sign a letter returning the same to the committee, conditional that all will agree to charge interest on deferred payments.

Another purpose of this newly organized association will be to discourage misleading advertisements, and they also hope to secure an agreement as to the shortening of the lease plan, to get a little larger payments by the month. It was the consensus of opinion of every member who attended the last meeting that it was high time to form such an organization for the benefit of all dealers concerned.

Philadelphia has had for more than a year an

organization which was known as the Talking Machine Retail Dealers' Association of Philadelphia, the secretary of which was M. Goodstein, of 5207 Market street. This organization at first resented the coming into the field of a similar organization, but the old association was invited to the meeting of the new association, and the matter was thoroughly gone over and an amicable adjustment followed, so that the entire association united with the newly organized one, and some of their members have been placed in office. The new association will be incorporated. All members of the trade will be admitted to the newly formed organization who are in good standing with the various manufacturers.

From a certain point it was argued that several of the rules would conflict with the agreement with the Victor Co., but there is nothing in this statement, for the reason that the Victor Co. is very enthusiastic over the forming of this association and is giving it its full moral support.

PROTECTION OF CREDITORS

By Means of Adequate Insurance on Stocks the Mark of a Trustworthy Merchant, Say Credit Men—Serves to Develop Confidence.

It is fair to presume that there would be no difference in opinion among credit grantors as to the proper attitude to take when confronted with the case of a merchant whose assets were limited strictly to his stock of merchandise, but who frankly confessed he carried no insurance as a buffer between him and bankruptcy; yet a member of the association on objecting to the shipment of goods to a certain merchant receives in reply a letter accompanied by a statement of assets and liabilities at the foot of which appears these words, "You will notice that I do not carry insurance yet." Further on in the letter "If you decide not to ship me the goods I have ordered, you will be the only firm I have done business with which has ever even mentioned the question of insurance to me." Is it not fair to ask whether our member who points out the necessity of this merchant carrying insurance is not a more genuine friend than the other creditors, especially when one considers how great are the chances of burning in this country? —The Bulletin of the National Association of Credit Men.

MORE ROOM FOR VICTROLAS.

George Dykeman, a prominent music dealer of Marblehead, Mass., has arranged to move to new quarters in the M. A. Pickett building, that city, at an early date, in order to secure sufficient space for exhibiting his new line of Victors.

REAL ROMANCE VIA "TALKER."

Meeting in Father's Talking Machine Store in El Paso, Tex., Results in Marriage of Miss Ethel Marie Walz and the Sales Manager, Ames H. Curry in Los Angeles.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., October 4.—A romance prompted by the mechanical, but none the less moving, notes of a talking machine as it reeled off a sentimental song, reached its logical climax the other day with the marriage of Miss Ethel Marie Walz, a pretty young social favorite of El Paso, and Ames Harvey Curry, sales manager of her father's talking machine concern in the Texas city.

The ceremony took place at St. Paul's Pro-Cathedral, Dean William McCormack officiating. The wedding was held in Los Angeles in order that the bride's father, W. G. Walz, a wealthy merchant of El Paso, who came here some months ago for his health, could be present.

The story dates back nearly two years, to the time when Curry was promoted to the position of sales manager of the music company of which W. G. Walz is president.

One day there came into the salesrooms a pretty, young woman—a stranger to the handsome, young sales manager—and asked concerning some of the latest records. Curry, smiling and attentive, even more than was his custom, played the latest songs. The young woman came repeatedly to the store, and Curry learned that she was the daughter of his employer. The courtship was comparatively brief, and a week ago Miss Walz came to Los Angeles to join her parents, and Curry arrived Friday evening.

Mr. and Mrs. Curry have taken up their temporary residence at the Alexandria, and later will take an extended honeymoon trip through scenic spots in Canada.

The bride, who is a graduate of a fashionable Eastern girls' college, and who has spent several seasons abroad, is one of the most prominent figures in fashionable society of El Paso, and Curry is also well known there.

EDISON LINE WITH KRAKAUER BROS.

Thomas A. Edison, Inc., Orange, N. J., closed arrangements this week with Krakauer Bros., whereby this well-known piano house will handle a complete line of the new Edison disc machines and records in their warerooms at 17 East Fourteenth street, New York. The initial shipment of machines and records was received Friday, and their first display in the show window of the store attracted the general attention and commendation of passers-by.

Krakauer Bros. are planning to conduct an energetic campaign on behalf of its Edison department; and, judging from the interest already manifested by their partons in the machines and records, this campaign will be fraught with marked success.

Send for Complete Catalogue Showing Entire Line

SALTER MFG. CO.

337-43 North Oakley Boulevard

CHICAGO

EXCLUSIVE MANUFACTURERS OF

Salter's Patent Felt-Lined Shelf Cabinets

OF QUALITY

The top of Cabinet is built up to exactly match the base of machine so perfectly as to give the impression that the two are a unit, and it also holds the machine firmly in place.



No. 19. CABINET.
(Made Especially to Hold the Victor-Victrola No. 9.)

The line that sells is the line to have on your floor. SALTER Cabinets talk for themselves. Our new Catalogue shows many attractive designs for Columbia and Victor machines. We shall be pleased to send you one. WRITE FOR IT TO-DAY.

The Idea that has Revolutionized the Record-Cabinet Business

A felt-lined compartment for *each* record.
Scratching and warping absolutely prevented.
Absolutely dustproof.

The single compartments and a simple and *accurate* index enables one to find the desired selection *instantly*.

ARTISTIC WINDOW DISPLAYS PAY.

Show the Enterprise of the Dealer and Emphasize the Standard of the Products Handled—Schmidt Music Co.'s Good Work.

(Special to The Talking Machine World.)

DAVENPORT, IA., October 6.—The Schmidt Music Co., of this city, is displaying in its new store at 11 West Third street one of the most attractive Victrola windows presented for some time. Refined and dignified the display is calculated to attract the attention of passers-by and to leave a lasting impression of the value of the Victrola.

As will be seen by the accompanying photograph, the show window of the new Schmidt store affords an excellent opportunity for the introduction of artistic displays, and the featuring of the Victrola exclusively in this valuable display space gives a fair idea of the esteem in which the Victrola is held in this section of the State.

In addition to drawing the favorable comments of both the public and the daily press, this Victrola display was responsible for the closing of a number of sales of expensive machines and the securing of a "live" list of prospects which will be closed in the very near future. The value of an attractive show window is thoroughly appreciated by the Schmidt Music Co., and the company is planning the presentation of several artistic and novel window displays in the very near future which will rival in novelty and attractiveness the Victrola display shown herewith.

COLUMBIA LINE IN WORCESTER.

Barnard, Sumner & Peabody Co. to Handle the Columbia in New Department—New England Prosperity—Other Gleanings.

One of the latest additions to the rapidly growing list of the Columbia Co.'s representatives in New England territory is the Barnard, Sumner & Peabody Co., Worcester, Mass. This concern, which is one of the largest department stores in New England, will open an elaborate Columbia department in the very near future, and expects to conduct an energetic newspaper campaign in behalf of the Columbia products.

Other indications of Columbia popularity in New England territory include the receipt of an unusually large-sized order this week from the Conclave Phonograph Co., of Boston, Mass., a prominent member of the talking machine trade.

A very artistic hanger in colors, presenting the October bulletin, is now being displayed by local Columbia dealers. The artists listed on this bulletin include Ysaye, Bonci, Carolina White, Friedheim and Bispham.

Beginning next week the Columbia Co. will carry a full-page advertisement regularly in the official program of the Century Opera Co., New York. Morgan Kingston, the leading tenor of this new opera company, and Walter Wheatley, another tenor member of the company, are Columbia artists, and there is certain to be a heavy demand for their records with the opening of the opera season.

TO OPEN "VICTROLA SHOP."

The Kuncel Piano Co., Cedar Rapids, Ia., has disposed of its entire stock of pianos and has arranged to open a "Victrola Shop," with a full line of Victor talking machines and records, at 210 Third avenue, that city. A number of soundproof demonstration booths and a large recital hall will be among the features of the new quarters.

TWO NEW DEALERS IN MINNEAPOLIS.

Prominent Department Stores Install Talking Machine Departments—Minneapolis Talking Machine Co. Closes—W. J. Dyer & Bro. Start Recital Season—Heavy Demand Depletes Stock of Grafonolas—News of Month.

(Special to The Talking Machine World.)

ST. PAUL AND MINNEAPOLIS, October 10.—Two new talking machine shops opened in Minneapolis last week—both in department stores.



Schmidt Piano Co.'s Victrola Window.

The Minneapolis Dry Goods Co., one of the largest in the twin cities, has established a department for phonographs and supplies. It will carry a full line of Victor and Columbia instruments and records. That the department will be kept up to date in every way may be taken for granted, as the store is managed in an aggressive manner. It is announced that the Powers Mercantile Co., another large department store concern, also installed a talking machine department this week. Whether the example of these concerns will be followed by other department stores in the twin cities is not now known, but it is tradition among institutions of this character to copy the features of their rivals, particularly if they are profitable.

The Minneapolis Talking Machine Co., a small concern at 84 South Seventh street, Minneapolis, has closed up shop, whether from lack of capital or unsatisfactory location is not known. Its action in nowise is a reflection on the status of the talking machine trade in Minneapolis, as it never was in better shape or had more alluring prospects.

W. J. Dyer & Bro. opened their Victrola recital season October 3, with recitals of the latest selections in the afternoon and evening. Both events were largely attended, and instead of fortnightly demonstrations, as in the past two seasons, the recitals will be held weekly all through the fall and winter. The evening concerts, however, may be abandoned later on, although there is no question of their popularity.

All that bothers the staff of the Columbia Phonograph Co. in St. Paul is the inability to get Grafonolas rapidly enough to supply the demand. C. P. Herdman, manager, could use many more Leaders and Mignonettes than he has been able to receive of late. The store is having a great run on Mildred Potter records. This famous contralto was born and reared in St. Paul and was a great favorite here before seeking wider fields in the East. The dictaphone department is now in charge of F. O. Atha, late of Baltimore, who succeeds T. S. Leavitt. The latter will devote his talent to other lines of trade.

One carload of small Edison Amberolas arrived last week for the Minnesota Phonograph Co., but every instrument has been spoken for before its arrival and the shipment did not help to fill up the stock, which is far from complete. President Lucker reports the September trade to have been double that of any previous September.

TRAVELERS INCORPORATE.

Association Formed to Look After Their Interests on the Road.

(Special to The Talking Machine World.)

ALBANY, N. Y., October 10.—The Far Western Travelers' Association was incorporated here today to bring about a better acquaintance among commercial travelers and obtain reductions of railroad rates for them, a fair allowance of baggage, and hotel accommodations commensurate with the prices paid.

While the principal office is in Manhattan, the territory of operations extends principally over the United States. The directors are Aaron Neuman, E. Gilligan, George Rubenstein, J. A. Clark, Rudolph Gras, Edward V. Kammski, Martin Schenck, L. S. Michelson, Arthur Samek, Irving W. Frankel, all of New York City, and Lee Eschen and I. Charles Levi, of San Francisco.

TO HANDLE TALKING MACHINES.

Henry P. Leis, Saranac Lake, N. Y., is the latest addition to the lists of Columbia representatives in up-State territory.

Are You Within 300 Miles of Philadelphia?

If "yes" you should know about the value of Buehn Victor and Edison Service—quick, complete and profitable. What matters a few cents express charges as long as you secure a

Complete Service

To secure quick deliveries, we even go so far as to have an "advance squad" which reports at our warerooms an hour earlier than the regular staff. By doing this, we can ship on the first morning express, which means the saving of a whole day for you.

LB

Louis Buehn
Philadelphia, Pa.

DO IT NOW

Order! Order! Order!

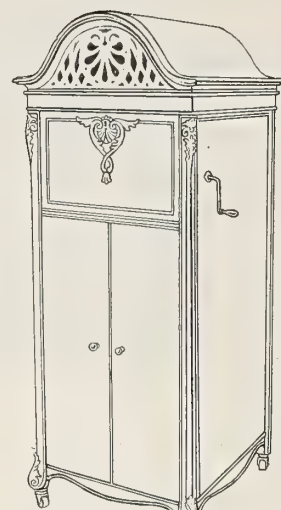
Order your holiday stock
of Keen-O-Phones Now

KEEN-O-PHONE

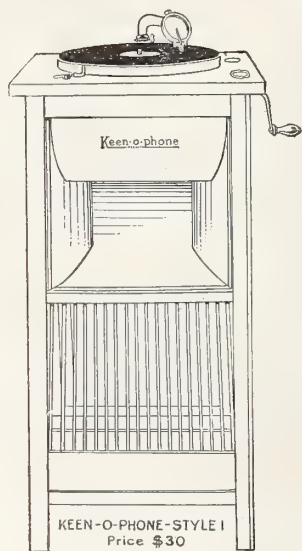
The Machine the People Want

WHY? Listen—One point at a time

**Keen-O-Phones will play Any Disc
Record now Manufactured**



KEEN-O-PHONE-STYLE XXX
Price \$200.



KEEN-O-PHONE-STYLE I
Price \$30

¶ By a simple twist of the fingers you can adjust it to play Keen-O-Phone, Columbia, Victor, or Edison Records.

¶ Isn't that wonderful? Isn't that the machine to sell records? Isn't that the machine the people will buy?

¶ It is the machine of Peerless Perfection. Complete; Durable; Artistic in Design; Accurate in Workmanship; Exclusive, Special Features; Protected by American and Foreign Patents.

¶ Prices range from \$15 to \$200. Liberal discounts to trade. We can make immediate deliveries.

¶ Write for our Jobbing and Dealers proposition.

Keen-O-Phone Co.

NEW YORK CITY

916 Martin Bldg., 31st St. and Broadway

PHILADELPHIA

227 South Broad Street

FASHION SHOW IN LOS ANGELES.

Talking Machine Dealers Take Advantage of the Opportunity to Make Special Displays—General Business Improving—Death of H. M. Marquis—Charles S. Ruggles Meets with Accident—More Salesrooms for Wiley B. Allen Co. Store—Outfits That Are in Demand.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., October 8.—September proved an unusually good month for the local talking machine jobbers, though the retail dealers found a lull prevailing during a large part of the month. The feeling of optimism that prevails, however, is reflected in the heavy orders being placed for both machines and records.

A feature of the month was the Fashion Show which was held September 26-28. The talking machine dealers took full advantage of the occasion and the majority of them provided elaborate displays in their show windows during the three days.

E. A. Borgum, who was recently appointed sales manager for the Woods Manufacturing Co., reports many large sales of special built-in file cabinets for talking machine records, the cabinets having been placed in some of the finest homes in the city.

A. Graham Cook, manager of the talking machine department of the George J. Birkel Co., has just completed and moved into his handsome new bungalow, 723 Lillian Way, of this city. Mr. Cook has taken a great deal of pride and care in making this home an ideal place.

The sudden passing away of H. M. Marquis, vice-president of the J. B. Brown Music Co., of this city, was a great shock to all his friends and associates. Apparently Mr. Marquis was in the best of health in the morning, and at 1 o'clock had a stroke of apoplexy, which caused his death. His death means a great loss to the firm for which he so faithfully filled the duties of his office for many years, and the store of the Brown Music Co. was closed for three days as a mark of respect.

Charles S. Ruggles, local manager of Sherman Clay & Co., returned from his vacation to Camp Baldy very much in need of a real vacation. The same day on which he arrived at the camp Mr. Ruggles slipped upon a rock while crossing a stream and sprained the ligaments of his leg so badly that he was laid up for several weeks. Upon all of this the local manager states that Victor orders from the dealers are being filled very completely.

The Wiley B. Allen Co. is still sending out the talkers at the usual rate of speed. Business has been splendid through the season. More salesrooms have recently been added to the department, and one large demonstration room in particular has been fitted up, showing every size, style and finish

of Victor Victrolas and Columbia Grafonolas, thus making the largest display room of its kind in the city.

The Andrews Talking Machine Co. is very much pleased with the results of the past month, the sales of machines being principally those of Victrola N1s and up. I. H. Andrews and family have returned from Catalina Island, where they spent their vacation.

V. B. Chatten, manager of the talking machine department of the J. B. Brown Music Co., has had great success with the Edison Disc machine. A magnificent display of these goods was shown in the windows during the week of the Fashion Show.

TO BREAK RECORDS IN BALTIMORE.

Talking Machine Dealers in That City Look for an Unusually Active Business—F. A. Dennison Celebrated Second Anniversary as Manager—Hammann & Levin's Progress—New Department for Peabody Piano Co.

(Special to The Talking Machine World.)

BALTIMORE, MD., October 11.—With the beginning of October at hand the dealers in talking machines announce that they are looking for the breaking of many sales records from now on until the first of the year. September was a corker, and reports from all hands show that it was right up with the other months, while Manager W. C. Roberts, of E. F. Droop & Sons Co., says that his figures show September to be ahead of any month with the exception of last December. Mr. Roberts is getting ready to install two new Smith booths such as recommended by the Victor people, and with these in place he hopes to have one of the prettiest arranged stores in town.

The Peabody Piano Co. has just put in a special talking machine department, this being necessary in consequence of the increase in this branch of the business. The firm handles the Columbia line.

Last Wednesday, October 1, marked the second anniversary of F. A. Dennison as manager of the local branch store of the Columbia Graphophone Co., and in recognition of the excellent results obtained during this time the employees of the store tendered him a supper. Mr. Dennison's efforts have been very successful since his arrival in Baltimore two years ago, the increase in business being such as to make it necessary to open larger quarters to handle the customers, the firm now occupying one of the largest stores south of New York at 305 and 307 North Howard street, which has practically become the center of the talking machine business. Mr. Dennison reports trade for the month of September to have been very fine, it being necessary to establish a number of small agencies throughout the city.

Hammann & Levin, who have just recently passed

the sixth year of their business career are very elaborate in their statements regarding business at this time with the Victor machine. The firm has made steady strides toward the front and are now preparing to put in two handsome sound-proof demonstrating rooms in their store.

Eisenbradt Sons, who established their music store in 1811, have found it necessary to seek larger quarters in consequence of growing trade, and after October 15 will occupy their new stand at 306 and 308 North Howard street. This store has been recently rebuilt and made up to date in every way, and will afford larger and more up-to-date quarters for this growing concern. The firm will occupy the entire two floors of both buildings, and on the main floor will have an elaborate salesroom.

Joseph Fink, who handles the Victor and Columbia lines, has made rapid strides since he succeeded to the Gordon Talking Machine Co. under the firm name of the Fink Talking Machine Co. He reports business during September to have tripled that for the same month last year.

HOW TO CURE CAR SHORTAGE.

Autumn Car Shortage Earlier Than Usual—Seriousness as Great as Ever—Plan Submitted by One of the Railroads—Programme Includes Ten Principal Suggestions.

With the autumn car shortage earlier than usual this year, and with a prospect of its being every bit as serious as last fall, railroad managements are making every effort to make this scarcity felt as little as possible by the shippers. Taking care of the demand for cars in a big crop fall is one of the most important problems facing railroad managements. One of the railroads has asked its patrons and employes to help it handle the problem. Just how business men can do this is showed in a circular just issued. It says:

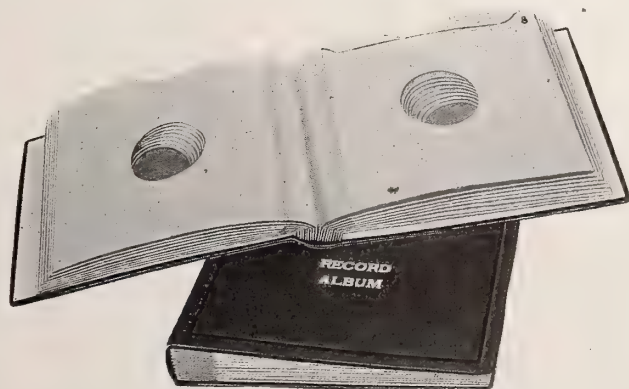
HOW THE PUBLIC CAN ASSIST.

1. Placing orders for cars with the station agent or other representative, in writing.
2. Not ordering cars in excess of immediate requirements.
3. Promptly canceling orders for any cars found not to be needed and giving notice when, for any cause, cars will not be required at the time for which they were ordered, but will be wanted on a subsequent date.
4. Not ordering any more cars for one day than are actually required for loading on that day.
5. Applying returned lined cars promptly for other loading, or removing the linings.
6. Patrons who are both receivers and forwarders of freight ordering their inbound business via this line, in order that cars when made empty will be available for their outbound loading, and soliciting their friends to order their inbound business via this line.
7. Loading cars as promptly as possible and to their full capacity.
8. Giving disposition orders in advance of arrival of cars, when possible, and if it is not practical to do this, as quickly as they can after notice of arrival is received.
9. Not taking advantage of full free time allowed for loading and unloading, and by giving agents immediate notice when cars are made empty or of loading being completed.
10. Commercial organizations of cities and towns urging their members to load and unload cars as expeditiously as practicable.

A New, Popular Priced Loose Leaf Album

With Detachable Envelopes and Interchangeable Index

The Sutherland Album



At last a loose leaf record album that is built for durability and wear. The back is reinforced by metal posts so that it is impossible to bulge or break. If an envelope becomes soiled or torn, instead of having a mutilated album, simply insert another envelope in its place. Transfers may be made of old records in original envelopes and new ones procured for later records.

When the index becomes filled, turn it over and write on the other side, or put in a new index. The loose leaf feature applies to both envelopes and index, making the album of everlasting service. The price is the same as for inferior albums of short life.

17 envelopes in every album with two index cards. Extra envelopes, 5c.; indexes, 2c. Send for trade discounts. Better order a dozen samples at the same time.

Bound Full Leatherette—Mahogany Color
for 10 and 12-inch Records

No. 10, \$1; No. 12, \$1.25—Discount to Jobbers and Dealers

Sutherland Album Co.

117 Leonard Street

New York, N. Y.

EXECUTIVE COMMITTEE OF JOBBERS' ASSOCIATION MEETS.

New Governing Body Holds Sessions in Chicago for the Purpose of Outlining Campaign—To Create Advisory Board of All Ex-Presidents—Next Convention to Be Held in Atlantic City—Some of the Special Features Planned—Chat with President Roush.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 8.—A special meeting of the executive committee of the National Association of Talking Machine Jobbers was held at the Chicago Athletic Club September 21. It practically marked the induction of the new officers of the association elected at the convention at Niagara Falls last July into their duties.

The new administration came into being by the rules of the organization on September 15, but this was the first gathering of the new officers and the other members of the executive committee and the first time that President Roush has presided. The unanimous opinion of his associates after the two busy sessions is that he is going to make an ideal presiding officer in every particular and that he is a veritable dynamo of judicious energy and enthusiasm.

The new year of the organization has started with flying banners, as this is the second time in the history of the association that the executive committee meeting has been attended by every member, the first instance being at Columbus, O., four years ago.

The sessions were held in the directors' room of the Chicago Athletic Club, where arrangements had been made for their entertainment by James F. Bowers, each member being provided with a guest card granting him all the privileges of the club while here. There were two sessions lasting from 10 a. m. until 1.30 p. m. and from 4 p. m. to 8 p. m.

The members of the committee are: President J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; Vice-President Geo. E. Mickel, Nebraska Cycle Co., Omaha, Neb.; Secretary Perry B. Whitsit, Perry B. Whitsit Co., Columbus, O.; Treasurer W. H. Reynolds, Reynolds Music Co., Mobile, Ala.; J. F. Bowers, Lyon & Healy, Chicago; O. K. Houck Piano Co., Memphis, Tenn.; T. H. Towell, Eclipse Musical Co., Cleveland, O.; E. C. Rauth, Koerber-Brenner Music Co., St. Louis, Mo.; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.

Besides the above there were present: W. F. Davisson, the Perry B. Whitsit Co., Columbus, O., the new chairman of the press committee; L. C. Wiswell, of Lyon & Healy, Chicago, chairman of the traffic and arrangement committees, and F. A. Siemon, of the Rudolph Wurlitzer Co., Chicago, an active member of the association and the local member of the press committee.

The trade situation was thoroughly discussed and a committee of five was appointed to confer with the factories on several matters which had been brought to the attention of the committee by members.

A resolution was unanimously passed creating an advisory board to consist of all ex-presidents of the association who are actively engaged in the talking machine business and who are still members of the association, the retiring president to act as chairman. This board is to act with the executive committee in an advisory way. The addition of this board to the permanent committees of the organization will be taken up at the next annual convention.

One of the principal matters before the committee was the consideration of the place and time for the next convention. The executive committee was unanimously in favor of Atlantic City for the 1913 meeting place, but in accordance with the usual custom the secretary was instructed to mail all members a letter asking for suggestions on the subject. The recommendation of the committee will, of course, carry weight.

The subject of the 1915 convention was also brought up. While the committee has no authority in the selection of the meeting place two years hence, the advisability of holding the 1915 convention in San Francisco during the Panama-Pacific International Exposition had been sug-

gested to several members of the committee by members and the subject was informally discussed.

At 8.30 Sunday evening after the close of the meeting President J. C. Roush tendered a dinner to the members in one of the private dining rooms of the club. It was a very informal affair, a delightful relaxation from the business of the day and story and witticism abounded. O. K. Houck, of Memphis, distinguished himself in particular as a raconteur of superior talents.

In talking of the meeting to The Review representative President Roush spoke of the spirit of enthusiasm and earnestness which characterized all of the members. "I never saw a body of men so thoroughly in harmony and so united in their determination to further the best interests of their association and their trade. The arrangements are



J. C. Roush, President of the National Association of Talking Machine Jobbers.

already under way for the eighth annual convention, which will, if the recommendation of the committee be approved by the members, be held in Atlantic City next July, as we want to make it one of the best, most interesting and most valuable conventions in the history of the association. The arrangements committee, of which Mr. Wiswell is chairman, is already at work.

"If proper arrangements can be made with the hotels the conventions will be held on Monday and Tuesday, the 6th and 7th. The business session will commence Monday morning at 9.30, and will continue until finished with a buffet luncheon served in the room.

"On the after noon of the second day there will be an open meeting, at which the factory representatives, jobbers and supply men will discuss matters of trade interest.

"There will be no set papers, but in all probability brief but spirited debates on such topics as the relative profit and advantage of wholesale and retail trade, and two members of each branch will be on the program.

"Another feature of the convention will be a 'question' box into which members will drop any questions they may desire discussed at the open meeting. The executive committee will go over these questions, select those they consider most vital and submit them for open discussion.

"The banquet, always a feature of the convention, will be held Tuesday night. Special entertainment features will be provided by the arrangements committee and particular attention will be given to

the ladies. Not only will they be given a most delightful time while the men are in session assembled, but they will be presented with souvenirs of unusual value.

"While, of course, the plans are somewhat tentative as yet, it can be seen that we are getting our plans in shape for a notable convention in which the business will be conducted systematically, and with despatch, but with much entertainment."

LOOK OUT FOR FORGED CHECKS.

Bank Depositors Compelled to Look Out for Them According to Recent Court of Appeals Decision of Interest to the Business World.

The recent decision of the Court of Appeals holding that a certain bank was not liable to a depositor for the payment by it out of the depositor's account, of checks on which the depositor's signature had been forged, has aroused much interest in the business world. In discussing the decision a prominent lawyer said:

"Early rulings of the courts tended to favor the depositor or third persons dealing with the bank as against the bank and to place somewhat strict liability upon the bank in relation to forged checks. To illustrate: In a case where the bank had paid out money to a holder for value of a check to which the drawer's name was forged the bank was not allowed to recover, on the pass book and the genuine vouchers to one of the trustees.

"The more active of the two trustees never saw the check list which he knew was returned by the bank when the pass book was balanced and never examined the balances which were struck after the payment of the forged checks. He compared the genuine vouchers which the clerk submitted to him after destroying the forged ones with the check books and other books of the estate and the comparison seemed to show no signs of the forgeries. The other trustee never examined the pass book or the check lists at all.

"The forgeries were conceded, but the trust company defended as to all amounts paid out by it on the forged checks on the ground that the trustees had been guilty of negligence in not examining their own pass book and vouchers and that it had not been guilty of negligence in paying the checks.

"The trial court ruled in favor of the trust company on the ground that the negligence of the depositor was so clear that the question of negligence should not be submitted to the jury. The Court of Appeals unanimously affirmed the judgments of the trial court and of the appellate court.

"The trustees apparently contented themselves with going over the returned vouchers, but did not check or verify these by comparison with the check list or with the pass book sent back by the bank. It was their failure to compare the returned vouchers with both the check list and the pass book that led the court to hold that the trustees had not exercised reasonable diligence.

"The court said, referring to their failure to compare the vouchers with the list of vouchers and balance in the pass book, that the trustees were guilty of such obvious oblivion of their duties that no extended argument can make plainer their negligence than does the mere recital of the facts. When a customer sends his pass book to be written up and receives it back with his paid checks and vouchers he is bound to examine the pass book and also the vouchers with reference to the list of the items and to report to the bank without unreasonable delay any errors discovered."

Statement of the ownership, management, etc., of The Talking Machine World, published Monthly at New York, required by the Act of August 24, 1912.

Name of	Post-Office Address
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Publisher, EDWARD LYMAN BILL	373 4th Ave., N. Y.
Sole Owner, EDWARD LYMAN BILL	373 4th Ave., N. Y.

The Talking Machine World, Per Edward Lyman Bill, Editor
Sworn to and subscribed before me this 22d day of
[SEAL] September, 1913.

Eugene R. Falck, Notary Public 4
(My commission expires March 30, 1914.)

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READ your trade paper! Get The Talking Machine World regularly—It is worth many times to you its annual cost.

There is but one talking machine paper covering this entire industry, and it is admitted by all that it is of great aid to the dealers in every part of this country.

New economic conditions make certain knowledge necessary on the part of merchants, and in every issue of The World there is contained educational matter, instructive service, business news and technical articles which are worth many times the cost of the paper.

Thousands have been benefited by the business articles which appear in The World, and every talking machine dealer should receive it regularly.

The only way to do that is to pay for it, and the cost is trifling—a little over eight cents a month, and for that small sum The World, with all its mine of information, is at your service.

If you do not receive the paper regularly, just put your dollar in an envelope and address it to the office of the publication, and you will say that it is the best investment that you have ever made.

Do not delay but send on your dollar now.

Recollect that your competitor is getting The World—getting it regularly, and in it he is securing some valuable pointers—information which places you at a disadvantage if you do not read the paper.

Do not overlook such a valuable contributing factor to your business success.

EDWARD LYMAN BILL

PUBLISHER

373 Fourth Avenue,

New York City

Trade Building Possibilities

Some talking machine dealers have added pianos to their line with excellent results.

With the growing ascendancy of the player-piano it will loom up more and more a factor of the musical life of the country.

Talking machine dealers who desire to keep in touch with the music trade industry and all its developments will find that the *one great* medium of that industry is THE MUSIC TRADE REVIEW.

It is the oldest and best known music trade publication in this country.

It covers every department of trade life and has a special department devoted to the player-piano field. Sample copies will be mailed upon application.

Edward Lyman Bill
Publisher
373 Fourth Ave., N. Y.

SUMMIT HOME OF GEORGE W. LYLE.

A Popular Vacation Spot for Columbia Officials, Many of Whom Have Visited Mr. Lyle This Summer—Tennis and Golf Mr. Lyle's Great Hobbies—An Expert at Both.

The accompanying photograph of the bungalow of George W. Lyle, general manager of the Columbia Graphophone Co., located at Summit, Schoharie County, N. Y., hardly does justice to the real beauty and attractiveness of abode where Mr. Lyle spent his spare days the past summer. Situated on the top of a hill, where it can receive the benefits of all the cool breezes that are characteristic of this part of New York State, this bungalow is an ideal spot to rest up from the



George W. Lyle's Summer Bungalow.

"cares of state," with a maximum of comfort and benefit.

Mr. Lyle was not able to spare much time this summer to spend at his Summit bungalow, but during the few weeks that he has been up there he has joined in the sports and pleasures afforded his guests with all his customary business energy and vigor. Tennis is one of Mr. Lyle's favorite pastimes, and it is a common report that Mr. Lyle plays a corking good game of tennis with the same success as he is finding with the merchandising of Columbia products. This makes Mr. Lyle "some" tennis player. In the accompanying illustration Mr. Lyle was "snapped" after returning from a hard-earned victory on the tennis courts, but looks as if ready and fit for another seance.



George W. Lyle, Second from Left; Harold Lyle, His Son, Second from Right.

Mr. Lyle's summer bungalow is so big and roomy that it can comfortably accommodate an unusually large number of guests. During the course of the summer Mr. Lyle invited a number of the officials of the Columbia Co., together with their families, to spend a week or two at Summit. Plenty of amusement with a good rest have made Summit enthusiasts of all who have visited the Lyle bungalow.

TANGO RECORDS HAVE THE CALL.

R. R. Brewer, at one time manager of the talking machine department of the Thiebes Piano Co., St. Louis, Mo., was a recent caller at that store. Mr. Brewer has quit the talking machine trade and is selling automobiles at Terre Haute, Ind. Manager Robinson, of the Thiebes Piano Co. talking machine department, says there has been a strong run on tangos, ragtime hits and other popular music in the recent record sales.

ADVERTISING RECORDS ALONE.

Some Interesting Selling Arguments Advanced by New York Talking Machine Houses in Their Announcements—Landay Bros. Feature Records of "Rob Roy"—Other Houses Make Strong Bids for Record Business.

The advertising of talking machine records without any reference to machines formed a feature of the newspaper publicity featured during the past month by the leading talking machine dealers of the city. It has been a rarity in the past for members of the industry to insert advertising devoted solely to records, but within the past few weeks this sort of publicity has been apparent to a noticeable extent.

The selling arguments advanced in these record advertisements are varied in their trend, and cover practically every conceivable feature of talking machine record merchandising. Service is naturally the most important point mentioned in the majority of these record advertisements, and this all important question is handled in a thorough and detailed manner.

Among the exceptionally forceful advertisements of talking machine records was one inserted by Landay Bros. in last Sunday's newspapers. A special position on the page devoted to theatrical news had been specified for this advertisement, and Landay Bros. used the space to splendid advantage. On the theatrical pages of all the Sunday newspapers were featured laudatory press notices of De Koven's opera, "Rob Roy," and the Landay Bros.' advertisement on the same page called attention to the new Victor records, featuring two popular numbers from this opera, which was produced in New York last week with marked success. The names of the artists who made these records and who are also members of the present "Rob Roy" cast were prominently featured, and the advertisement was well calculated to produce sales by reason of this timely and appropriate presentation of selections in an opera now before the public's eye.

Several of the talking machine departments of the leading department stores are also featuring distinctive and individual record advertisements in the newspapers, using as a selling argument the important fact that they keep in stock new records only, and not discs that have been used for demonstration purposes. This sales talk was emphasized in various ways and, together with the cut of a record, made a forceful and business productive advertisement.

GRATIFYING DEMAND FOR ALBUMS.

"Our record albums are meeting with a very gratifying sale in all parts of the country," remarked George Bates, of the New York Post Card Album Co., 25 Lispenard street, New York, who returned this week from a fortnight's visit to the talking machine trade. "The sales we have closed in this branch of our business are far ahead of last year, and the orders that we have on hand at the present time indicate a very satisfactory three months' business to close up the year. I am very glad to say that our albums are standing up under the most severe tests and even when containing the full complement of discs give perfect satisfaction. This is due to the minute care and attention which we bestow on every album that leaves our place."

SOME APPRECIATIVE WORDS.

The prospectus of the Colonial Rest Home, Washington, Conn., conducted by Harry Eaton Stewart, M.D., contains the following paragraph: "In the life at the home music has an important place. The marvelous perfection of the new Victrola has made this type of music a delight. We are fortunate in having one of the largest and finest private record libraries in the State, containing selections by nearly all of the leading vocal and instrumental artists of this country and Europe, and a very wide range of opera and symphonic music. The educational and recreative value of such music, properly regulated, can hardly be overestimated."

Dr. Stewart made most of his purchases through the Loomis Temple of Music, New Haven, Conn.

THE QUALITIES THAT MAKE FOR GOOD SALESMANSHIP.

C. A. Grinnell Makes Excellent Address Before the New School of Salesmanship Started by the Detroit Y. M. C. A.—Offers Some Practical Advice Regarding Selling—Quality Not Quantity the Real Test of Selling Ability—Getting a Share of Prosperity.

(Special to The Talking Machine World.)

DETROIT, MICH., October 8.—C. A. Grinnell has become a professor of salesmanship. The Y. M. C. A. of Detroit has established a school of salesmanship and has obtained the services of a number of the most successful merchants in the city to deliver lectures to the classes. Mr. Grinnell has been chosen a director of the institution. An entire course will be taught—wholesale salesmanship, retail salesmanship and primary salesmanship. Mr. Grinnell said:

"This is the age when the merchant is coming into his own. Formerly in certain parts of America, as well as in Europe, a tradesman was not considered of much account. He was supposed to know nothing of art, of literature, of music, of culture, of government, of social problems, of civic problems, or of anything else except his own particular line of business. But nowadays his opinion and his advice are sought, and when given are widely quoted in the public prints.

"The public and the editors are beginning to realize that to succeed in business requires ability—not simply along one line, but ability in many lines. A successful merchant must be an organizer, a salesman and a diplomat; he must be farsighted, a good judge of character and of the ability of others; he must be a born financier. When success in business is accepted by the public as proof of all these qualities, it is no wonder that the advice of the merchant is sought upon all sorts of matters—and most of all, upon Government affairs. When the people of a city once in a while get tired of purely political government, they cry for a 'business administration.' And they generally elect a business man to handle affairs for a while.

"You are all business men, for a salesman as well

as the managing director of a big firm is a business man. You must all have the qualities I have spoken of, in greater or less degree, according to the length and character of your experience. We are all learning more constantly. To keep abreast of the times we must have energy. The sales department of a commercial house is a good deal like a chain. It is only as strong as its weakest link. Who wants to be the weakest link? No one. Someone must be, however. But if you all devote the proper energy and thought to your business the weakness will be so slight as to be unnoticeable.

"Success in business depends primarily, if not almost entirely upon sales ability. It is so even in social matters. When a young man desires to win the favor of a young woman he puts his best foot forward, so to speak, perhaps not in words, for that might not be considered modest, but in acts and inferences and in exposition of his principles, he discloses to her the best and brightest side of his character and personal self. It's sales ability; he sells himself to her. She does the same to him.

"A good salesman can always get a good position because he can sell himself to a merchant for a good price. He has the ability to do it. Oftentimes the only way in which a merchant can judge the salesmanship of a man applying for a position is by his ability to put forward his own qualifications for the position—to sell himself at a quality price.

"Quality, not quantity, is the true test of salesmanship. It is real salesmanship against the 'easiest way.' Anyone can give away pianos, or any other goods. Disposing of large quantities of articles at ruinous prices is not salesmanship. The size of the cash payment down, and of the payment per month, is what counts in ability. If a man

has goods of real merit to sell his inducement to buy should be merit, not terms.

"Reports upon the condition of banks throughout the United States show that there are millions of dollars on deposit in the savings departments. That is a reflection of the good condition of the country. It is up to you salesmen, you business men, to go after those millions. Offer the people your meritorious goods upon their merits. Show them how it is to their advantage to buy. Then that money will come out of the savings banks fast enough.

There were a goodly number of members of the music trade in Mr. Grinnell's audience, and the latter portion of his remarks was addressed particularly to them.

OPEN VICTROLA DEPARTMENT.

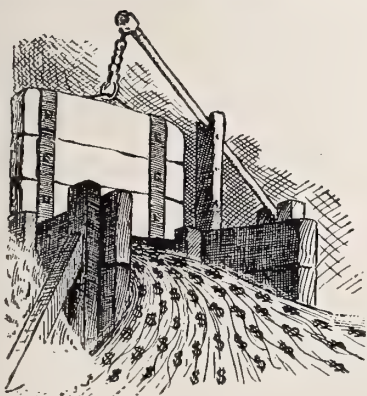
Stewart & Co. Have Handsomely Appointed Establishment, with J. A. Lapelle in Charge.

Stewart & Co., the prominent department store of Baltimore, Md., opened on the 15th of this month a fully equipped Victrola department. J. A. Lapelle, formerly connected with the talking machine trade at Hartford, Conn., has been appointed manager of the new department, and is now in Baltimore arranging and supervising the many details incidental to the opening.

Stewart & Co. are members of the Clafin chain of stores and as such their new Victrola department will be under the supervision and management of the Musical Instrument Sales Co., 11 West Thirty-sixth street, New York. This store only recently took possession of a handsome new building, and its Victrola department is located in a prominent part of the fifth floor.

Efficiency means doing your work as well as you know how with as little waste of material and energy as possible.

There would be little pleasure in working and striving if work was not difficult and there were not limitations in your way.



RAISE THE FLOODGATES

Switky Gives You Free Instruction—Ideas—Assistance—Money In Exchange for Your Orders.

For the benefit of our dealers and those whom we hope to add to our list of friends in the trade, we have established a **Free Service Bureau**, designed to help you out of a ditch or over some rough places on the road to prosperity.

SERVICE OFFERED

1. **Expert Instruction in Repairing Machines.**—At your request, our repairman, Mr. Andrew Dodin, acknowledged the best Victrola and Auxetophone repairman in the East, will call to teach you or your salesmen how to do repair work practically and profitably. He not only shows you how it should be done, but **Actually Teaches You How to Do It Yourself.**

2. **Professional Assistance in Writing Advertisements and Circulars.**—We furnish you with original ideas, write the copy, revise the proofs, etc.

3. **Liberal Credit Based on Your Confidential Statement.**—Show us that your business is solvent and in a healthy condition, and we will see to it that you get the goods to fill your orders.

4. **A Bureau for Exchange of Surplus Victor Stocks Among Dealers.**—This is copied after the Victor Company's Transfer Bureau, which has done such splendid work for Distributors. Further information on application.

5. **Assistance in Making Sales of Machines and Records.**—Our neatly equipped showroom and booths, competent sales force, and tremendous stocks of machines and records are at your service. Bring your customer or send him with a letter of introduction. We will sell him all we can and render you an accounting. Call or write to

BENJ. SWITKY, Victor Distributor

No. 9 West 23d Street, New York City



To those dealers who think it well to carry other lines with Columbia, we always say "go ahead". We'll take even chances any day in the week. To those dealers who have so far been "shooed" out of adding the Columbia to their other lines, we can only say that they are being jollied out of good money.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

ACTIVITIES OF THE MONTH IN PHILADELPHIA TRADE.

Greatly Increased Volume of Business Reported for September—Emil Bauer Appoints Many New Keen-O-Phone Agents—New Record Catalog Issued—Quarters of the Pennsylvania T. M. Co. Redecorated—Louis Buehn Placing Many Dictating Machines.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., October 7.—The talking machine business for September was most gratifying it would appear in every way. Aside from the greatly increased volume of business that was enjoyed during this first fall month, everyone is thoroughly optimistic as to the future of the trade. There is every indication that this will be the biggest fall the dealers have ever experienced.

The Keen-O-Phone Co. has enjoyed a most satisfactory September business. Emil Bauer, its road man, has just returned from the Woolly West. While in Rochester he had the pleasure of a personal introduction and a private chat with ex-President Roosevelt. Mr. Bauer is an enthusiastic bullmooser. Mr. Bauer says he experienced no trouble in placing the Keen-O-Phone with some of the best people in all towns that he visited, and that the future of the Keen-O-Phone looks very promising indeed.

The local Keen-O-Phone offices are receiving in every mail inquiries regarding their product, which have come to them through the advertisements they have placed in the trade papers. Mr. Bauer expects to spend several days a week at the New York office, and J. D. Cunningham, general manager of the Philadelphia business, has been attending to the business at the New York office, with the assistance of Mr. Kreutch, during Mr. Bauer's absence.

The Keen-O-Phone Co. has just issued a new catalog of records which contains sixty new numbers and has secured a number of additional professional people to sing for them. The studio at 1202 Walnut street is one of the best equipped in the country, with Frederick Hager in charge. The company has begun getting out a new advertising hanger which will contain each month a list of its new records. Frederick Ayres, the well-known Philadelphia basso, is in charge of the retail ware-rooms in this city, and is assisted by Domenica Castellucia.

The Querns Bros., manufacturers of Philadelphia, have taken an active interest in the company, Alexander Querns, president, being at the offices daily, while Harry Querns spends much of his time at the factory. These two men have been very successful in past achievements and the future augurs well under their guidance.

The Pennsylvania Talking Machine Co. has had its entire place repapered, repainted and otherwise improved, with the exception of the new rugs, which will be laid this week. One feature that strikes a person on entering these warerooms is the delicate odor that penetrates every part of them. It is most delightful, and Mr. Eckhart states that it is a fumigator or germ destroyer as well, and it is worked through a secret process discovered by Mr. Eckhart himself after a number of experiments. It is most delightful as wafted about by the fans in the closed hearing rooms, in which the air generally is hard to keep pure and odorless.

Business on the Columbia, Mr. Eckhart says, for September showed a substantial increase over the September of a year ago, and it could have been very much larger had it been possible for them to obtain the goods, but they are practically sold out at the present time, and their place looks very barren of merchandise.

The entire line of the Pennsylvania Talking Machine Co. will be handled at the Powers Piano Store at Fifty-second and Chestnut streets in the near future. Mr. Eckhart has secured the services of A. R. Dietrich to succeed Charles Gorham as his representative in this territory, Mr. Gorham having gone to Brooklyn, N. Y., where he will be associated with A. L. Heath, whom he succeeded in the Pennsylvania Co.'s territory.

On Monday of this week the sales force and office force of the Pennsylvania assembled at the store, where an instructive meeting was held, beginning with a brief history of the talking machine by Mr. Eckhart, followed by an address on salesmanship by R. G. Walls, of the System magazine. Its dictaphone business is good. It added in September a number of very big concerns to its users. It has in one railroad office in this city at present an installation of eighty-odd machines, and it just closed a very nice order for the placing of these machines with the New Jersey Zinc Co., of Palmerton, Pa.

Manager Elwell notes a greatly increased business in September over last year, although the Victrola seems to be the stumbling block at present, but it has been promised a heavy delivery for this week. Among the visitors to the Heppes department the past week were E. L. Daron, of Steelton, Pa.; Melvin R. Ripple, of Hagerstown, Md., and Harry Halt, of Mt. Holly. Frank Sholler has replaced Joseph Nealey as road man for Heppes. Mr. Sholler was formerly with the house and Mr. Nealey replaced him.

The Weymann talking machine department has been greatly improved by an extension to be used entirely for its retail business with its wholesale clerical force placed in the rear. It has almost doubled its record racks and has redivided its rooms and recarpeted them. William Doerr has been placed on the road altogether and William Brewton is in charge at home.

The Talking Machine Co. on Broad street near Walnut had a very satisfactory September, and it believes it will have a very big year and is settling down for a good solid business.

Louis Buehn reports that business for last month showed a big increase over the September of last year, and that the outlook for the future is extremely good. Mr. Buehn says that the volume of the business for the rest of the year depends upon whether the dealers will be able to get the goods. He also had a most satisfactory business in September with the Edison dictating machines, having placed a number of these machines with the Keystone Publishing Co., some additional ones with the Pennsylvania Railroad, and having fitted

up the Quaker City Rubber Co. with these machines. He has five men at work in this department alone.

Gimbel Bros. had a two days' opening of their talking machine department last week, and they had the rooms most elaborately decorated for the occasion.

The talking machine business at Gimbel Bros. is fine all the way through. On their opening days they had four times the business they had on the same days last year. George W. Morgan, manager of the piano and Victrola departments of the Gimbel Bros.' New York store, was here for the opening.

PREPARING SHIPMENTS RIGHT.

Care in That Matter Saves Much Trouble and Expense in the End.

The failure to properly prepare shipments for transportation furnishes a large contribution to the claim expense accounts of carriers, as well as delay, expense and dissatisfaction to the shipper and consignee. This would be greatly minimized, if not entirely eradicated, by the exercise of care to see that material of sufficient quality and strength is used in the construction of containers, and in the case of goods shipped in straps that the individual packages be securely held in place, having in view the weight of the contents which it is desired to protect. Shippers should inspect cars to be loaded by them and see that they are placed in proper condition to safely transport the freight with which they are intended to be loaded.

VALUE OF ENVIRONMENT

In the Manufacture of Record Albums the Subject of an Interesting Talk by J. H. Somers.

John H. Somers, owner of the Cabinet Letter File Co., 79 Reade street, New York, brings an interesting question into the talking machine record album discussion when he asks if the dealers have any knowledge where and under what conditions their albums are made. In this connection Mr. Somers, who operates one of the biggest letter file manufacturing establishments in America and who recently went into the production of albums, says: "A clean-cut album cannot be made under any other than a clean-cut condition. There are no hidden caves or boy workmanship woven into the albums made at this factory. Plenty of light, sunshine and good cheer are found in every inch of our two factories, which in the aggregate embrace 50,000 square feet of area.

"This pleasing condition enables us to offer a record album that fairly radiates this good cheer. Under no circumstances are we competing with the 'cheap album,' and I know that many dealers will be glad to secure albums that will in every way represent the high policy of their store—albums that will not injure their reputation.

"To those dealers we appeal—the dealers who want genuine album worth and service. The highest grade of materials enter into their construction; workmanship is of the highest quality, experienced and proficient. To those jobbers and dealers we will be glad to give details of our albums."

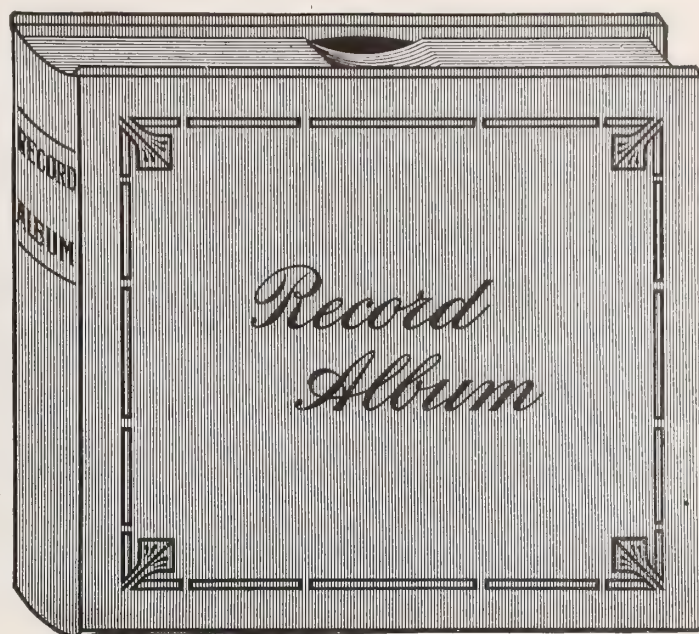
OUR DISC RECORD ALBUMS

ARE THE BEST FOR VICTOR, COLUMBIA
AND ALL OTHER TALKING MACHINES

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Record Albums will Pay for Themselves in a Short Time by Preserving Records.
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Cabinet or Book Case, or They will Lie Flat on One Another.

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HOOSIER BUSINESS "IN FORM."

Talking Machine Jobbers of Indianapolis Busy Filling Heavy Demands from Dealers Throughout the State—New Department Opened by L. S. Ayres & Co.—The Six o'Clock Closing Movement—Aeolian Co. Changes.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., October 9.—The talking machine business is "in form" again in the Hoosier capital. And from the number of shipments being made by distributors here, it is booming all over the State. Talking machine dealers say they see no indications of the threatened "slow-up" in business.

In fact, business is so good that another firm feels justified in opening up a talking machine department. L. S. Ayres & Co., owners of one of the largest department stores here, are arranging to open a complete Victor talking machine department. J. Earl Shea will be in charge of the department, which will be made one of the attractive spots in the store. The company will obtain its machines from the Stewart Talking Machine Co., State distributor for the Victor machines.

With the opening of a talking machine department by L. S. Ayres & Co. Indianapolis has three non-music stores handling the Victor line, namely, W. H. Block Co. and the Taylor Carpet Co.

The Stewart Talking Machine Co. is experiencing the satisfaction of having more business than it can readily handle. W. S. Barringer, general manager, says dealers throughout the State are placing their orders early because of the prospects of many applications for machines.

The Stewart Talking Machine Co. is leading in a 6 o'clock closing movement. All of the stores handling the Victor machines close at 6 o'clock Saturday evening, and there is a general movement among all dealers to close on Saturday night, the majority of the large department stores closing at that hour.

Harry A. Diehl and Miss Ethel Simmons, who

were with the Wulschner-Stewart Music Co., have accepted positions with the Stewart Talking Machine Co.

The Kipp-Link Co., in Massachusetts avenue, distributor of the Edison machine, is installing a complete Edison disc record department. Heretofore the Kipp-Link Co. has been handicapped because of the inability of the Edison Co. to supply it with disc records, but now that obstacle has been overcome and a vigorous Edison disc machine campaign is to be started by the Kipp-Link Co. Large shipments of the disc machine have been made to about one hundred dealers throughout the State. The company is expecting to do an unusually large business with the Edison disc machine.

The Rapp & Lennox Piano Co. is receiving new shipments of the Victor machines. This company is planning to install a number of attractive talking machine booths.

The Columbia Graphophone Co.'s store, of which A. W. Roos is manager, says the retail business of the store for September was just two times and a half as great as it was during the same month of 1912. Mr. Roos is very proud of that record. Mr. Roos recently spent several days in Chicago in connection with business at the wholesale branch there. The "Leader" is a real leader. Mr. Roos says he cannot get enough of these machines.

The talking machine department of the Aeolian Co.'s local store is being moved from the fourth floor of the Aeolian Building to the first floor. Extensive remodeling is being done to make quarters for the department. The change is made for the convenience of the patrons of the department. Very attractive quarters have been maintained on the fourth floor, but it was found that customers desiring needles or records, when in a hurry, disliked to make the trip to the fourth floor. Practically the entire front part of the first floor will be given over to the Victor line of talking machines. The booths on the fourth floor are being moved to the middle part of the first floor.

Considerable space in front of the booths will be given over to the department. When the change has been made the patrons and friends of the store will be invited to attend an opening of the department in its new home.

RETURNS FROM EUROPEAN OUTING.

Henry E. Parker, the popular member of the advertising department of the Columbia Graphophone Co., who visited Europe this year on his annual vacation, returned to New York Saturday on the steamer "Lusitania," after a most enjoyable stay abroad. Mr. Parker was away exactly one month, having sailed September 10 on the "Mauretania."

While in Europe, Mr. Parker visited the various branches of the Columbia Graphophone Co., but spent the greater part of his time at his old home in Colchester, England. As this was Mr. Parker's first visit to his native city in ten years, he naturally had many experiences to relate, as during his decade's absence from home he had run the gamut of life's vicissitudes. After visiting practically every republic from the West Indies to Panama and holding positions that included revolutionary, gold miner and cowboy, Mr. Parker had an interesting tale to tell the Colchester folks.

Mr. Parker returns to his desk in the Columbia advertising department imbued with renewed vigor and enthusiasm.

U. S. PATENT OFFICE FACTS.

Receipts, 1912	\$2,118,158
Expenses	2,022,066
Surplus	96,092
Surplus to date.....	7,160,017

Connecticut leads, according to the Scientific American, with patents issued to every 1,150 inhabitants; District of Columbia, one to every 1,229; California, one to every 1,434; New Jersey, one to every 1,509; Illinois, one to every 1,639; Colorado, one to every 1,711; New York, one to every 1,786.

THE RELATIONSHIP BETWEEN DEALER AND THE JOBBER.

Benj. Switky, the Well-known Victor Distributer, Gives Some Interesting Views Upon the Jobber's Position—The Real Extent of the Jobber's Service—How the Live Jobber Can Aid the Dealer in His Own Business by Rendering First Aid in Difficulties.

At a meeting of the Eastern Talking Machine Dealers' Association held in New York City recently, we were given an opportunity to study the mental attitude of some dealers toward their jobber, and, incidentally, we also had a peep at the dealer's conception of the jobber's attitude toward him. When we take into consideration the close contact of both parties in their business relations, it is marvelous how little each understands the other—or, to put it more accurately, it is pitiable that each should so grossly misunderstand the other.

First, there are those who believe that the jobber is a supernumerary, superfluous in the scheme of marketing talking machine products, a barrier standing between the dealer and the manufacturer. They feel that it would be much more to their interest to be able to deal direct with the fountain-head of supply, presumably at a better discount.

Second, there are some who look upon the jobber as a sort of sponge, absorbing everything within reach and yielding only on pressure. As one gentleman expressed it at the meeting mentioned above, there is much more that a jobber can do for his dealers without being afraid of violating his contract with the manufacturer.

While it is true that the elementary function of the distributor is to supply the dealer with machines and records, it must be conceded that the fulfilling of this function alone does not prove the need of him as a middleman, nor does it justify the part he plays in the trinity of manufacturer, jobber and dealer. If the manufacturers could not see more use in the jobber than the mere service of a shipping department, they would quickly eliminate him, absorb the margin of profit allowed, and thereby materially increase their own net earnings. True, the jobber's earnings are great or small according to the amount of business which he received from his dealers; but this is no reason why the dealer should feel that every dollar earned by the jobber is a dollar taken off the dealer's profits. On the contrary, it is out of the pocket of the manufacturer that the distributor receives his wage.

To put it more tersely, even at the risk of being contradicted by dealers and by my fellow jobbers, I want to impress on your minds emphatically the fact that the *jobber exists by grace of the manufacturer*. He allows us a certain percentage of profit, according to his estimate of our usefulness to himself. He can take on and discharge. He pays us for the benefit which he derives from our service to the dealer. The situation might be illustrated by the following homely example: Having promised us a certain commission on every dollar's worth of business we can bring him, we are sent forth not merely to take orders but to create business, interest capital and finance and nurture the small dealers so as to help them grow big and strong. Although the dealers, by the volume of business which they give the jobber, fill in the amount on his pay voucher and certify to his worthiness, *it is the manufacturer who cashes the check*.

Having made the statement that the factory, and not the dealer, pays the jobber, it might be well to cite one or two illustrations taken from other lines of merchandise to prove the force of what we have said. Many talking machine dealers, we find, handle Eastman Kodaks or Spalding sporting goods, which they buy direct from the manufacturer. Compare their discounts with ours, and you will admit that the comparison is highly favorable to the talking machine business. And the same may be said of other lines of merchandise or other industries in which the dealer is brought into direct contact with the source of production.

Jobber's Service to Dealer.

Having shown that the jobber is not a parasite feeding upon the dealer, it is now in order that we should show what he does to earn his money. Then we will go a step further and point out what

he could and should do in order to deserve and receive the friendship, loyalty and support of the trade.

The talking machine business, in its growth to gigantic proportions during the past decade, has progressed each year so rapidly that the manufacturers have been unable to cope with the demand for machines and records, notwithstanding the fact that new buildings are always in process of construction and new machinery is constantly being installed to increase the output. Each year we face a shortage in certain types of machines. The jobber, having in mind the needs of his dealers, in most cases tries to anticipate his machine requirements nearly a year in advance. This is done so as to encourage the factories to work full time twelve months in the year. But what does this mean to the jobber? It means that he plunges in his ordering. He stocks in during the dull season as liberally as factory shipments will permit. It means that he is kept perpetually broke so far as cash on hand is concerned, putting all his last season's earnings into an accumulation of stock held for the next season. He borrows money from every available source, paying interest on the money borrowed, besides paying storage costs for several months on the reserve stock—all of which cuts deeply into the otherwise fair margin of profit allowed.

Some day, we hope, the factories will either accept orders for future delivery with reasonable assurance of shipping the goods when needed, or grant future dating on certain machine shipments made to the jobber during the summer months.

In the matter of serving the dealer's record wants, it may interest you to know that, although the New York jobbers receive their goods the day after shipment is made by the several factories, it is true, nevertheless, that it takes from one to four weeks to get a supply of records. Owing to the uncertainty of record shipments, it means that the jobber must plunge in his record ordering, particularly when ordering the advance stock of the monthly supplement. This means two things—a raft of surplus stock due to errors of judgment, and also the burden of carrying a stock at all times twice or three times as large as would be required if there were more promptness and greater certainty in receiving record shipments from the factories.

The jobber takes all the chances in order to give you good record service. Although most dealers do not give their jobber more than a sample order for the new monthly records, they expect him to be prepared to fill repeat orders for certain selections, in multiples of 25, 50 or 100, without notice. Not that the jobber finds fault with you for re-ordering heavily—far be it from such. I merely mention this fact to show you what the jobber does, among other things, to earn his money.

One of the most important functions of a jobber is that of extending credit. This subject is worthy of being treated in an article by itself. I shall mention in passing that the jobber assumes a portion—sometimes greater, sometimes less—of the financial risk attending the starting of every new talking machine store. If the dealer succeeds, the jobber is very well satisfied to receive his just dues, which are included in the check given in payment for the goods delivered. If the dealer fails—well, never mind, let's drop the curtain. The scene is too painful to contemplate. Suffice it to say that the manufacturer, if he supplied the dealer direct, would not extend as liberal credit to the dealer, for the simple reason that he could hold the gun up to the delinquent's head and say: "Stand and deliver!" And the dealer would have no alternative save to pay or quit. But at present, owing to the rivalry of jobbers, the dealer has the aid of more credit from each individual jobber than he could possibly expect from the manufacturer if the latter controlled the dealer's source of supply.

What the Jobber Should Do.

First of all, he should be conceited enough to believe that he fills an important position. Second, he should measure up to his conception of his importance. Third, he should occasionally startle the trade, as well as himself, by doing something radical along the line of liberality or in the way of service—something that will drive home to the dealer's heart and mind the belief that the jobber is his best friend. He should take an interest in the dealer that will measure deeper than the margin of profit in the orders received to date. In his eyes the small dealer should especially be a subject for his assistance and solicitude, always remembering that "mighty oaks from little acorns grow." He should be a spiritual adviser to his dealer, acquainted with his private affairs and ambitions. He should give the dealer the benefit of his knowledge and experience, instructing him as to the best methods of conducting business. The jobber and his salesmen, by reason of their travels from dealer to dealer, are in a position to act as a clearing house for ideas.

They should keep the dealer posted as to the most approved methods of selling, steering him clear of such ideas or schemes as have been tested by others and found useless or unprofitable. They should encourage the timid dealer to do a certain amount of *conservative* instalment business, and on the other hand restrain the financially unequipped dealer from plunging headlong into the rapids of frenzied instalment competition which only the moneyed stores can ride safely and profitably.

As an illustration of the work that a jobber or his salesmen could do I will cite a particular case. A new dealer is opened up in a small but beautiful store in New York City. The jobber delivers about \$2,500 worth of goods. The new dealer, although lacking neither in intelligence, or salesmanship, or personality—the three vital elements essential to ultimate success—unfortunately had never sold talking machines before. Of course, the simplest method would be to hire a competent, reasonable-priced sales person; but, taking the situation as we found it, it occurred to me that the man who sold the \$2,500 worth of goods should have taken the pains to instruct—yes, teach—his client the proper way to handle, demonstrate and sell his goods. The dealer should be supplied with a selling talk—in fact, prepared for the work in front of him. We should have imparted to him a working knowledge sufficient to enable him to handle customers and to do justice to his investment.

To sum up briefly, the jobber must place himself in a position of rendering first aid to the dealer in all his difficulties, with a view to securing his good will, which is another way of spelling "orders."

PUBLICITY CAMPAIGN FOR FALL.

The Victor Talking Machine Co. inaugurated this month its annual fall campaign in the national magazines featuring Victor records exclusively. The first advertisement in this series occupied a quarter page in the Saturday Evening Post and presented a splendid portrait of Caruso in costume as Rhadames in "Aida," together with a cut of the Victor record of "Celeste Aida" sung by Caruso.

With a heading "Both Are Caruso," the text of this attractive advertisement was brief though informative, emphasizing the point that the owner of a Victrola is enabled to conveniently hear Caruso's actual voice in his own house equally as well as if one attended the Metropolitan Opera House. This advertising, which is both timely and interesting, cannot fail to be of considerable benefit to Victor dealers throughout the country in the promotion of their Caruso record sales.

SIX ROUNDS IN LADDER OF SUCCESS.

Think less of getting, and more of giving.

Think less of beaux, and more of business.

Think less of weather, more of your atmosphere.

Think less of flaws, more of fine points.

Think not of sad things, but smile.

And lend a shoulder to the wheel.—A. B. Dart in Modern Methods.

THE AUTOMATIC MAGAZINE PHONOGRAPH THE LATEST.

New Mechanism, Complete in Every Detail and Requiring No Attention After Starting, the Invention of H. T. Scott, of Los Angeles, Who is Now Placing It on the Market—How the Machine Operates—Designed Primarily for Use in the Home.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., October 5.—The Scott automatic magazine phonograph, the latest development in the talking machine field, is the invention of a resident of this city. It is a remarkably effective mechanism, complete in every detail, which requires absolutely no attention other than the starting of the instrument. All features of adjusting are operated by its own mechanism, which is not in the least complicated.

The Scott automatic magazine phonograph has been developed primarily for use in the home rather than especially for use in phonograph parlors, to the end that the user of the automatic magazine phonograph may select a dozen records, start the machine and then proceed to the unbroken enjoyment of his records in the privacy and comfort of his home surroundings. Not that he must, after once selecting the records, allow them to be played through without opportunity of change. If



Magazine for Records on Scott Magazine Phonograph.

a record displeases, the user may cause its throw out or discontinuance by a simple pressure of a button, or by pressure of another button he may have any one record repeated indefinitely; and to make the control absolutely complete, he may substitute and change the order of the records at will. Finally, none of these operations necessitates stoppage of the machine; reproduction goes on continuously except while changing records.

All of these operations are accomplished by machinery of comparatively little complication; the apparatus is so simple that the average user is unaware of its presence and operation. To the user of the machine the fundamental and characteristic feature is the horizontal revoluble circular table in the upper part of the cabinet designed for carrying twelve cylindrical records. The ease with which the records can be slipped into and out of place on the table is remarkable in comparison with the care necessary for placing a cylindrical record on the ordinary phonograph mandrel. The machine places the record on the mandrel itself; all that is necessary for the user to do is to slip the records into the pockets in the table; the machine accomplishes all of the accurate adjustments.

A user of the machine notices first the progressive movement of the record carrying table, noticing that each time a record is finished it is dropped into its place upon the table, the table moves forward one step and the mandrel comes up from below to engage the next record. We will also notice that each record is carried to the proper height, regardless of how it fits upon the mandrel; and that, immediately the reproducer is thrown into engagement with the record, sound reproduction begins without any delay. There are features first impressed by the Scott automatic magazine phonograph; and the machinery which accomplishes

the operation and makes the automatic phonograph a practicable possibility is well deserving of note.

The accompanying cuts give a clear idea of the machinery in its case and of the main parts of the enclosed machinery, showing the extreme simplicity characterizing the whole. The horizontally rotatable table is seen carrying the twelve records, mounted upon the vertical table shaft. The table has twelve record carrying pockets arranged as illustrated, each of these pockets having an annular shelf upon which the record rests. The screw threaded mandrel shaft is seen at the left in the illustration of the machinery, carrying at its upper end a special mandrel (the mandrel being out of sight in the record immediately above it). This mandrel shaft has a motion of vertical translation and rotation as well. It passes through three cycles of movement; first, a quick upward movement which carries the mandrel up into the record immediately above, raising the record as is shown in the exterior view, until the record strikes the stop which is shown in that illustration. The mandrel is of peculiar construction, allowing the record to slip down on the mandrel shaft, or, rather, allowing the mandrel shaft to go on upwardly while the record is held in its proper position. The next cycle of movement is the slow downward rotating movement at the rate of one two-hundredth of an inch per revolution. Immediately this second movement begins the reproducer is allowed to move into engagement with the record, and the record having been stopped in exact position by the upper stop, the reproducing immediately starts. As soon as the record has moved downwardly a distance corresponding to the length of its sound groove, the machine is automatically actuated and starts the third movement of the mandrel shaft which is a quick downward movement to the bottom of its stroke. The record is slipped off the mandrel and left standing in its pocket on the table. Immediately the mandrel reaches its lowermost position it actuates mechanism which causes rotation of the table through one step forwardly, placing the next record immediately over the mandrel, which has been lowered to a point below the table. Only after the table has moved can the mandrel shaft again start its upward movement, which it again immediately does, picking up the next record and repeating the cycle of operation.

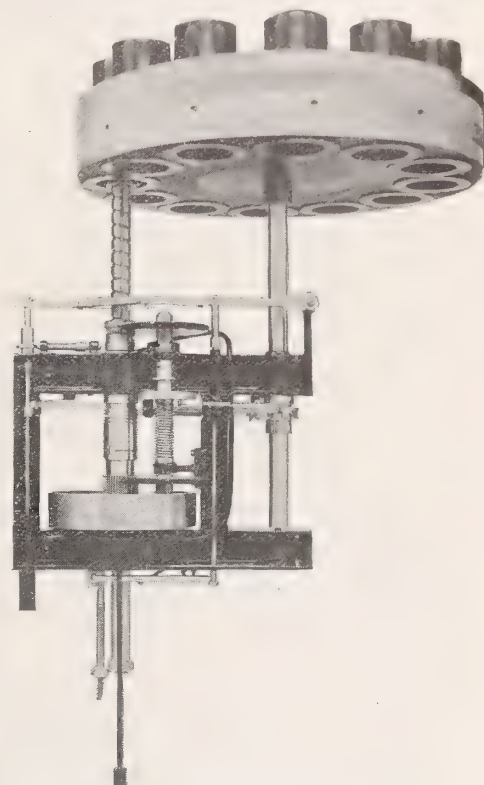
The fundamental feature of the operating mechanism for the mandrel shaft is a differential device with two members, one adapted to give the shaft its quick upward movement, the other adapted to give the shaft its quick downward movement, and the two acting together adapted to give the shaft its record playing movement. This differential mechanism and the trips and stops for controlling its actuation and the actuation of the record carrying table complete the whole machine.

The sound-box or reproducer is based upon the principle of the arrangement of the stylus plate which is supported by a one point suspension. The stylus is kept to the record by means of a spring which gives it the proper pressure.

There are a number of minor features of excellence in the Scott machine, not the least of which is the provision for thoroughly oiling the various parts. Upon each complete operation of the machine there is an ample supply of oil delivered to the various bearings and gears. The oil reservoir is contained in the lower part of the cabinet, and a drip pan arranged beneath the machinery catches all of the oil overflow and directs it to the reservoir. A practically continuous circulation of oil is kept up, all of the wearing parts being bathed.

Another feature is the matter of control of the reproducer. The reproducer is thrown out of engagement with the record before the record can be lowered to its position upon the table, and the reproducer cannot be thrown into engagement with the record until the record is in its final position. In this manner all possibility of longitudinal scratching of the record is eliminated. The fea-

tures of control of the machine have been spoken of, but another feature of note is an arrangement for preventing stoppage of the machine unless the record carrying table is in position with a record above the mandrel. If the push button is pressed to stop the machine while a record is being played, that record will be finished and replaced upon the table before the machine will stop. If it is desired to stop the machine in the middle of a record, it is necessary to push the stop button and the throw-out button, when the machine will continue operation long enough to throw out the record being played and replace it upon the table. When the push button is pulled out again to start the machine the first operation is the movement of the table to place the next record over the mandrel. The records are always in a position where their titles are directly before the eye, and there is no difficulty whatever in reading them and in ascertaining the name of the record about to be played. If this record is not the one wanted, the records may be rearranged upon the table while the machine is playing, or the records may be taken



Mechanism of Scott Automatic Magazine Phonograph.

from the table and other records substituted. It is a noteworthy thing that none of the control operations of the machine necessitates its stoppage. The machine is allowed to play continually, and any desired change made without interruption of the reproduction.

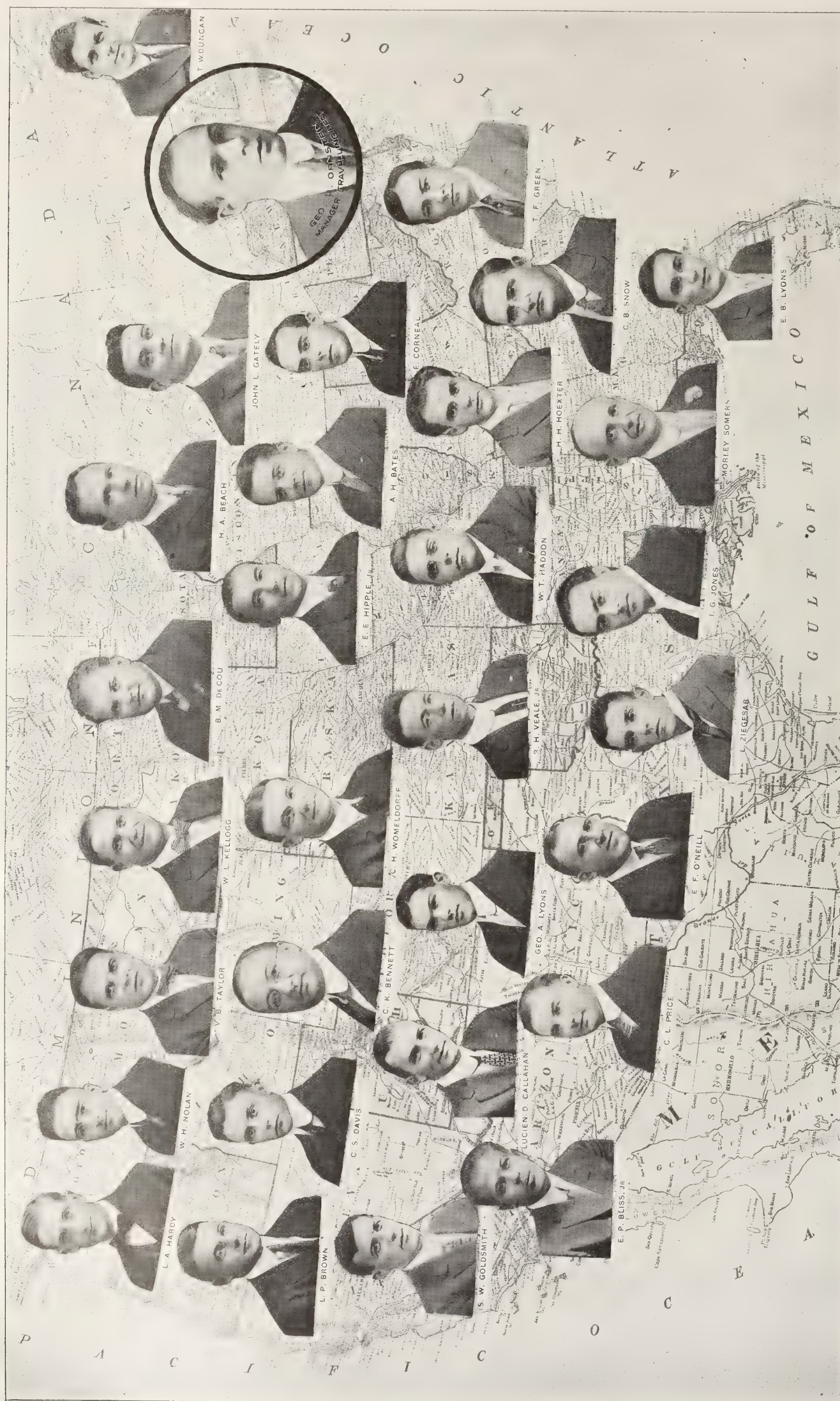
The Scott automatic magazine phonograph is owned and handled by H. T. Scott, 706 Central building, Los Angeles, Cal., and all inquiries relating to the machine should be forwarded to that address. The machine is in a stage of complete development, and it is anticipated that manufacture will soon be started. It is the desire of Mr. Scott to enter into negotiations for future manufacture of the machine with manufacturers of cylindrical record machines; and the inquiries from such are welcomed. The machine and its parts are fully covered by United States and foreign patents. The United States numbers are 1,040,029, 1,040,030, 1,040,031, 1,040,032, 1,040,033, 1,040,034.

NEW RECORD NEEDED.

At a political meeting recently the candidate was considerably heckled by the opposition, who had attended in strong force. But after smartly turning the interruptions to his own advantage for some time, a little man in the middle of the hall shouted: "You speak like a talking machine."

Instantly the candidate replied: "Yes, my friend, I speak like a talking machine. I speak from that which is within me."

Like a flash of lightning the retort came back: "Yes, and you want a new record very badly."



VICTOR TRAVELING MEN COVERING THE UNITED STATES FROM COAST TO COAST.

Under the able guidance of George D. Ornstein, the men in the accompanying illustration visit Victor dealers in every corner of the United States. Always ready to co-operate with Victor dealers in every way possible, this body of men is typical of the aggressiveness and energy of the Victor Talking Machine Co.

DETROIT DEALERS TO CHARGE INTEREST ON TIME SALES.

Majority of the Talking Machine Houses of That City Sign Agreement to Charge Six Per Cent. Interest on All Instalment Sales—Higher-Priced Machines Most in Demand—New Victor School Machines Please—Larger Department for Grinnell Bros.

(Special to The Talking Machine World.)

DETROIT, MICH., October 11.—By the time this appears in print, the talking machine dealers of Detroit in all likelihood will be charging 6 per cent. interest on their instalment sales, thereby casting into the discard an old-established and generally disliked custom of letting a long-time buyer have the same price as a cash buyer.

An agreement has been drawn up and has been signed by most of the consequential dealers, and all the others are expected to come in on it.

The Columbia store here already is charging interest on instalment sales of more than \$100, and until last spring charged interest on smaller sales. Whether it can come in on the agreement is a question that will have to be decided by the home office, owing to a recently adopted policy of national advertising in which certain styles have been advertised at certain prices with no interest.

"The company was forced to take some such step by the fact that other companies were selling without interest," said Manager K. M. Johns. "Until about six months ago we charged interest on the smaller machines as well as on larger machines. I am heartily in favor of the plan, and so is our company, but whether a national policy can be altered or an exception taken just for the sake of a new condition in a single city I cannot tell.

"For half a dozen years we sold machines with interest on time contracts, in competition with firms who sold on time without interest. So I know that to charge interest is feasible and no business will be lost. Cash is as valuable to a dealer as it is to a manufacturer, and also to a purchaser. If a purchaser finds he can get the machine and keeps his cash for a while, he is a poor business man if he does not take advantage of the opportunity to borrow without cost. The new rule will greatly increase the number of cash sales and the number of large payments on instalment sales. In that way it will greatly benefit the business. If the agreement is perfected I shall certainly submit it to the company for sanction. The city agents who handle Columbias can charge interest if they desire to, and with our approval. Our action in the company's store here depends upon the decision of the company officers."

Mr. Johns' opinion regarding the beneficial effect of the rule on the business was indorsed by every dealer whom the Talking Machine World correspondent interviewed on the matter.

"We always have charged interest," said E. P.

Andrew, manager of the piano and talking machine department of the J. L. Hudson store. "We couldn't see a square deal in any other method. It wasn't fair to the man who paid cash to charge him just as much as some one who might not pay us in a year. Besides, to charge interest enables a dealer to take care of his patrons properly. Otherwise, there is a loss in repairs, unless a high price is placed on the repairs."

S. E. Clark, of Grinnell Bros., and Max Strasburg are the committee who called upon the dealers with the proposition. The rate of interest specified in the agreement is 6 per cent.

The business is speeding along right lively. At such a rate, in fact, that those dealers who thought they had fortified themselves against any possible shortage in the holidays by buying in advance and storing, have made large holes in their reserve stock and now are looking around for some jobber to ship enough to fill the holes. Victor dealers are short of all styles costing more than \$75; that is, short when their stock is considered in the light of demands that will be made upon it within two months. The Columbia store is getting in quite a number of the new "Leaders" at \$75, but they go out as fast as they come in. It is impossible to accumulate any advance stock of the \$50 "Favorites," and with the "Mignonettes" it is a case of hoping they will get some. The new "Eclipse," in oak, has made quite a hit, the first shipment going out as soon as it arrived.

Oak doesn't go well except with the low-priced machines. In styles ranging from \$15 to \$50, in both Columbias and Victors, oak is the favorite finish, but from \$50 up mahogany has the call and increases in percentage with the higher price of the machine. It is not a case of mahogany costing more than oak, but of matching the furniture. The well-to-do people, who buy the high-priced styles, generally have a good deal of mahogany in their homes. At \$75 oak and mahogany run about even; at \$100 the rate is four to one in favor of mahogany; at \$150 it is ten to one.

And the demand in Detroit persists in running strongly to the high-priced styles. While a year ago the \$50 machines marked practically the low level, now it is the \$75 styles.

"I believe 95 per cent. of our business is in machines selling at \$75 or better," said E. K. Andrew, talking machine manager for Hudson's. He looked over an account book and verified his guess. "We have several cords of low-priced ma-

chines stored up under the roof which we haven't even opened up yet. We presume, however, that in the holidays we will have use for them all. But we are skirmishing hard, right now, to replenish our stock of high-priced machines."

Max Strasburg is showing one of the new Victor "school machines," designed especially for use in school rooms and fitted with a horn to throw the sounds to the distant corners of big rooms. "It's a good thing, and we will sell some of them, particularly to the parochial schools," said Mr. Strasburg. "But the public schools are all pretty well supplied with Victrolas now and, of course, they won't trade. Most of the schools have the best they could buy. If one bought a \$200 machine, a neighboring school wouldn't be satisfied with anything cheaper. They use them in demonstrating, in music lessons, just how a song should be sung, and for marching and athletic exercises."

The extensive additions to the talking machine department of Grinnell Bros. have not yet been completed. It was a greater task to finish the new store than one anticipated, but it will be ready in a few days.

S. E. Lind, city sales manager for the Columbia Co., has been in a hospital for a week. He underwent an operation, but it was not a serious one, and he will be back at his desk some time this month. Robert Barclay has signed up with the Columbia Co. to travel in Michigan.

C. O. LeBaron, who formerly had a piano store in the University Building, has moved to Fairview, an eastern suburb, and opened up a combination talking machine and piano store. He has made a contract with the Columbia Co.

VICTROLA AS A PRESS AGENT.

Instrument Placed in Lobby of Casino Theater, New York, and Attracts Crowds by Playing Over Song Hits of the Show.

A Victrola as a press agent is the latest idea adopted by the manager of a successful musical comedy, "Miss Caprice," now playing at the Casino Theater, New York. A Victrola was placed in a prominent position in the lobby of the theater and throughout the afternoon and evening played almost continuously the leading selections and the score of the piece. The original advertising stunt attracted a large crowd both in the lobby and on the street, and as the music was good many of them stayed for a considerable time listening. Whether or not the idea resulted in the increased sale of seats has not yet been announced.

Remember there are others anxious to fill your place, and if you are dissatisfied and indifferent to your duties, you are doing more harm to yourself than anyone else—quit.

IN the clinches you can rely upon the **Ditson Victor Service.** Profits are contingent upon our fast work—and we know it.

STOP saying to your customers: "We haven't got it," because you can get it from **DITSON.**

FAST Victor service is our aim, and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor Styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company, Boston, Mass.

THE TALKING MACHINE TRADE IN MEXICO

Reviewed by Rafael Cabanas, President of the Mexican Phonograph Co., Which Handles the Columbia Line—Says Disturbances Are Confined to Few Districts and Have Been Greatly Magnified—Displays Faith in Future by Advertising "Talkers" Heavily.

Rafael Cabanas, president and general manager of the Mexican Phonograph Co., Mexico City, Mex., was a visitor for several weeks recently at the headquarters of the Columbia Graphophone Co., Woolworth building, New York. Mr. Cabanas enjoyed a ten days' vacation at the summer home of Vice-President Burns, of the Columbia Co., at the Thousand Islands, and the rest of his time he spent in conference with the officials of the Columbia Co. on plans and outlines for the ensuing year's business.

The Mexican Phonograph Co., which represents Columbia products exclusively, occupies an unique position in the talking machine realm by reason of the wonderful extent of its business. Some idea of its magnitude may be gleaned from the statement of Mr. Cabanas, that it does from 65 to 70 per cent. of the entire talking machine business closed in Mexico, and the Mexican public is recognized

is particularly true in the country districts where the troubles have been most pronounced, but we are all hoping that normal conditions will soon be enjoyed.

"Our company showed its faith in the ultimate settlement of all disturbances by continuing to advertise throughout the entire period of revolution and trouble. We have always been liberal advertisers in the Mexican newspapers, and advertising is one of my hobbies. There are three or four leading newspapers in Mexico in which our advertising can be found year in and year out, and this advertising is producing gratifying results. We also advertise regularly in a few Mexican weeklies, and in addition utilize billboards and other means of publicity which we have found of considerable value in maintaining and increasing our prestige and business. One of these publicity 'stunts' is the installation of an immense sign ad-



One Method of Advertising the Columbia Line in Mexico.

as one of the foremost exponents of the musical qualities of the talking machine.

Rafael Cabanas has been connected with the talking machine industry for more than twelve years, and possesses a detailed knowledge of the business. His views on conditions in Mexico are therefore interesting.

"Our business this year has naturally suffered considerably from the ill effects of the Mexican revolutions," stated Mr. Cabanas in a chat with The World. "At the same time, however, there is an exaggerated idea apparent in this country regarding the extent of the business losses sustained by the merchants of Mexico, and the actual loss is not nearly as great as the average American business man believes.

"The one redeeming feature of the serious Mexican revolutions is the fact that the fighting and disturbances are confined to certain parts of the country districts, and are not by any means universal. In the sections of Mexico where the disturbances have made their presence most strongly felt we naturally do not expect to close any business, which is, of course, at a standstill. The heavy losses in these districts are more than offset, however, by the satisfactory status of business in the sections under Government control, and when our fiscal year closed the first of July we showed a gain over the business consummated the previous year. This gain was not, of course, what we expected, nor what it would have been with normal conditions, but it affords evidence that business is not at an absolute standstill throughout Mexico.

"The revolutionary disturbances have, of course, retarded the expansion of our business, as the matter of credits must be carefully watched and considered during these periods of uncertainty. This

vertising our products in the official bull fight arena, and I may add that this sign is one of our best advertising novelties.

"From July 1 to date we have done about 60 per cent. of the business we closed during the similar period of 1912, and we have no cause to complain

at this record, considering the severe handicaps to Mexican industry. Our branch offices throughout Mexico are inclined to be optimistic in their reports and the future is promising.

"The popularity of the Columbia products in Mexico is growing by leaps and bounds, and they have far out-distanced all competitors in point of sales. The Mexican records issued by the Columbia Co. have experienced a phenomenal sale, and as each new list is issued our clients' enthusiasm regarding the perfect reproduction increases in proportion. The cheaper class of machines are at present at the height of their popularity in Mexico, but the more expensive types are gaining ground fast.

"The subject of politics is, of course, the question of the day in Mexico just now, and there are many variances of opinion. Personally I believe that President Wilson of this country is making a



Rafael Cabanas.

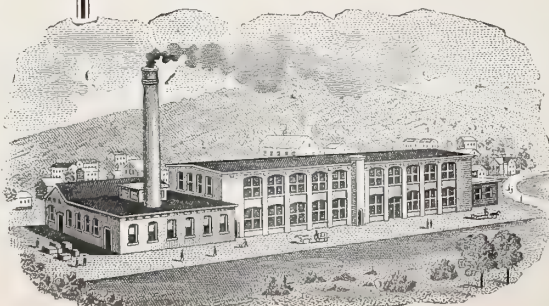
serious mistake in failing to suitably recognize the Huerta administration. Those acquainted with the true conditions in Mexico fully understand that the Huerta Government has the situation in hand as well as can be possibly done under the handicaps it is proceeding under. What the Huerta Government needs most is money, and this can only be secured when the Government is recognized by the foreign countries.

"The election of President Huerta, contrary to newspaper reports, was absolutely legal. The fixed succession of officers to the Mexican Presidency was faithfully carried out and there is no question but that Huerta's election was every bit as legal as that of Madero. This country should recognize Huerta, as by doing so it will confer a blessing on the entire populace of Mexico."

The successful mountain climber is often caught in a blinding storm when he is near his goal. Remember he struggles on, with no thought and desire to retreat.

The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.



THE following is a new selling idea for needles, packed exclusively by us:

Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business.

Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.



The Columbia catalog just issued lists all the new Graphophones, Grafonolas, and Horn Graphophones—taking the initiative in several models, *leading* the market as *usual*. Write for your copy.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NEW YORK TRADE CONDITIONS VERY SATISFACTORY.

Majority of the Jobbers and Dealers Well Satisfied with the Manner in Which the Fall Trade Has Opened Up and Are Optimistic Regarding the Coming Business—Brisk Demand for Records—All Lines of Machines and Records Share in Popularity.

Local trade in the talking machine field has been eminently satisfactory the past month, and a general feeling of optimism is apparent in all circles. Distributors and dealers all testify to the opening of a gratifying trade that gives every indication of continuing for the allotted span of fall and winter activity. If predictions are any key as to the probable prosperity of the talking machine industry in local territory, 1913 should be a record breaker, as with few exceptions dealers and distributors unite in proclaiming that a banner machine and record season is imminent.

With last year as a powerful example of the inconvenience and annoyance that is to be experienced by delaying the placing of holiday orders until the last moment, the dealers are paying careful attention to the condition of their stocks and placing substantial orders with the factories for immediate delivery in order to have a full equipment on hand for the holiday season. All of the distributors report a heavier advance order list than during any previous year, and those dealers are few and far between who are holding the bulk of their holiday orders until the eleventh hour.

The opening of the school season last month, and the resumption of normal conditions in the schools during the past few weeks, has been responsible for considerable activity by talking machine dealers in this direction. This particularly applies to the nearby suburbs and smaller cities, where the foundation for the purchase of a talking machine outfit was laid by the dealer last season and educational and missionary work carried on energetically. Practically every public school in New York either owns or contemplates the purchase of a talking machine outfit, and local dealers are reaping a harvest of profitable business from the favorable impression that the talking machine is making on the school children, who in turn transfer their enthusiasm to their parents, with gratifying results for the dealer.

Probably the most important feature of local trade the past month has been the unusually brisk demand for talking machine records. This is probably due to several reasons, which include the consistent newspaper advertising inserted by the leading members of the trade, the opening of the English opera season and the near approach of the opening of the Metropolitan opera season. It should also be considered that the return to their city residences of summer vacationists influences the sale of records, as the owners of talking machines who have been away all summer naturally desire to secure the new records that have been issued during their absence. As a result of this heavy record business, the sale of machines has also been considerably benefited, and both the record and machine divisions of the industry are showing substantial gains over last year in local territory.

The past month has, of course, witnessed the

resumption of regular newspaper advertising by leading dealers, piano houses and department stores, and if the advertising used the past few weeks is any criterion of future talking machine publicity, this fall will be noteworthy as a season that featured the best talking machine publicity ever introduced by the local trade. Strong, forceful advertisements that tend to both educate the public and produce sales have been prominently displayed in the local press, and with excellent results.

The Columbia Graphophone Co., 89 Chambers street, in addition to reporting the best September in its history, is far ahead of the first two weeks of last October. R. F. Bolton, manager of the store, is enthusiastic over the immediate outlook, and reports the addition of an unusually large number of new accounts. Among these new Columbia boosters are the Star Gramophone & Supply Co., 97 East 138th street, New York, and the Adria Phonograph Co., 67 East Ninth street, New York. Both of these firms, besides placing substantial orders for machines, will devote their energies to the cultivation of a foreign record business, which offers a particularly active trade in their respective territories.

The Bremner Co., the well-known downtown Victor headquarters, is closing a business well in advance of last fall. J. G. Bremner, president of the company, is enthusiastic over the new device, the "Masterphone," which he is handling, and states that many orders for this device have been received from well-known financial men, who are numbered among his patrons. The Bremner Co. has been particularly fortunate in the sales of Victrola XVI's, having disposed of an unusually large number of these machines during the past few weeks.

John Schoonmaker & Sons, Newburgh, N. Y., who opened a Columbia department this spring, report a most gratifying success with their new department. The firm only recently placed a very large order for machines and records in order to adequately cater to its fall trade.

The New York Talking Machine Co., 81 Chambers street, the prominent Victor distributor, is having the most successful season in its history, and this is "going some," as last year was a record breaker. The new record racks, recently installed in the front section of the store for the convenience of the company's dealers is proving of great value, and visiting dealers have all expressed keen interest in the practicability of this system. The company's new show window is now completed, and the first display is a model of dignified attractiveness. G. T. Williams, manager of the company, is at present away on a belated vacation.

The Blackman Talking Machine Co., 97 Chambers street, Victor and Edison distributor, is being kept busy filling advance orders from its dealers

for holiday trade. The company is now utilizing extra showroom space, and a complete line of Victor and Edison products is now shown on the floor for the benefit of visiting dealers. Edison Blue Amberol records are in the midst of an unexpected spurt, and orders are coming in from all of the company's dealers for the new records just issued. The new Victrola X is a prime favorite with Blackman dealers and is selling far beyond all expectations.

The Pease Piano Co.'s Columbia and Victor business is proving very satisfactory, and this house, in common with the other local piano houses, reports the sale of a number of pianos and player-pianos as a result of featuring a talking machine department. During the past month several expensive instruments were sold by the piano sales staff to purchasers of talking machines and records, who would not have been in the store if the company had no talking machine department.

The talking machine department of John Wanamaker is having marked success with the Edison language outfits, which are always in heavy demand this time of the year. This department is also closing very many sales of Victrola XVI's, which they display in the center of the main showroom to excellent advantage.

Landay Bros., 563 Fifth avenue, the well-known Victor distributors, are doing a splendid Victor record business. Window show cards and timely advertising have all contributed to the marked success of the Landay record business.

The Silas E. Pearsall Co., Victor distributor, 18 West Forty-sixth street, has started its fall trade with vim and vigor in its handsome new building, and Manager Bobzin is enthusiastic over the outlook.

General optimism is expressed by all of the following talking machine departments, who are closing an excellent fall business: Charles H. Ditson & Co. (Victor); F. G. Smith, Brooklyn and New York (Columbia); Tower Manufacturing & Novelty Co. (Edison); Greenhut-Siegel Cooper Co. (Victor and Edison); Columbia Graphophone Co., 35 West Twenty-third street, New York, and Gimbel Bros. (Victor and Columbia).

LARGEST ELECTRIC CREDIT SYSTEM.

One of the big retail stores in New York City has ordered a complete telephone credit system, which is said to be the largest equipment of this kind yet installed in a department store. It will connect 100 departments with the central credit desk, with an ultimate capacity of 150 telephones. Under this plan the sales person desiring to obtain an O. K. on any request to have purchases charged will have but to press a button on the box of the instrument to reach the person in charge of an indexed list of credits. The sales person places the order slip in a stamping attachment on the instrument, and, if credit is to be granted, the person at the credit desk presses a lever and the check is stamped O. K. The plan places the credit department in constant touch with every part of the store and reduces to a minimum the long waits sometimes inflicted on charge customers.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 7.—SOUND CONVEYING TUBE FOR TALKING MACHINES. Eldridge R. Johnson, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,071,055.

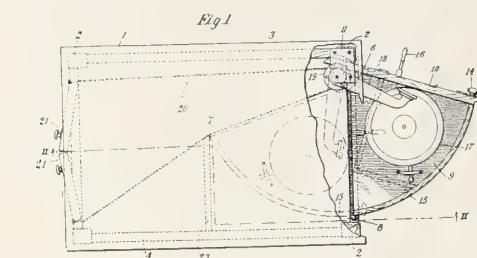
The main objects of this invention are to provide in a talking machine simple and efficient means for supporting a sound box and for conveying sound waves therefrom, and to provide other improvements.

In the accompanying drawings Fig. 1 is a side elevation of a talking machine constructed in accordance with this invention; Fig. 2 is a fragmentary top plan view partly in section of a portion of the same, and Fig. 3 an enlarged fragmentary rear elevation of a portion of the same.

CABINETED GRAPHOPHONE. Thomas H. Macdonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,071,067.

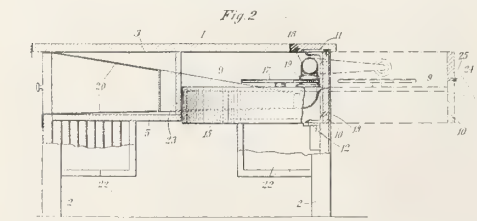
This invention relates to talking machines, and is especially adapted to the type employing disc sound records.

Among the objects of the invention is the production of a combined graphophone and table or desk (or "cabinet graphophone"), so constructed and arranged that the graphophone may be utilized without interfering with the use of the device as



a table, and vice versa, while the table serves as a casing or cabinet to support and enclose the graphophone.

Other objects of the invention are to simplify the construction and arrangement of the parts; to pro-



vide a dustproof cabinet which is neat and attractive in appearance, and at the same time improves the quality of the audible reproduction from the graphophone; and to render the parts of the graphophone readily accessible when desired, while normally concealing the same.

One form of the invention comprises the mounting of the graphophone upon a movable support, whereby it may be shifted into exposed position or resorted to concealment as desired.

In the drawings Fig. 1 is a plan view partly broken away, showing the cabinet graphophone in its exposed position, the dotted lines indicating

its position when enclosed within the cabinet; Fig. 2 is a vertical section of the same, taken through line II—II of Fig. 1, showing the graphophone enclosed within its cabinet, indicating its exposed position by dotted lines, and Fig. 3 is an end elevation, viewed from the right of Figs. 1 and 2.

SOUND REPRODUCING INSTRUMENT. Francis S. Kinney, Butler, N. J. The Farmers' Loan & Trust Co., New York, executor of said Kinney, deceased. Patent No. 1,071,436.

This invention relates to certain improvements in recorders for machines for reproducing sound, such as phonographs and graphophones. In recorders as now ordinarily constructed the diaphragms are formed of a thin piece of glass held in position at its edges in the holder of the recorder, this diaphragm being thrown into vibration by the sound waves. The character of the vibrations, of course, depends upon the quality of the tones, and it sometimes happens that where a sound has been such as to produce a vibration of great amplitude, the diaphragm will, after the reproducer has operated on the recording surface, be given a secondary vibration, producing a secondary indentation where none should be made, or the rebound of the diaphragm, after the reproducer has operated, will be of such amplitude that a weaker sound will fail to overcome it and force it down in time so that the reproducer may properly record it.

Furthermore, in sound recording machines as now ordinarily constructed the reproducer which is actuated by the diaphragm and which acts upon the recording surface is braced by a comparatively stiff brace extending back from the reproducer to the wall of the diaphragm casing or to the securing device by which the diaphragm is retained in the casing. This stiff brace, while it permits the reproducer to move under the actuation of the diaphragm, requires that the reproducer always move in the arc of a circle. The movement of the reproducer is so slight, however, with respect to the radius of the arc, that the movements may be considered as substantially right line movements, and there being practically no elasticity or resiliency in the brace the tone value of the diaphragm vibrations are not always transmitted to the cutter. Furthermore, in sound recording instruments the opening in the holder of the recorder for the pipe or tube through which the sound waves are conducted to the diaphragm has been heretofore led into the casing substantially centrally thereof and the tube extends down thereinto, so that a vertical column of what may be termed dead air has to be overcome by the sound waves before they reach the air chamber between the top of the diaphragm and the recorder.

It is one of the objects of this invention to provide an improved controller for the diaphragms of sound recording instruments, this controller operating, after the record has been made by the reproducer, to prevent the diaphragm in return vibration from passing too far beyond its normal plane.

A further object of the invention is to produce an improved reproducer holder which shall be more sensitive to the vibrations of the diaphragm and transmit them more accurately to the reproducer cutter.

A further object of the invention is to produce an improved brace by which the reproducer is held in position.

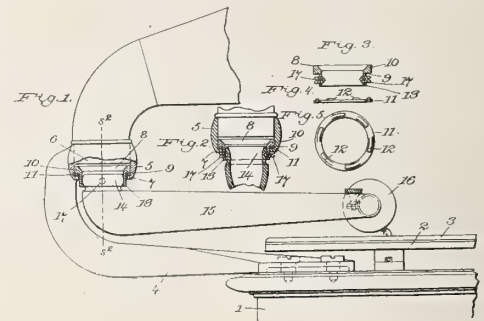
A further object of the invention is to produce

an improved recorder in which the sound waves shall be directed to the diaphragm in such a manner as to make it unnecessary to overcome a column of dead air before the vibrations reach the chamber between the diaphragm and the recorder casing.

Referring to the drawings Fig. 1 illustrates in side elevation a recorder embodying certain features of the invention; Fig. 2 is a plan view of a part of the construction shown in Fig. 1; Fig. 3 is a sectional view illustrating the preferred form of vibration controller; Fig. 4 is a plan view of the construction shown in Fig. 3; Fig. 5 is a view of another form of vibration controller; Fig. 6 is a detail sectional view of the recording stylus, illustrating its means of attachment to the diaphragm.

TALKING MACHINE. Henry Blake Babson, Chicago, Ill. and Andrew Hauf, Caldwell, N. J., assignors to Universal Talking Machine Co., New York. Patent No. 1,074,080.

This invention relates generally to talking machines and has particular reference to the mounting of the sound conveying tube connecting the re-



producer and the horn, this application being a division of that filed March 7, 1905, Serial No. 248,872.

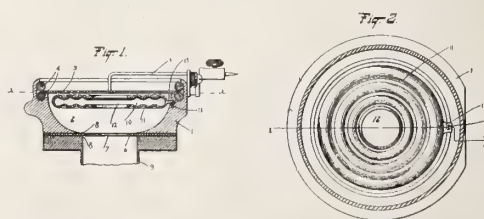
Ordinarily the sound conveying tube, or taper arm, as it is generally known, is mounted in a manner to permit free movement of the reproducer in planes parallel and at right angles to the surface of the record and in providing for such movements of the reproducer various constructions have heretofore been devised which are objectionable owing to complication and resulting cost of manufacture, accuracy of adjustment required and liability of getting out of order, difficulty in assembling parts, etc., etc.

The present invention is designed to overcome the objections above pointed out by producing an extremely simple and effective form of mounting employing a minimum number of parts of simple construction, the assembling or removal of which requires neither skill, experience nor special tools and may be readily accomplished by the average user of a machine.

In the drawings Fig. 1 is a view in side elevation with parts in section, showing the invention applied to a well known type of talking machine. Fig. 2 is a sectional view taken on the line s-s, s-s, of Fig. 1. Figs. 3 and 4 are detail views in section, and Fig. 5 is a plan view of one of the parts, conveying tube is held in suspended relation.

SOUND-BOX. Adolph C. J. Constabel, Honolulu, Hawaii. Patent No. 1,073,961.

This invention relates generally to sound boxes, and more particularly it is directed to one characterized by the use of a resonance box placed in juxtaposition to the diaphragm, but spaced from the same so that a thin layer of air is provided be-



tween the resonance box and the diaphragm within the sound box.

The principal object of this invention is the provision of a new and improved sound box containing a resonance box the parallel walls of which are provided with concentric corrugations and an

axial opening substantially axial with the diaphragm. This resonance box serves as a medium whereby the sound waves set up by the vibrating diaphragm are further developed, while the frictional sounds produced by the contact of the needle on the record are reduced to the minimum by the same.

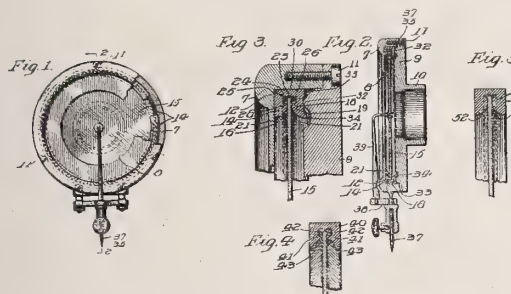
Fig. 1 is a vertical sectional view on the line 1-1 of Fig. 2; Fig. 2 is a horizontal sectional view on the line 2-2 of Fig. 1.

SOUND-BOX. Albert C. Diehl, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,073,408.

This invention particularly relates to the mounting or gasket which holds the diaphragm of a sound box by engaging the opposite face of said diaphragm.

The principal objects of this invention are to provide simple and efficient means for supporting the diaphragm in sound boxes, comprising a pliant mounting embracing said diaphragm, and having opposed sharpened bearing edges which lightly engage the opposite faces of said diaphragm in hair lines concentric with and adjacent to its periphery, and which provides a uniform free space surrounding the circumferential edge of said diaphragm; to provide means to retain said diaphragm mounting; and to provide means to prevent distortion of the sharpened edges of said mounting, and to prevent the adjustment of said retainer, effecting excessive pressure upon each of said bearing edges.

The form of stylus mounting herein shown is



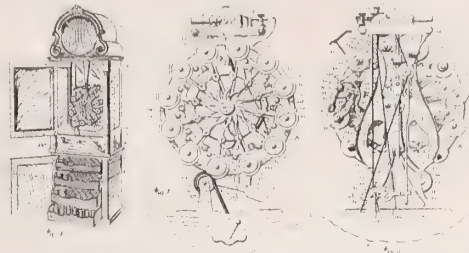
merely selected for convenience of illustration and forms no part of this invention, but is claimed in a separate application, Serial No. 579,835, filed August 31, 1910.

The form of this invention provides a sound box diaphragm with a plant or elastic mounting which comprises a unitary annular gasket embracing the edge of said diaphragm, and having an internal undercut groove, providing a channel forming annular shoulders, the edges or rims of which engage lightly the opposite marginal faces of said diaphragm in hair lines concentric with the periphery thereof; a sound box casing, providing a seat for said mounting; and a back plate or cap for said sound box provided with a chamfered edge and a groove concentric therewith, forming a circular ridge arranged to retain said mounting in the seat provided therefor, by engaging it between the inner and outer edges of its lateral wall, thus effecting the maximum pressure centrally around said wall, and permitting the margins of said mounting to be distorted into the recesses formed by said groove and chamfered edge, whereby the sharpened rims of the annular shoulders lightly engage the opposite faces of the peripheral margin of said diaphragm.

In the accompanying drawings, Fig. 1 is a side elevational view of a sound box embodying a convenient form of this invention; Fig. 2 is a central vertical sectional view of said sound box taken on the line 2-2 in Fig. 1; Fig. 3 is an enlarged fragmentary sectional view of the structure shown in Fig. 2; Fig. 4 is a fragmentary sectional view of a slightly modified form of diaphragm mounting, and Fig. 5 is a fragmentary sectional view of another modified form of mounting.

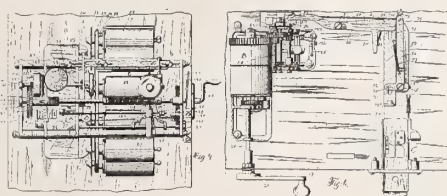
MULTIPLE PHONOGRAPH. Julius Roeber, New York. Patent No. 1,072,873. The object of this invention is to produce a machine of this kind in which the mechanism is absolutely reliable and will operate successfully and for a long time without getting out of order, and in which the machine can be adapted for use as a so-called home machine—that is, for use in private places, where all the records can be played consecutively, or se-

lectively, as desired, or in which slot machine mechanism can be used for adapting the machine to public places where by the dropping of a coin a record or records can be played. A machine of this general kind is not broadly new, but such a machine is for its success necessarily dependent on the construction and arrangement of many of its parts, and this invention relates especially to certain features of construction or groups of co-

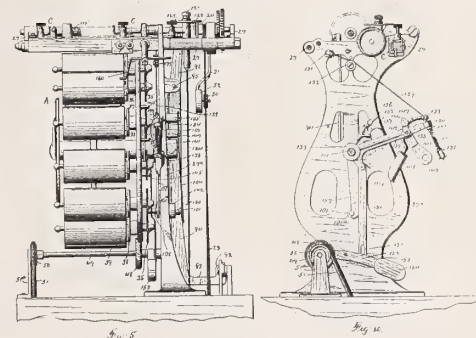


acting parts, which will enable the beforementioned result to be attained in a mechanical and reliable manner.

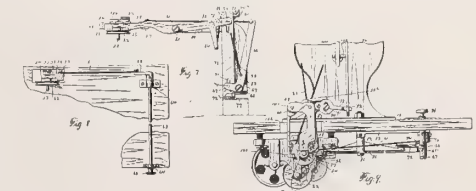
Fig. 1 is a perspective view of the complete machine with the case thrown open so as to show the general arrangement of the parts. Fig. 2 is an enlarged front elevation of the upper portion of the machine showing especially the arrangement



of the record wheel, the grouping of records and the relation of the carriage to the record wheel. Fig. 3 is a rear elevation of the structure shown in Fig. 2. Fig. 4 is a plan view of the record wheel and carriage. Fig. 5 is a side elevation of the upper part of the machine which comprises the greater portion of the mechanism. Fig. 6 is an inverted plan view of the motor and the mechan-

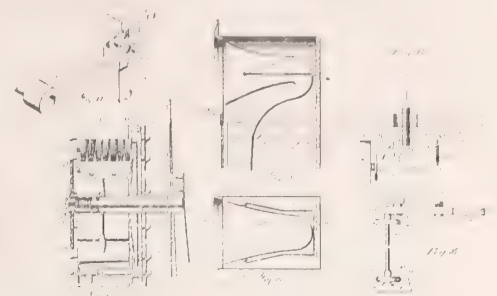


ism for starting and stopping it either by a coin-controlled mechanism or by other manual means. Fig. 7 is a detail of the means for starting and stopping the motor, showing the arrangement of both the coin or slot mechanism and the secondary or manual means of stopping and starting. Fig. 8 is a detail inverted plan showing especially the ordinary manual means of starting the motor. Fig.



9 is a side elevation of the motor and is connected hand controlling and regulating parts. Fig. 10 is a rear elevation of the upper part of the machine with a portion of the mechanism removed, and showing especially a part of the mechanism for advancing the records from one position to another. Fig. 11 is a detail of one of the shifting pawls and connections used in shifting the records. Fig. 12 is a detail sectional view of the record wheel, and shows particularly the manner in which it is mounted and supported. Fig. 13 is a detail sectional view illustrating in side elevation the horn of the machine and its support. Fig. 14 is a sectional plan view of the horn and its sup-

port. Fig. 15 is a detail of the mechanisms for controlling the speed of the motor, and Fig. 16 is a sectional plan view showing means for supporting



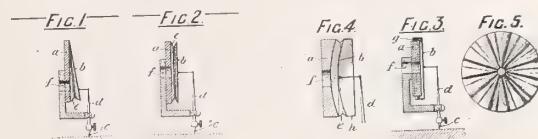
the friction wheel for turning the record wheel for the purpose of selecting a record.

ACOUSTICAL INSTRUMENT. Louis Lumiere, Lyons, France, assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,072,477. This invention relates to improvements in acoustical instruments such as telephones, microscopes, stethoscopes, talking machines, musical instruments and, in general, any instrument used for the reception or transmission of sounds.

The invention consists in a certain construction of sound box for such instruments, the details of which will be given below.

The essential features of the invention are an extensible chamber with a stationary wall, a movable wall adapted to be reciprocated toward and away from the stationary wall, and means between the two walls for preventing the escape of air between them, but allowing perfect freedom of the movable wall to move in unchanged form and to any extent that may be practically required.

According to this invention a sound box for acoustical instruments is obtained comprising a stationary wall, having an opening therein for the passage of the sound waves, a movable wall adapted to be reciprocated toward and away from the stationary wall, and means between the edges of the movable wall and the stationary wall to prevent the escape of air between them, such means, however, leaving the movable wall free to move as a whole in substantially unchanged form to any extent that may practically be required, and offering substantially no resistance to the movement of the movable wall whatever the position of the latter with regard to the stationary wall, so that the position and movement of the movable wall is regulated entirely by the sound waves or means through which the movable wall is reciprocated. Further, according to this inven-



tion the whole of one side of the extensible chamber moves, and not merely the central portion thereof, thus producing a more effective reproduction.

Fig. 1 is a sectional elevation of one construction of talking machine sound box embodying the invention; Fig. 2 a similar view of the modified form of this invention. Fig. 3 is a similar view of a further modification of this invention. Fig. 4 illustrates a modified form of this invention which has been found of value for obtaining rigidity in the movable wall. Fig. 5 shows a further modified construction of this invention for the same purpose.

VISITED TRADE IN WEST.

George W. Lyle, general manager of the Columbia Graphophone Co., accompanied by John A. B. Cromelin, manager of the Columbia Co.'s European interests, recently made a short trip through the Middle West, visiting the principal cities in this territory.

Remember that you are heir to all the experience of the world, the experience of those that have lived, as well as those that are working along side of you.

RECORD BULLETINS FOR NOVEMBER, 1913

VICTOR TAKING MACHINE CO.

BLACK LABEL RECORDS.

No.		Size.
17433	Carlos—One-step (Aguirre)... Victor Mil. Band	10
	Spanish Days—Turkey-Trot (Aguirre).....	10
17432	Hello Boy—Two-step (Carluen).....	10
	A Morning in Spain—Two-step (Carluen)....	10
17439	Bagdad—Two-step, from "Lady of the Shipper" (Herbert).....	10
17440	La Rumba—Tango (Brynn).....	10
	Where Did You Get That Girl—Medley Turkey Trot.....	10
	That Old Girl of Mine—Medley Two-step.....	10
35322	Mammy Jinny's Jubilee—Medley One-step.....	12
	Somebody's Coming to My House—Medley Two-step.....	12
35323	That Tango Tokio—Medley Turkey-trot.....	12
	The Night Owls—Valse Boston (Scott).....	12
17426	When I First Met You (Lewis-Meyer).....	12
	I Never Met a Beautiful Girl Till I Met You (Jerome-Schwartz).....	10
17427	On the Old Fall River Line (Jerome-Sterling-H. Von Tilzer).....	10
	Swing, Swing, Swing (He'd Roll His Hammock Up and Say "Good-Night!") (Murphy-H. Von Tilzer).....	10
17420	Happy Little Country Girl (Irving Berlin).....	10
	Good-bye, Summer! So Long, Fall! Hello, Winter Time! (Mahoney-Wenrich).....	10
17434	My Boy (Lee-Breuer).....	10
	A Little Bunch of Shamrocks (Jerome-Sterling-H. Von Tilzer).....	10
17435	Floating Down the River ('Cause It's Moonlight Now in Dixieland) (Lewis-White).....	10
	Always Take a Girl Named "Daisy" ('Cause Daisies Won't Tell) (Bryan-Lewis-Meyer).....	10
17441	Come On Over Here, from "The Doll Girl" (Kern).....	10
	My Wonderful Dream Girl, from "The Tik-Tok Man of Oz" (Morosco-Schertzing) J. B. Wells	10
17425	On the Old Front Porch (Heath-Lange).....	10
	Ever Since You Told Me That You Loved Me (I'm a Nut! I'm a Nut!) (Clarke-Leslie-Schwartz).....	10
17431	The International Rag (Irving Berlin).....	10
	On the Honeymoon Express (Klein-Kendis-Stilwell).....	10
17402	Daughters of America March (Lampe).....	10
	Bay State Commandery March (Burrell).....	10
31888	Gems from "Il Trovatore" (Verdi).....	12
31889	Gems from "The Sunshine Girl" (Raleigh-Wimp-eris-Rubens).....	12
16902	Lovely Night (Chwatal) unaccompanied.....	10
	More and More (Elson-Seifert) unaccomp.....	10
17180	Men of Harlech (Welsh Air; in English).....	10
	Reminiscences of Wales (Arr. by Godfrey).....	10
17420	Humoreske, introducing "Listen to My Tale of Woe," and "Dixie".....	10
	Old Settlers on Parade—March Comique (Dalby).....	10
17422	Thy Sentinel Am I. (Oxenford-Watson).....	10
	I Fear No foe (Oxenford-Pinsuti).....	10
17423	Serenade (La Serenata) (Tosti).....	10
	Serenade (Schubert).....	10
17428	Day by Day the Manna Fell (Christian Science Hymn) (Gottschalk).....	10
	In Thee, Oh Spirit, True and Tender (Christian Science Hymn) (Brackett).....	10
17425	Spring Song (Frühlingssied) (Weil) violin-flute-harp.....	10
	Across the Still Lagoon (Loge) violin-flute-harp.....	10
17436	If We Were on Our Honeymoon (railway duet from "The Doll Girl") (Smith-Kern).....	10
	When the Candle Lights are Gleaming (Wynne-Hollowell).....	10
35315	Rheingold Selection (Wagner).....	12
	Götterdämmerung Fantasia (Wagner).....	12
35320	Pastoral (Sixth) Symphony—Andante molto moto (2d movement) (Part I) (Beethoven).....	12
	Pastoral (Sixth) Symphony—Andante molto moto (2d movement) (Part II) (Beethoven).....	12
25321	A Southern Wedding (Humorous Descriptive Sketch) (Lotter).....	12
	Missouri Minstrels.....	12
60107	She's the Lass for Me (Lauder).....	10
70102	Romeo et Juliette—Ah! leve toi seule! (Fairst Sun, Arise!) (Act II) (Gounod) In French. Tenor solo.....	12
88439	Fenesta che Lucive (The Shining Windows) (Neapolitan Song). Tenor Solo.....	12
64372	Beauty's Eyes. (Baritone Solo in English) (Weatherly-Tosti).....	10
	Mischa Elman, Violinist, piano accomp. by Percy B. Kahn.....	10
64204	Capriccio (Arr. Burmester).....	10
64318	Dear Love, Remember Me. (Harford-Marshall) Tenor Solo in English.....	10
64331	Down in the Forest (Simpson-Ronald) Tenor Solo in English.....	10
88441	Magic Flute—Du also bist mein Brautgarn (Oh, Dagger! Thou Art My Bridegroom!) (Act II) (Soprano Solo in German) (Mozart).....	12
	Johanna Gadske	19

87164	Love Has Eyes (Sir Henry Bishop) Soprano Solo in English.....	10
88426	Trovatore—D'amor sull' ali rosee (Love, Fly on Rosy Pinions) (Act IV, Scene I) (Verdi) Soprano Solo in Italian.....	12

THOMAS A. EDISON, INC.

BLUE AMBEROL CONCERT.

28176	O, Happy Day, O Day So Dear (Carl Götze). Contralto, orch. accomp.....	10
28177	Prize Song—Die Meistersinger (Wagner-Wilhelmj). Violin, piano accomp.....	10
28178	Abide with Me (S. Liddle). Contralto, orch. accomp.....	10
28179	Come Back to Erin (Claribel). Tenor, orch. accomp.....	10

BLUE AMBEROL REGULAR.

2014	Der Tambour der Garde Overture (A. E. Titl). Edison Concert Band (Eva Dell'acqua). Soprano, orch. accomp.....	10
2016	They've Got Me Doin' It Now—Medley (Irving Berlin). Ragtime song, orch. accomp. Billy Murray	10
2017	When It's Apple Blossom Time in Normandy (Mellor, Gifford and Trevor). Tenor, orch. accomp.....	10
2018	A Little Bunch of Shamrocks (Harry von Tilzer). Tenor, orch. accomp.....	10
2019	Here Comes My Daddy Now—Medley Two-step. For dancing.....	10
2020	You're the Same Old Girl (Bert Grant). Tenor, orch. accomp.....	10
2021	Snow Deer (Percy Wenrich). Indian song, orch. accomp.....	10
2022	The Curse of an Aching Heart (Al. Piantadosi). Counter-tenor, orch. accomp.....	10
2023	Sunshine and Roses (Egbert Van Alstyne). Tenor, orch. accomp.....	10
2024	Chant Sans Paroles (Tschakowsky). Violin, cello and piano.....	10
2025	Is My Name Written There (Frank M. Davis). Sacred duet. John Young and Frederick J. Wheeler	10
2026	That Tango Tokio (Wells and Lange). Comic song, orch. accomp.....	10
2027	Salvation Nell (Theodore Morse). Male voices, orch. accomp.....	10
2028	Rainbow Smiles (Ted S. Barron). Tenor, orch. accomp.....	10
2029	National Emblem March (E. E. Bagley). New York Military Band	10
2030	There's a Mother Always Waiting You, at Home, Sweet Home (James Thornton). Counter-tenor, orch. accomp.....	10
2031	Good-bye Summer So Long Fall, Hello Winter-time (Percy Wenrich). Male voices, orch. accomp.....	10
2032	Mammy Jinny's Jubilee (Lewis F. Muir) Coon duet, orch. accomp.....	10
2033	You're My Girl (Bobby Heath) tenor, orch. accomp.....	10
2034	Gold and Silver Waltz—Waltz Boston (Franz Lehar) For dancing.....	10
2035	Where Did You Get That Girl (Harry Puck) Orch. accomp.....	10
2036	Peg o' My Heart (Fred Fischer). Tenor, orch. accomp.....	10
2037	Alderman Doolin's Campaign Speech.....	10
2038	Marche Lorraine (L. Ganne).....	10
2039	Sailing Down the Chesapeake Bay (George Botsford) Male voices, orch. accomp.....	10
2040	Come Back, I'm Pining for You (Al. Piantadosi) Orch. accomp.....	10
2041	When Old Silas Does the Turkey-Trot (Glenn C. Leap) Rube duet, orch. accomp.....	10
2042	Face to Face (Herbert Johnson) mezzo-soprano, orch. accomp.....	10
2043	The Pullman Porters on Parade (M. Abrahams) Coon song, orch. accomp.....	10
2044	S. R. Henry's Barn Dance (S. R. Henry) For dancing.....	10
2045	The Shipmates. Vaudeville sketch.....	10
2046	The Old Oaken Bucket. Male voices, orch. accomp.....	10
2047	Every Little Movement—Madame Sherry (Karl Hoschna).....	10
2048	Alexander's Ragtime Band (Irving Berlin). Coon song, orch. accomp.....	10
2049	Trust in the Lord (Handel-Buck) Contralto, orch. accomp.....	10
2050	The Passing Caravan Patrol (J. C. Schmid).....	10
2051	Favorite Airs from "The Arcadians" (Lionel Moncton) Orch. accomp.....	10
2052	Irish and Scotch Melodies—Fantasia (Wm. R. Stobbe) Xylophone, orch. accomp.....	10
2053	I Long to See the Girl I Left Behind (John T. Kelly). Tenor, orch. accomp.....	10
2054	Praise Ye—Attila (Verdi).....	10
2055	Ashore (Trotère) Baritone, orch. accomp.....	10
2056	Garry Owen Medley (Original) Violin, orch. accomp.....	10
2057	One Fine Day—Madame Butterfly (Puccini) Soprano, orch. accomp.....	10
2058	Dream Pictures (H. C. Lumbye).....	10
2059	Mrs. Clancy's Boarding House. Vaudeville sketch Empire Vaudeville Co.	10
2060	Waltz—Caprice (Samuel Siegel) Mandolin and guitar.....	10
2061	Sweet Longing (Fr. Menzel). Violin, flute and harp.....	10
2062	Calm as the Night (Carl Götze) Soprano and baritone, orch. accomp.....	10
2063	Virginia Reel. For dancing.....	10

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SYMPHONY DISC RECORDS.

14108	Elisir d'Amore (Donizetti). "Quanto è bella" (How dearly I love her). In Italian, with orch. Fedora (Giordana). "Amor ti vieta" (My love forbids). In Italian, with orch.	10
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12-INCH RECORDS.

Double.	Carolina White Sings Two "Aida" Arias. Single.	
A5499	Aida (Verdi). "Ritorna Vincitor" (Return with victory crowned). In Italian, with orch.	36719
	Aida (Verdi). "O Patria mia" (Oh, my beloved land). In Italian, with orch.	36722
	Two English Operatic Numbers by Henri Scott.	
A5500	Bohemian Girl (Balfé). "Heart Bowed Down." In English, with orch.	
	Maritana (Wallace). "In Happy Moments." In English, with orch.	
	Morgan Kingdon in Two Songs.	
A5495	Songs My Mother Taught Me (Dvorak). In English, with orch.	
	An Evening Song (Blumenthal). In English, with orch.	
	10-INCH BLUE LABEL DOUBLE-DISC RECORDS.	
A1409	Oh Promise Me (De Koven). Mildred Potter, Contralto, orch. accomp.	
	Rose of Tralee (Glover). John Barnes Wells, Tenor, orch. accomp.	
A1386	Tantalizing Tingles (Bernard). Mike Bernard, Pianist.	
	Medley of Irving Berlin Songs (Berlin). Mike Bernard, Pianist.	
A1402	Tell Me the Old, Old Story (Doane). Harry McClaskey, Tenor, and Andrea Sarto, Baritone, orch. accomp.	
	Oh, Lord, Be Thou My Light (Glover). Andrea Sarto, Baritone.	
	12-INCH BLUE LABEL DOUBLE-DISC RECORD.	
A5501	The Lost Chord (Sullivan). Mildred Potter, Contralto, orch. accomp.	
	An Old Garden (Temple). Marie Stoddart, Soprano, orch. accomp.	
	10-INCH DOUBLE-DISC RECORDS.	
A1385	Rory O'More (Lover). William Thomas, Tenor, orch. accomp.	
	Terence's Farewell to Kathleen (Old Irish melody). William Thomas, Tenor, orch. accomp.	
A1368	Samson and Delilah (Saint-Saens). "Softly awakes my heart." Ellery Band. Taddeo di Girolamo, Conductor.	
	Danse Annamite (Maquet). Ellery Band. Taddeo di Girolamo, Conductor.	
A1387	Endearment (Heintz). Prince's Orchestra.	
A1369	Cupid's First Love (Holst). Prince's Orchestra.	
	O Canada (Lavallee). Columbia Mixed Quartet, orch. accomp.	
A1384	I Love You, California (Frankenstein). Peerless Quartet, orch. accomp.	
	Battleship Connecticut March (Fulton). Prince's Band.	
	12-INCH DOUBLE-DISC RECORDS.	
	The Latest Dance Hits.	
A5498	Tango Land (Lodge). Prince's Band.	
A5496	Some Smoke (De La Fumée) (Romberg). Prince's Orchestra.	
	Leg of Mutton (Le Gigot) (Romberg). Prince's Orchestra.	
A5497	Minstrels, introducing "De Golden Wedding," "Angel Gabriel" and "Bye, Bye, Ma Eva." Columbia Minstrels, orch. accomp.	
	A Day with the Soldiers (Von der Mehden). Peerless Quartet, orch. accomp.	
	10-INCH DOUBLE-DISC RECORDS.	
	Six Double Discs of the Latest Song Hits.	
A1406	The International Rag (Berlin). Arthur Collins, Baritone, and Byron G. Harlan, Tenor, orch. accomp.	
	When Old Silas Does the Turkey Trot to Turkey in the Straw (Leap). Arthur Collins, Baritone, and Byron G. Harlan, Tenor, orch. accomp.	
A1405	Honey, You Were Made for Me (Glogau). Albert Campbell, First Tenor, and Henry Burr, Second Tenor, orch. accomp.	
	Lucky Boy (H. Von Tilzer). Peerless Quartet, orch. accomp.	
A1404	Peg o' My Heart (Feist). Henry Burr, Tenor, orch. accomp.	
	Somebody Else Is Crazy 'Bout Me (Carroll). Henry Burr, Tenor, and Edgar Stoddard, Baritone, orch. accomp.	
A1407	That Naughty Melody (Meyer). Peerless Quartet, orch. accomp.	
	Where Did You Get That Girl? (Kalmor and Puck). Walter Van Brunt, Tenor, orch. accomp.	
A1403	Good-bye Summer, So Long Fall, Hello Winter-time (Wenrich). Peerless Quartet, orch. accomp.	
	Salvation Nell (Morse). Peerless Quartet, orch. accomp.	
A1401	Somebody's Coming to My House (Berlin). Ada Jones, Soprano, orch. accomp.	
	Have a Heart (Armstrong). Ada Jones, Soprano, and Walter Van Brunt, Tenor, orch. accomp.	

EXPORTERS' CONVENTION.

John Bassett Moore Discussed the Relations of Exporters to Government.

John Bassett Moore, chief counselor to the Department of State, was the principal speaker at the dinner following the fourth annual convention of the American Manufacturers' Export Association at the Hotel Astor the evening of September 25. His subject was "The Relations of the State Department to the Export Trade of the United States." Another speaker was Col. Henry L. Kincaide, who was a member of the Boston Chamber of Commerce party which recently made a tour of South America. A plan to make the convention of direct personal advantage to those attending it is to be carried out.

At the business session of the convention Mr. Rutter, of the Bureau of Foreign and Domestic Commerce, spoke on "The Need for Study of Foreign Trademark and Patent Laws." Col. Lovell H. Jerome discussed the proposed amendment to the Tariff bill providing that the Government shall retain three per cent. instead of one per cent. of duties paid on goods imported and subsequently reported.

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59 Lakeside Avenue, Orange, N. J.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, November 15, 1913



A Corner of the Music Room
in the White House

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EDWARD LYMAN BILL
PUBLISHER

373 Fourth Avenue,

New York City

The Talking Machine World

Vol. 9. No. 11.

New York, November 15, 1913.

Price Ten Cents

JOHN M. DEAN INCORPORATES

With Capital of \$75,000—The Well-known Needle Manufacturer of Putnam, Conn., Will Be Known as the John M. Dean Corporation.

The business of John M. Dean, needle manufacturer, of Putnam, Conn., has been incorporated for \$75,000, and will be known in the future as the John M. Dean Corporation. The president is C. E. Dean; treasurer, John M. Dean; secretary, John M. Dean, Jr. The officers and directors are the same.

From a modest beginning many years ago this business has grown steadily so that to-day it ranks with many of the larger institutions of the city. One of its leading makes is the Puritone brand, which is a needle of merit and has had a wide sale since its introduction.

A feature of the Dean business is the packing of needles in combination sets of 1,000. In one of these sets will be found 200 extra loud, 200 loud, 200 medium, 200 soft and 200 opera needles. This combination allows the owner to have any style of needle at his command, and he can also buy them at a very reasonable cost.

Within a short time there will appear a hanger exploiting the Dean needles, which will be sent to the dealers of the country in order to familiarize them with this line of needles.

While the sales of the company are confined to jobbers, this publicity will have its effect upon the total volume of business and is one of the methods which are being used to co-operate with the jobber.

Be sunny, be cheerful, try to have a pleasant and friendly greeting for all with whom you come in contact. Remember that no one likes to do business with ill-natured people.

STIMULATING INTEREST IN THE TALKING MACHINE.

(Special to The Talking Machine World.)

CLEVELAND, O., November 8.—The illustration pictures the last monthly concert given by the Eclipse Musical Co. It shows the interested audience in the large auditorium facing the stage; the show window in the rear, filled with Victrolas; but one side of Fred E. Lane's face, who was conduct-



Audience at the October Concert of The Eclipse Musical Co.

ing the concert. These concerts have become very important events in Cleveland. The store is crowded each month with Victrola owners and others, who attend to hear the latest in records of the current month. In addition to the Victrola renditions the company has secured an artist of

A VOICE TESTING CONTEST.

Novel Method Adopted by Laurence H. Tucker to Advertise the Edison Phonograph in Minneapolis—Prizes Given to the Contestants.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., November 8.—Laurence H. Tucker is presenting a very novel contest at one of the local theaters, which will create keen interest in the home record making feature of the Edison phonograph.

The contest will consist of voice tests on an Edison phonograph, the machine being placed upon the stage and patrons of the theater will be invited to sing into it. After all of the contestants have sung into it, the records will be reproduced for the audience to hear and judge.

Twenty dollars in gold, divided into three prizes, will be given to the contestants and records receiving the most applause. Any person over eighteen years and not a professional singer will be eligible to enter the contest and compete for the prize offered. Concealed along original lines this form of publicity is attracting much attention.

AN ATTRACTIVE DISPLAY

Of Dictaphones Made at the Recent Business Show in New York City.

One of the most artistic spots at the Business Show which recently closed was the Dictaphone booth of the Columbia Co. Tastefully furnished and decorated, it was generally commended by all visitors to the show. A number of excellent sales were closed at the booth during the course of the exhibition, in addition to the securing of a live list of prospects for early closing. Manager Milnor, of the local Dictaphone headquarters, assisted by a score of capable salesmen, was in charge.

prominence who renders selections that can be found in the Victor catalog. The concerts, originated by Mr. Lane, have met with pronounced success during the year they have been in vogue, while the publicity accruing more than recompenses the outlay. Record purchases are made and machine prospects accrue, resulting in actual sales. Mr.

THE VANDERVOORT SALON OPENED.

Handsome New Department in St. Louis Calls Forth General Praise—Demonstrating Machines Under Difficulties—Some Clever Advertising Put Forth That Brought Results.

(Special to The Talking Machine World.)

ST. LOUIS, MO., November 10.—Manager Segar, of the Vandervoort Salon talking machine department, is the envy of the retailers at present. He and his Victors are comfortably installed in eight of the handsomest and largest demonstration rooms seen in this community. He had plenty of space for suitable display, and indirect lighting, soft as moonlight, and handsome rugs and statuary to aid in the display of his rooms. It must be quite a change for the record customers, who have been faithful to this store during the last six weeks. While the salon was under construction The World correspondent saw a woman customer sitting on a chair on display in the furniture stock, while Mr. Segar stood across a narrow and irregular passageway and held a machine on top of a packing case to play the record requested. Ordinarily the following paragraphs from a Vandervoort advertisement would be stamped as overdrawn, but in this case they are not:

"As you seat yourself in a comfortable chair amid the dainty mauve and gray fittings of our new Victrola section you will feel, and perhaps say, 'This is the perfection of convenience.'"

"In every detail, visible and invisible, we have striven for such perfectness. If it is lacking, we ask your kindly criticism that we may correct it."

"This we know. No home could be more beautifully appointed than our new glass-enclosed and well ventilated demonstrating booths."

The department is controlled by the Musical Instrument Sales Co., of New York.

PROVES RIGHT TO STOCK.

Koerber-Brenner Co. Satisfies Bankruptcy Commissioner That Victor Department Was No Part of Bollman Bros. Piano Co. Estate—File Applications for Sums Collected by the Bollman House—The Situation Up to Date.

(Special to The Talking Machine World.)

ST. LOUIS, MO., November 11.—At a recent hearing before the bankruptcy commissioner, the Koerber-Brenner Co. convinced the court that the Victor department was not in any sense a part of the Bollman Bros. Piano Co. estate and permission was given to them to remove the stock. Also an order was given to the company for collections made at the store after the bankruptcy was inaugurated. An application is pending for an allowance of sums collected by the Bollman Bros. Co. in the two months before the collapse, which had not been turned over to the Koerber-Brenner Co. The Koerber-Brenner Co. took over the Bollman Bros. Victor department several months before E. J. Piper, the president, killed himself because Piper had admitted to them that he could not settle with them. They continued the department on a rental basis, but when the collapse came the Bollman books did not show the deal clearly enough to permit the removal of the stock without a thorough investigation. The hearing sustained all contentions made by the Koerber-Brenner Co. The stock is in the jobbing warerooms of the company. Mr. Rauth says they will not enter the retail business again, but he hopes to place this stock as it stands with some house.

WITH PARDEE-ELLENBERGER CO.

L. H. Ripley, who for several years was with the Victor Talking Machine Co. as one of its New England representatives, has joined the traveling staff of the Pardee-Ellenberger Co., Inc., 66 Battery-march street, Boston, Mass., and in the future will devote his time as a special ambassador of the Edison disc products.

"FAIR TRADERS" PLEASED.

See Hope for Price Maintenance in Redfield's Lansing Speech.

Regarding the statement of Secretary of Commerce Redfield to the effect that the Department of Commerce would, if funds were available, conduct an inquiry the coming year into the fixing of retail prices by manufacturers, C. H. Ingersoll, president of the American Fair Trade League, said last week:

"The Secretary of Commerce and others influential in Washington are getting a proper understanding of this important subject. An interesting point made by Mr. Redfield called attention to the fact that Supreme Court decisions are not always the last word.

"There are indications that Congress is conducting an investigation of the subject along very broad lines. The men in charge are capable, and, although the end seems far off, we assume that their conclusions will be that price maintenance is a sound proposition from the standpoint of the consumer, and, broadly speaking, in the interest of public policy.

"The fair trade proposition is not generally recognized or followed up abroad. Germany, however, has a very effective control of prices and other things relating to fair trade conditions. This is a law which says that injury to prices of trade-marked articles is against public policy. There is also a law in Germany that forbids misrepresentation in advertising, and while it is well designed, there are some ways in which it has reactionary effects. In England the attitude of the courts is the principal protection in all fair trade matters, and the courts are fairly well grounded in the defense of fair trade methods.

"The American Fair Trade League hopes to have a definite declaration by Congress on several points, the most important being price maintenance. Eventually, we expect to obtain these declarations."

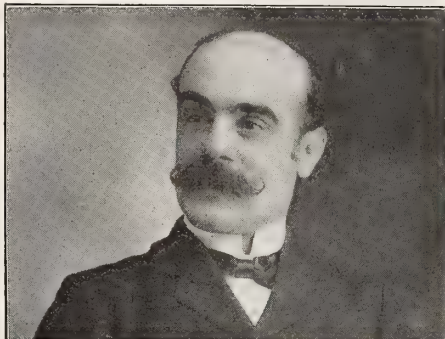
CLOCK TURNS OFF WINDOW LAMPS.

One cannot afford to run the window lights all night, but it is not difficult to arrange so the lights will be cut off automatically at any desired hour, says Frank Farrington. A simple method is as follows: Attach a cord to the lever used for switching off the lights, or if a button is used, have a lever installed instead. Fasten the other end of the cord to the wind-up key on the back of an alarm clock, the key that winds up the alarm part. Fasten the clock firmly to the floor or to a block in such a position that the cord will be tight and not too long. Set the alarm at the hour it is desired to cut off the lights. When the alarm goes off and the key turns around it will wind up the cord and pull the lever, thus cutting out the lights.

JOINS THE EXPORT DEPARTMENT.

Joseph M. Lacalle Appointed Musical Critic of Export Department of the Columbia Graphophone Co.—F. C. Figuera Another Addition.

Joseph M. Lacalle, manager and director of the Spanish Theater Co., has been appointed musical critic of the export department of the Columbia Graphophone Co., one of the most important positions in this division of the company's business. Mr. Lacalle assumed his new duties the latter part of last month, and has already introduced several ideas to the Columbia export department that will



Joseph M. Lacalle.

prove of considerable value and benefit to the Columbia export clientele.

Joseph M. Lacalle is considered one of the most talented and best informed Spanish composers in this country, and the recent organization of the new Spanish Theater Co. to present modern Spanish music to New Yorkers placed his name prominently before the music loving public in his capacity



Fulton C. Figuera.

of manager and director of the new venture. According to present plans the Spanish Theater Co., which is associated with the Pan-American Philharmonic Society, will inaugurate its season early

next year, when typical Spanish music will be introduced under the management of Mr. Lacalle.

Another recent addition to the Columbia Graphophone Co.'s export staff is Fulton C. Figuera, who was appointed manager of the Spanish correspondence department last week. Although a comparatively young man in point of years, Mr. Figuera has had many years' experience in the handling of Spanish correspondence, and his exceptional knowledge of the language, together with his business ability and intimate acquaintance with the ideas and methods of the Spanish speaking people, should insure his marked success in his new post.

VALUE OF WINDOW DISPLAY.

If Given Proper Consideration It Will Pay—The Wellston Talking Machine Co. Believes in This Policy.

The Wellston Talking Machine Co., 5947 Easton avenue, St. Louis, Mo., dealer in Edison and Victor talking machines, carried on a very active window publicity campaign during the late autumn months which resulted in material business augmentation. The display referred to was devoted largely to stimulating purchases of talking machines for camping and vacation purposes, and the lateness of the year alone prevents us from reproducing a photograph of this very neat and effective window.

The World has always held that every effort along the lines of originality in window or store arrangement is helpful because it furnishes the public with an idea of the progressiveness and enterprise of the owner of the establishment. There should be no relaxation of effort on the part of dealers in making their windows and stores so unique as to compel the favorable notice of the public. It is the best kind of advertising, and evidently Mr. Coleman, president of the company, appreciates this fact.

If you dress your window just like all the other fellows down the street—just as you dressed it last week, last month or last year—there's mighty little inducement for anyone to stop and look at it. Plan something different. Find a new way to place things. Introduce a touch of color—anything that will make the passer-by stop and look and linger.

TALKING HAT RACK.

A talking hat rack has been placed on the market with an added feature which is certain to delight the heart of the practical joker. The weight of a hat starts the talking machine and at the same time a small brass pin, which appears to be the peg by which the rack is hung on the wall, is pressed forward at a point directly opposite the hat brim, causing the hat to fall to the floor.

"There'll Come A Time Some Day"

(APOLOGIES TO CHAS. K. HARRIS)

When you will want goods and your regular source of supply will fall down; that is the time when, perhaps (notice, perhaps), we can be of service to you; it won't cost much to find out, and if our stock permits and the filling of your order does not interfere with our supplying the wants of our regular dealers we will be glad to serve you. Right here is an argument in favor of your being numbered among our regular dealers and have first call on goods at the time the demand exceeds the supply. This is one of the fundamental principles of Eastern Service—loyalty to the loyal.

Eastern Service Is Good Service and It Is Just Service

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR



Victor-Victrola X, \$75
Mahogany or oak

Music dealers have seen the Victor-Victrola take foremost place among the world's musical instruments.

Victor-Victrola XI, \$100
Mahogany or oak

They have seen prestige and profits come to dealers from their association with this greatest of all musical instruments.

They have seen the Victor-Victrola elevate this branch of the musical industry from comparative insignificance to a position of dignity and refinement, and become the most profitable part of the entire retail music trade.

And backed by the tremendous resources of the Victor organization, the influence of the Victor-Victrola grows bigger every day, constantly enlarging the field and profits of dealers everywhere.



Victor Talking Machine Co.,
Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.

Victor-Victrola XIV, \$150
Mahogany or oak

Victor-Victrola XVI, \$200
Mahogany or oak

Victor Distributors

Albany, N. Y. Finch & Hahn.
Altoona, Pa. W. F. Frederick Piano Co.
Atlanta, Ga. Elyea-Austell Co.
Phillips & Crew Co.
Austin, Tex. The Talking Machine Co., of
Texas.
Baltimore, Md. Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. K. Eisenbrandt Sons.
Bangor, Me. Andrews Music House Co.
Birmingham, Ala. Talking Machine Co.
Boston, Mass. Oliver Ditson Co.
The Eastern Talking Machine
Co.
M. Steinert & Sons Co.
Brooklyn, N. Y. American Talking Machine Co.
Buffalo, N. Y. W. D. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orton Brothers.
Chicago, Ill. Lyon & Healy.
The Talking Machine Co.
The Rudolph Wurlitzer Co.
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. The W. H. Buescher & Sons Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
Columbus, O. Perry B. Whitsit Co.
Dallas, Tex. Sanger Bros.
Denver, Colo. The Hext Music Co.
The Knight-Campbell Music Co.
Des Moines, Ia. Chase & West Talking Mach. Co.
Mickel Bros. Co.
Detroit, Mich. Grinnell Bros.

Elmira, N. Y.	Elmira Arms Co.
El Paso, Tex.	W. G. Walz Co.
Galveston, Tex.	Thos. Goggan & Bros.
Grand Rapids, Mich. J. A. J. Friedrich.	
Honolulu, T. H. ...	Bergstrom Music Co., Ltd.
Indianapolis, Ind..	Stewart Talking Machine Co.
Jacksonville, Fla. .	Florida Talking Machine Co.
Kansas City, Mo. . .	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.
Lincoln, Neb.	Ross P. Curtice Co.
Little Rock, Ark. . .	O. K. Houck Piano Co.
Los Angeles, Cal. . .	Sherman, Clay & Co.
Louisville, Ky.	Montenegro-Riehm Music Co.
Memphis, Tenn.	O. K. Houck Piano Co.
Milwaukee, Wis.	Wisconsin Talking Machine Co.
Mobile, Ala.	Wm. H. Reynolds.
Montreal, Can.	Berliner Gramophone Co., Ltd.
Nashville, Tenn. . .	O. K. Houck Piano Co.
Newark, N. J.	Price Talking Machine Co.
New Haven, Conn..	Henry Horton.
New Orleans, La. . .	Philip Werlein, Ltd.
New York, N. Y. . .	Blackman Talking Machine Co. Sol. Bloom, Inc. Emanuel Blout. C. Bruno & Son, Inc. I. Davega, Jr., Inc. S. B. Davega Co. Chas. H. Ditson & Co. Landy Brothers, Inc. New York Talking Machine Co. Szas E. Pearlsall Co. Benj. Switkaly.

Oklahoma City, Okla.	Schmelzer Arms Co.
Omaha, Neb.	A. Hospe Co. Nebraska Cycle Co.
Peoria, Ill.	Putnam-Page Co., Inc.
Philadelphia, Pa.	Louis Buehn. C. J. Heppe & Son. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressey & Allen.
Portland, Ore.	Sherman, Clay & Co.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, Utah	Consolidated Music Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Savannah, Ga.	Phillips & Crew Co.
Seattle, Wash.	Sherman, Clay & Co.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	The Aeolian Company of Mo. Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro. Koehler & Hinrichs.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier Co.
Washington, D. C.	Robert C. Rogers Co. E. F. Droop & Sons.

EMPHASIZES NEED OF SALESMANSHIP EDUCATION.

Interesting Letter in Which Talking Machine Salesmanship Is Viewed from Standpoint of Layman Who Is Critical but Fair in His Analysis of Conditions as He Finds Them—Demonstrates the Necessity of Resourcefulness and Tact.

Along the lines of salesmanship education the subjoined, received from F. W. Pickard, Los Angeles, Cal., will prove of interest. Mr. Pickard emphasizes the need of education on the part of salesmen, and he also raises a very interesting question on the therapeutic value of music:

"LOS ANGELES, CAL., October 23, 1913.

"Edward Lyman Bill, Esq., New York City:

"Dear Sir—Enclosed find two dollars for subscription to your valuable magazine, The Talking Machine World. I take great pleasure in assuring you that I have no magazine that is better edited or more interesting than yours. I am considered an enthusiast in the use of the phonograph, having taken it up some time past to aid in the cure of asthma, with which I was a great sufferer. Asthma and lung trouble of a severe nature seemingly could not be relieved, and as a last resort I tried the effects of music.

"Fortunately, I was guided somewhat by a gentleman who showed me how to realize the best effects, etc. Having a very fine toned Columbia Regent, I made the selection of records one that would relieve the terrible suffering allotted me. In this selection of records I found many very disappointing features, not the least of which was the crude manner in which records were sold by rather eager but somewhat ignorant salesmen. I have nearly 800 records and am constantly buying. One could not find in my 800 any on the order of ragtime or tango or like. I have written an article relative to my point of view in the selling of records—that is, from a purchaser's standpoint. In your excellent trade paper you bring out constantly various points to aid salesmen, but it has often occurred to me that the buyer's feelings, if expressed

from one who has had the rather expensive experience that I have, might give your clients some guidance in the discriminating sale of records. So wonderful has been the growth of the phonograph business that quantity rather than quality has been the effort of salesmen. I know of no class of salesmen more ignorant, as a rule, of their stock and unwise in putting it before the average customer than phonograph salesmen, something that would not be tolerated in ordinary business lines.

"I note with gratification in your last issue there are some items tending to more care and a wiser selling of records. One finds every catalog issued speaks of each record as of the highest worth, etc.—no discrimination is used, only a very glowing account is given. When one like myself saunters in to pick out some new records it often becomes a waste of time before acceptable records are found. This could be avoided—and, to my notion, ought to be—if the salesman followed the custom of salesmen in other branches of business by knowing his customer and knowing his stock so well that he can produce what is desired, or create a desire. The rule is to show a record on the poorest machine and pay no attention as to the use of a needle that will bring out properly the music. The prevailing habit is to show the latest turkey trot or the most popular light opera record. Many a time I have sat down and asked the salesman to play me something dainty and winning either in song or instrumental, and many a time have met with utter blankness, and all he could do was to hand me a catalog and ask for numbers desired. That is not always so, however, for some of my men have been wise and careful enough to play something that would result invariably in a

sale. For instance, once when suffering badly I stopped, and my friend played the 'Invocation' ('Faust') by Journat. Instant relief (and instant purchase).

"No journal I have read comes up to yours in vital interest in its line—it educates me. Please do not consider me as an educated musician—I am not. I am one who firmly believes in the curative power of music. I know that power myself. I believe a higher standard should be sought in the sale of records—more business sense shown and more care used. Should you care to see my article written from the standpoint of the fellow on the outside of the counter it would please me to send it. It is not a screed against the salesman—simply how the poor cuss buying sometimes feels he was poorly treated. I firmly believe no gift of a better nature could be given customers oftentimes than your paper.

"Respectfully,

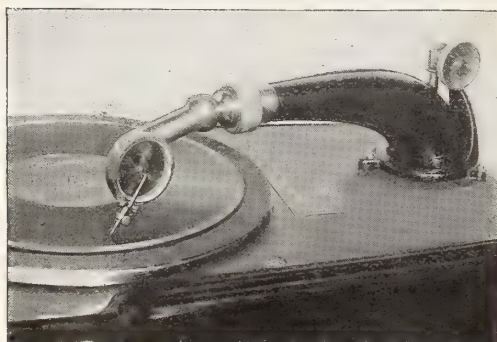
"F. W. PICKARD."

MANY ATTEND EXHIBITION

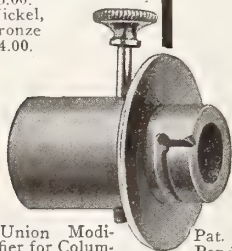
Of Forest Cheney's New Process in Talking Machine Reproduction Held at the Murray Hill Hotel, New York City, Recently.

Forest Cheney, of Chicago, Ill., inventor of a new process in talking machine reproduction, exhibited his invention before prominent members of the trade and a number of invited guests at the Murray Hill Hotel recently. E. L. Howe, merchandise manager of Marshall Field & Co., the prominent Chicago department store, which, it is understood, will merchandise and perhaps manufacture machines embodying Mr. Cheney's inventions, accompanied Mr. Cheney to New York, and assisted in the demonstration of the new principle. Records of all types were played by Mr. Cheney, and at the close of the demonstration he was congratulated on the success of his invention.

Your character grows as your chain of thoughts grow and expand.



Union No. 1 for Edison Machines. Gold plated \$5.00. Nickel, bronze 4.00.



Union Modifier for Columbia Machine.

Union No. 2 for Victor Machines. Gold plated \$7.50. Nickel, bronze \$6.50.

**Profits for Jobbers**

Union No. 1 (shown in use with Union Sound Box at left.)

UNION Specialties double the range of your customers' machines.

Here are seven profitable specialties that will sell to your customers on sight. Why? Because

Union Phonograph Specialties

meet a long-felt demand.

UNION No. 1 enables owners of Edison Disc Machines to play Victor, Columbia and other similar records on an Edison. It adjusts instantly and easily without alterations.

UNION No. 2 plays Edison records on a Victor.

UNION No. 3 plays Edison records on a Columbia.

FREE CATALOG—"Two Phonographs in One"

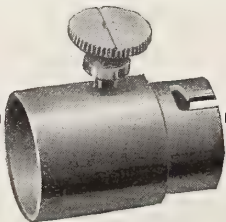
Write for your copy to-day. This simple but detailed booklet, fully illustrated, will interest your customers and make profits for you.

THE UNION SPECIALTY & PLATING CO.

409 PROSPECT AVE., S. W., CLEVELAND, OHIO

Pat. Pend.

Union Modifier for Victor Machine.



Pat. Pend.

Union No. 3 for Columbia Machines, gold-plated \$7.50; nickel, bronze, \$6.50.

Union Sound Box. Gold plated, \$5.00. Nickel, bronze 4.00.



Pat. Pend.

Union Modifier for Edison Machine.

Pat. Pend.





We have always had quite a lot to say about the guaranteed quality of Columbia Double-Disc Records and we are again going to say it loud enough for several million people to hear; witness the Columbia advertisement in this week's issue of the Saturday Evening Post.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

SATURDAY NIGHT CLOSING AGAIN DISCUSSED

By the Trade in Detroit Owing to Lapse of Two Concerns—Present Closing Plans Highly Approved—Charging Interest on Instalment Sales—Holiday Trade Opening Up in Shape—Leading Houses Doing Big Business and Organizing New Agencies.

(Special to The Talking Machine World.)

DETROIT, MICH., November 10.—The question of Saturday night closing again has the talking machine dealers of Detroit in a stew. The policy of closing, which went into effect July 1, has proved to be such a profitable one, as well as a desirable one, that the dealers thought it had been settled permanently. But there has been a break in the ranks.

Fortunately, the two houses which began last week to keep open Saturday nights again are both small ones, and their action can do no damage in itself. But it is feared that some larger houses may get an idea that it is losing business to these small concerns and become weak-kneed.

That the Saturday night closing has been of benefit both financially and physically, is proved by the fact that all the big houses have steadily gained in weekly and monthly business. The Max Strasburg Co. had double the business in October that it had in October last year. Grinnell Bros., as jobbers and retailers of the Victor line, do such a tremendous business that to double it in a year hardly could be expected, but the business of the past four months has shown a remarkable increase over the same period last year. Similar reports are made by the J. L. Hudson store, the Columbia store, the Cable Company and others. Formerly these big stores all had more or less dull times on Monday and Tuesday. They figured that they lost many sales altogether because people instead of buying when they thought of it, would keep postponing it until Saturday night, and then either fail to go downtown or find all the stores so crowded they could not get waited on anyway. So they would go home and repeat the performance week after week. Now they do not wait for Saturday night, because they know there will be no Saturday night shopping. In consequence Monday and Tuesday have become very busy days. All the business that might have been done Saturday night comes in early in the week, and more too.

Every big dealer in the city, however, insists that he is not the possible weak-kneed one; that he is making more money than he did under the old system and is therefore more than satisfied with the new.

One cause of the increased business can be seen in the higher level of the prices that are popular. A year ago the popular range was from \$50 to \$75. Now it is from \$75 to \$100, with the latter figure by far the most in evidence.

"It is just a matter of a little judicious talk to get the prospect to take the \$100 machine in preference to the \$75," said Max Strasburg. "It is easy to show wherein is the added value. Show them the value and they want it, unless they intend to pay cash and haven't the extra \$25 with them. When they buy on contract an additional \$25 doesn't amount to anything.

"The lower priced machines, that is, those selling

for less than \$50, are losing ground steadily, except perhaps among the foreign citizens, who still like a horn for its orchestral appearance and lots of noise rather than a soft tone."

Another matter that pleases the dealers very much is the result of the agreement to charge interest on instalment sales. It has worked out beautifully, and along exactly the lines that were predicted, greatly increasing the number of cash sales, while reducing the amount of capital necessary to be tied up in the business. Not a customer has made a complaint, as far as known among the dealers. All people are in the habit of paying interest on houses, furniture, pianos and all else that they buy on instalments, and do not expect to be absolved from it in buying talking machines. In the past they have been surprised when informed that there would be no interest. Though the agreement has been in force only a little more than a month, it has become as much an established feature of the business as though it had been in effect for years.

Generally speaking, there will be no shortage of talking machines to hamper the holiday trade this year. Victor dealers say that jobbers all over the country are soliciting their business, which means that they have plenty of machines for immediate delivery. Detroit dealers all are stocked up in advance, however, having grabbed old Father Time by the forelock as soon as the opportunity presented itself. As last year's business was tremendous in spite of a shortage of goods, there is considerable pleasant anticipation of what it will be when the dealers can deliver all the goods people want.

The holiday trade seems to be opening good and early this year, too. Grinnell Bros. in the first week in November had sold about a dozen machines for Christmas presents, putting them aside to hold for delivery the day before Christmas. None of the others had made Christmas sales when The World asked about it, but all were expecting an early beginning.

Detroit has a large number of concerts, big and little, during the winter season, and nearly all of them help to boost the sale of talking machine records. People hear some song or instrumental number at a concert which pleases them and next day they go to a store and buy a record of it. That is one reason why Detroit dealers all keep such a large catalog in stock. The great artists who visit the city almost always render one or two of the old time classics; and always stir up a demand for such records.

Record buying has been reduced to a science by a great many owners of talking machines. The day that a new catalog is due, each month, there is a rush of music lovers to ascertain what is in it and to make their selections. A good many red seal records are sold in spite of their high price.

The use of the fiber needle is growing in favor.

It is not only an efficient demonstrator in the stores and a producer of a softer tone in the comparatively small rooms of residences, but it saves the records.

A new Victor feature which is attracting attention is the speedometer, which comes with all machines, and, set at seventy-eight revolutions to the minute, plays all records as they should be played. By it, the machine, can be made to run faster or slower, if the ear of the owner prefers a different tone or tempo. Its greatest use, however, is in adjusting the speed to show the people without accurate musical ears just how a number should be rendered.

The talking machine dealers up-State are going to be well taken care of this winter. For the Columbia Co., Robert Barclay, now traveling under the auspices of the Detroit branch of the company, has placed a good many agencies in the larger cities and fitted them out with adequate supplies. In the Victor line Grinnell Bros. will be able to supply about all that is required.

Both in the city and up-State, through papers of State-wide circulation, the talking machines are being heavily advertised, particularly the high priced ones. This may account in some degree for the trend toward a higher range of prices.

The Columbia Co. has transformed two more piano houses into talking machine institutions. One of them is the Hustedt Piano Co., of 811 Gratiot avenue. The other is Frank Niman, at Chene and Forest avenues. Both start with a good representative line of Columbia machines and records.

James Bratherton, formerly with the talking machine department of John Wanamaker in Philadelphia, has removed to Detroit and taken a position with the Max Strasburg Co., "the Victrola Shop."

ACCESSORIES THAT ARE POPULAR.

Products of Union Specialty and Plating Co. in Strong Demand—An Interesting and Valuable Line of Devices—Manufacturing Facilities Being Increased to Meet Demand.

(Special to The Talking Machine World.)

CLEVELAND, OHIO, November 10.—The Union Specialty & Plating Co. is very busy, operating the factory on a schedule of full and overtime. "Why, yes," said a prominent talking machine dealer, "we have the different Unions, the Union sound box, the Union modifier and, in fact, carry the entire line of the Union Specialty & Plating Co.'s talking machine products, and I wouldn't consider my store complete without them. Sell? Of course, they sell. They are just what talking machine owners want." H. B. McNulty, general sales manager of the company, said: "Our business is increasing by leaps and bounds. We are meeting with wonderful success with the entire line of goods we are manufacturing. We are adding largely to our facilities, equipping the factory with additional machinery and special tools in order to take prompt care of the increasing demand for goods. Our principal trouble has been our inability to manufacture enough goods to meet the demand, but we are now enabled to do so. We are looking for a big rush for our goods to meet the holiday trade, and will be fully prepared to supply it."

A host of and the old loyal than



The line of Edison Phonographs at your disposal today covers every possible situation that may arise in your phonograph business.

With the coming of Mr. Edison's most recent achievement—the Edison Diamond Disc Phonograph—scores of patrons whom you have never been able to interest are now active prospects for you.

There will always be people who prefer cylinder records—and the cylinder types are constantly showing improvements that anticipate the ideas of these loyal adherents to an established type.

The new diamond reproducer is a perfect jewel of a talking point. Think of being able to show this wonderful gem and to tell your patrons that it removes all the ceaseless bother of constant changing. It is a permanent point that never wears—and the argument will wear as long as the diamond lasts—forever.

Thomas A Edison
INCORPORATED

new friends ones more ever

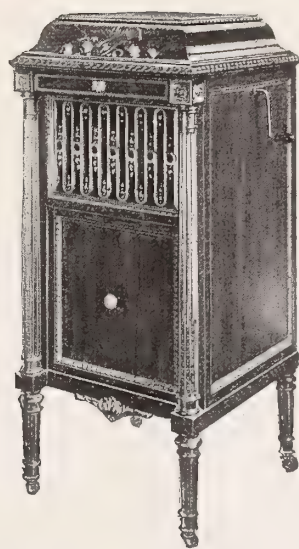
Talk tone quality—sweet, natural melody of greater purity than has ever been approached in a phonograph. You have the phonographs to back up every word you say.

Talk the wide range of models—from \$450 to \$30—adapted to every purse. Talk the varying woods in which the artistic cabinets may be obtained, suited to every taste and blending with every household furnishing.

Talk the superior construction of the motors—in which Mr. Edison has successfully experimented until he has given them a degree of great efficiency and endurance.

Talk the marvelous name Edison—and all it stands for—in the world of invention.

Was ever a dealer supplied with such a wealth of arguments as you have today when you handle the Edison line?



THOMAS A. EDISON, Inc.

59 LAKESIDE AVENUE

ORANGE, N. J.

HOLIDAY BUSINESS APPARENT ON PACIFIC COAST.

Jobbers Report That Dealers Are Putting in Substantial Stocks of Machines and Records
—Portola Festival Pleases Trade—George W. Lyle Visiting Columbia Co. Branches—
All Lines Being Exploited Strongly—Good Supply of Edison Discs—Month's News.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., October 30.—Business in talking machines, especially wholesale, is rapidly assuming larger proportions as the holiday season approaches. Jobbers report all the orders they can handle, and the distributors are finding an immediate demand for all the goods they can get. A good many out-of-town dealers came to San Francisco during the Portola Festival, a four-day celebration, October 22 to 25, which was the most pretentious event of its kind ever held here. It had been well advertised throughout California and adjoining States, and it was largely attended. The city was elaborately decorated and the entertainment was of a high character. The retail music houses, although not among the trades to reap immediate benefits from the carnival, participated in the affair quite generally, contributing to the general expense fund, preparing special displays and otherwise responding to the festival spirit. The trade was represented in the big industrial parade by Byron Mauzy, who entered a float showing musical instruments in an attractive setting.

The Stock Situation.

While there is still some talk here of difficulty in getting stock, not much anxiety is being felt in this respect, as stocks generally are in much better shape than they have been at this time in a number of years. Several of the retailers have been filling their warehouses for some little time and at this early date have nearly all their holiday goods in storage.

Messrs. Lyle and Gray on Business Tour.

W. S. Gray, local distributor for the Columbia Graphophone Co., left last week for the Northwest, with the intention of meeting George W. Lyle, general manager of the company, and making a tour of the Pacific Coast with him. He planned to spend

about two weeks in the Northwest, making stops at Portland, Tacoma, Seattle, Victoria and Vancouver before returning to San Francisco. After looking over the local field they will proceed to the southern part of the State. Just before going north Mr. Gray made a trip taking in several California towns, including Stockton, Tracy and Livermore. Dealers in those places, he said, were enjoying a normal business and were preparing for a big holiday trade. Fred Anglemier, local wholesale manager, reports a splendid business the past month, and thinks they will be able to meet the demand in this section quite comfortably this holiday season, having taken every precaution against getting swamped with orders in December. A new man has joined the Columbia force here in the person of Otto Krause, formerly with the Victor Co. He has been engaged particularly to exploit the Columbia Grand here in San Francisco. The force has been still further strengthened by the return of J. B. Kahn, who for several months has been interested in other pursuits, to resume his duties with the company. He will work outside territory.

Takes on Columbia Line.

The Hayden Furniture Co., of Bakersfield, Cal., has added a Columbia Graphophone department and is planning an extensive campaign for Columbia products in conjunction with its furniture business. Mr. Dyer, president of the company, was a recent caller at the Columbia offices here.

Big Demand for the Edison Line.

J. E. McCracken, traveler for the Pacific Phonograph Co., is now calling on the trade in the southern part of the State, after completing a successful trip over the Northwest. A. R. Pommer says they have all the orders they can handle and that indications point to a banner year in Edison products here on the Coast.

E. V. Chandler, special representative of the phonograph department of Thomas A. Edison, Inc., after working the southern part of the State quite thoroughly, is now calling on the trade in the San Joaquin Valley.

Bacigalupi's Good Report.

Peter Bacigalupi, manager of the talking machine department of Peter Bacigalupi & Sons, reports a big month's business in both Victor and Edison products. He also says that holiday business in Little Wonder machines looks very promising. Hale Bros., one of the large department stores here, has placed a large order for these machines and is featuring them quite extensively in the toy department. During the Portola Festival the Bacigalupi talking machine department was converted into a grand stand for the accommodation of friends and patrons of the house who desired to see the parades.

Exploiting Victor Style for Schools.

C. T. Edwards, who has charge of the outside business for the Wiley B. Allen talking machine department, is devoting particular attention at present to the exploitation of the Style 25 Victor machine for school use in the outlying districts in this vicinity. He says much interest is being shown in that style of machine in San Mateo and Santa Clara counties. Joel R. Scott, manager of the record department of the Allen store here, reports a big business during Portola Week. James J. Black, manager of the Allen talking machine department, anticipates an unusually large holiday trade in the higher priced Victor Victrolas. Miss Bertha Houde has returned from the North and resumed her position with the Wiley B. Allen Co.

Kohler & Chase Activity.

P. H. Beck, manager of the Kohler & Chase department, says that business continues to improve and that both machines and records are having a good call. He finds the \$100 Victor Victrola a popular style of machine for the apartment house trade of this city. He is carrying a large reserve stock now, and expects to be able to handle the holiday rush without delay.

Good Supply of Edison Discs.

J. S. Baley, manager of the local branch of Babson Bros., is now in receipt of a fairly good supply of Edison disc records and is in position to push disc business more actively. He notes a decided improvement in the demand for both disc and cylinder products in the last month. He has a big mailing list, and a good many of his out-of-town customers called during the Portola Festival.

Manager Morgan, of the Emperium talking machine department, which handles Columbia products exclusively, has been running a series of ads featuring the "Eclipse" machine, and which have stimulated interest in that style.

SPECIAL DEMONSTRATION RECORD.

Being Introduced by the Columbia Co. to Retail at 25 Cents—Contains Tenor Solo and Selling Talk on Qualities of the Products.

The Columbia Graphophone Co. has just introduced a special demonstration record to retail at twenty-five cents that should prove one of the most important trade producers announced by the company in some time. A double page spread in today's Saturday Evening Post presented this new demonstration record to the general public, and if advance expressions of approval are any key to the ultimate popularity of this record, the demand for the new Columbia demonstration record will far exceed all expectations.

On one side of this new demonstration record is featured a tenor solo by one of the Columbia Co.'s most popular artists, while on the other side is presented a short selling talk on the merits and distinctive qualities of the Columbia products. A feature of this short selling talk is the presentation of the following band instruments, which are introduced in order to give the auditor an idea of the quality of Columbia recording methods: First violin, second violin, viola, 'cello, flute, bassoon, bell, cornet, oboe, clarinet, French horn and trombone.

"The road to success is long and rough, but the scenery at the end is so fine that few purchase return tickets."



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.

TRADES HIGH-GRADE PIANO FOR EDISON PHONOGRAPH

Marks Silverstone, Head of Silverstone Music Co., St. Louis, Very Proud of Latest Deal—
A New Argument for High-Priced Outfits—Fall Concert Season Opens—Many Dealers in Town—Phonograph Used to Test Result of Operation on Tonsils—Other News.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., November 10—Marks Silverstone, president of the Silverstone Music Co., Edison jobbers and retailers here, thinks he has about reached the pinnacle of talking machine exchange in trading in a Steinway piano for an Edison disc phonograph. The piano is an upright, one year old and in excellent condition, but the family wanted more variety to their music than any of its members was able to furnish and did not take to the player-piano idea. "But I am not content yet," says Mr. Silverstone. "I want to bring a player-piano in here in an exchange deal."

Mr. Silverstone always has a salesmanship feat or two at his tongue's end. His ability to learn the reason why is well illustrated in this story.

"The other day I closed a sale with a waiter, who told me his wages were only ordinary, for a \$290 machine. I had suggested, as I always do, a \$250 machine, but he was not especially attracted by the design, and after looking over the stock picked out the \$290 instrument, ordered his records and was ready to go, feeling that he had completed a good day's work.

"How did you bring yourself to the point of paying \$200 for a machine?" I asked of him. He replied:

"We first talked of a piano and then decided that a talking machine would give us more service and enjoyment. We had talked with persons who knew and consequently would not think of giving less than \$250 to \$300 for a piano, and when we considered this machine the equal to our family of a piano, we were willing to pay as much." Mr. Silverstone says he has found this story an inspiration to those salesmen and dealers who are inclined to be backward in offering high priced machines to their trade.

Mr. Silverstone says that the added interest

among both dealers and the public following the double barreled announcement of the Edison disc machine is very apparent. This interest is making itself felt at the Silverstone store, where the organization is being enlarged to handle the trade that is seen headed that way. William A. Randall has been installed as manager of the wholesale department, and L. M. Schlude is traveling representative for disc machines. C. M. Routledge was added to the main floor sales force. All of these persons are experts in their lines. O. A. Reynolds, Blue Amberol traveling representative, is in Illinois this month.

The fall concert season has opened at this store and each Saturday afternoon a party of ladies is entertained on the second floor. The interest in these concerts grows as their fame spreads, and little effort is made to extend the audiences. It has been necessary to expand the seating capacity, however. Other concert facilities are maintained on the first floor, where a flood of music is opened on an inquirer who "has just a minute, not long enough to stop and listen."

Some of the dealers who have come into the store recently to look into the disc machine prospects are: C. B. Hunter, Versailles, Mo.; C. A. Hawk, Greenville, Ill.; Chris Keyler, Nashville, Ill.; A. J. Rouse, Doniphan, Mo.; A. J. Snider, Poplar Bluff, Mo.

Cylinder records were made at the Silverstone laboratory a few days ago by John Rohan, a local tenor of considerable note, to be sent to the home office to determine whether his voice has the right quality for a record artist. It is believed here that it has, and his records would be exceedingly popular here. A rather peculiar request for records was met last month. A young woman of Steelville, Mo., known throughout the State as a vocalist, was ordered to submit to an operation for the

removal of diseased tonsils. At her father's request she had several records made before going to the hospital, and will have others made when she recovers. The father was anxious to preserve the voice he loves and also to be able to decide accurately what effect the operation had had.

The office in the Silverstone wareroom is set off with a partition that lacks several feet of reaching the high ceiling. Recently it was found that the talking machines used in the main corridor and the adding machines and typewriters made a jumble that rendered conversation in the office almost impossible. Also the demonstrators in the corridor complained that the office machines often destroyed the best effects of their music. Mr. Silverstone has remedied this by stringing copper wires at the top of the partitions to "chop up," as he says, the sound waves. As a result there is slight confusion, and neither the office force nor the demonstrators complain at the solution of the problem.

ADVERTISING GOSPEL FOR THE DAY.

Behold an advertiser went forth to sow; and when he sowed, some seed fell into handbills and dodgers, and the street cleaner came and gathered them up:

Some fell amongst concert and theater programs, and the people being interested in the performance and not in bargains they were left on the seats or crumpled and thrown on the floor.

And some fell among fake schemes and gift enterprises, and popular contempt sprang up and choked them.

But some fell into legitimate papers, which found their way into the homes of the people who had time to read them, and they brought forth fruit some one hundred fold, some sixty fold, some thirty fold. He who hath ears to hear let him hear.

Awake, young man, get a fresh grip on yourself, and remember it's the man who makes the place and the place doesn't seek the man. Whatever you do, shed no tears over the lack of opportunity, for it's knocking, yes hammering, daily at your door.

Other Dealers Are Making Money Selling The

MASTERPHONE

A Perfect Clarifier for Talking Machines

A SIMPLE DEVICE INSTANTLY ATTACHED TO ANY SOUND BOX WITHOUT TOOLS

BECAUSE a demonstration is so convincing that it requires no explanation—no stretching of the imagination. The customer hears everything there is in the record free from all muffled and mechanical tones. The sound is no longer confined in the machine. Each word and note is clear and distinct—no aftertones.

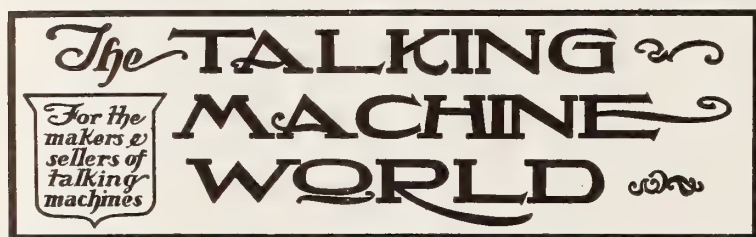
The MASTERPHONE which is used with a fine, soft tone needle produces a volume of sound equal to a singer's natural voice, but does not destroy the record.



The Masterphone
Retails for
\$1.00

Write to-day
for
Trade Discount

THE MASTERPHONE CORPORATION, 187 Broadway, New York City



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Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, NOVEMBER 15, 1913.

THE suggestion made in the last issue of *The World* that the talking machine houses should establish regular salesmen's schools of instruction, has been favorably received. Quite a number of communications have reached this office from dealers who have been interested in the plan suggested.

Supplementing our remarks of last month, we should say, lose no time in establishing a school for salesmen. The talking machine business is young—not old enough to have graduated a vast number of capable men, but quite old enough to start right in its fundamental work—quite old enough to train salesmen in a manner so that their opportunities for business getting will be broadened.

A salesmen's school of instruction in every talking machine store will do this. We feel confident that the salesmen themselves would take quickly and kindly to the idea.

They would obtain views which they would see at once would be advantageous to them. They would add to their tangible assets by the possession of new elemental ideas which would enable them to become larger bread winners. In other words, their sales making possibilities would increase and presumably in like proportion their earning capacity would grow, because most men are willing to recognize every salesman in accordance with his ability to produce business.

THE drone certainly does not rank with the ambitious, wide-awake, clean-cut salesman who can convince customers and who can increase his employer's business. And, union methods, whereby the ambitious man is kept down by the imposition of regulations, do not exist in the sales world. The question of how to increase sales is a vital one—it is fundamental, and sales growth must come through the young men who are showing records and machines over this country.

Therefore, why should they not equip themselves in the most intelligent and advanced manner, so that they can be better fitted to progress in their own positions through increased salesmanship powers?

Increased selling power means increased money-getting powers, for the two work automatically.

To our minds it is absolutely necessary that a salesman should possess some knowledge—fairly comprehensive at that—of mechanical details.

Suppose the mechanical parts of the talking machine were discussed before salesmen and explained?

Would they not be in a better position to impress customers, having themselves obtained a knowledge of the mechanical parts of the talking machine?

OF course, it is not necessary for them to be experts—that is not the question—but a knowledge sufficient to take the talking machine apart completely and reassemble it, if necessary, might come in handy.

The salesman could impress his customer in a more intelligent manner if he thoroughly understood the machine himself.

Now, in the talking machine trade prices are fixed.

Why are they fixed? Why should they not be elastic?

Put that question up to the average salesman and note his answer.

Should he not be in possession of facts so that he may state to a customer that every possible factor has entered into the establishing of a fixed price, that when the manufacturers themselves have fixed a price on certain machines, that those machines are absolutely worth it. Every cost consideration had been analyzed systematically so that when the machines were put out at certain prices they were just the same as standard bonds—they are worth the money asked—they were standardized.

Why should he not be in a position to explain intelligently why different prices are asked for different models?

PUT those questions to some salesmen and they go up in the air, and a good impression frequently is lost simply through the ignorance of the salesman, and yet these same men are not lacking in intelligence or ability—they simply have drifted along in a groove, and they never have used sufficient force to get out of the groove. The talking machine is merely a talking machine to them—a means of gaining a livelihood.

We have hundreds of cases, and no doubt thousands exist, where salesmen have acquired only the most superficial knowledge of the talking machine.

Then, of course, take up the broader subject—the entertaining power of the talking machine. Herein would come the advantage of some knowledge of music on the part of the salesman. A musical education is not necessary, but certainly if he has added to his mental store some knowledge of the leading operas, if he knows something about the principal writers and composers, something about the lives of the musicians whose records he is selling, it will add to the charm of his selling argument to purchasers.

Now, all of these things could be intelligently brought out in a regular salesmen's school. Understand, we do not mean by this a formal school of instruction. We mean salesmen's meets at regular intervals, at which time all of these matters may be discussed, bearing in mind, however, not to bring too much in at a single meeting.

Take up the question of the mechanical part of the machine—discuss that perhaps at several meetings until the salesmen are all familiar with the functional parts of the machine.

THEN take up the question of musical possibilities. In fact, there is no end to the subjects which can be covered at these regular gatherings of salesmen.

Take advertising—very few indeed appreciate the science back of the great advertising campaigns of to-day.

They fail to appreciate the broad plans—the method—the system of educating the public.

Why, bless you, the talking machine manufacturers are advertising for trade two years hence. The business of to-day is covered, but they are always working in advance just as the salesmen should work to improve themselves so that they may improve their opportunities to better advantage.

The *World* proposes to handle discussions along the broad lines of salesmanship, and any questions which our readers may desire to propound along these lines will be cheerfully answered.

We feel that the influence of this paper can be turned to excellent advantage towards building up schools for salesmen throughout the talking machine industry.

A trade publication must be constructive in its work—it must be helpful in every way, else it fails in a degree to live up to its mission, to make the most of its opportunities.

The conductor of a trade paper views the trade as a whole. He sees weaknesses here and there which perhaps the local man does not see and his avenues of information are widespread, covering the entire continent, and this trade newspaper institution is desirous of acting in a manner which will be helpful to all departments of the

talking machine trade. Our work must be along educational and constructive lines, and how better can men employ their time than to develop salesmanship schools?

It is right and proper. It is a move full of business meat for the entire talking machine trade.

EVERY talking machine dealer can increase his record trade if he will use a system of following up customers, to whom he has sold machines, regularly and persistently.

It is conceded that the real profits of the business must be made through the sale of records. Admitted. Then why not follow up every owner of a talking machine regularly, either through a personal call, or through an interesting communication in which some new and special leaders for the month could be emphasized?

A personal call naturally brings in business. It gets results.

Furthermore, many owners of talking machines are pleased at the little attention shown them. Possibly the machine may not be working properly. A salesman will always find that a nice impression is left if he states that he called to see if anything was the matter with the machine in any way.

Incidentally, he could have in his portfolio a few new records.

Now, hearing the new records, together with the realization of the salesman's interest in the talking machine owner, would unquestionably mean the sale of a large number of new records.

Attention and service count, and the service that is given owners of talking machines of the nature indicated will aid very materially to increase the record sales. All of these things can be properly discussed at salesmen's meetings. The machine—records—systems—methods—all along constructive lines.

PROGRESS is an eternal law, and it must not be forgotten that what seems perfect to-day may be looked upon as inadequate a year or two from now. Thus it is that the American spirit of invention has forced our manufacturers to new achievements.

From time to time we hear people say that perfection has been reached in some special machine or product—that there is nothing more beyond—that the man who challenges this perfection and starts out to blaze new paths, is indulging in a futile task.

This brings to mind that when Charles Sumner entered the Senate of the United States, one of the older members of that body congratulated him on his election. "But," he informed him, "you were born too late. There really is no use of being elected to the Senate now. All the great questions have been decided." He explained how Hamilton and Jefferson had adjusted for all time the problems over which they debated; how Andrew Jackson and his compatriots had settled the questions of a larger nationalism; how Webster, Calhoun and Benton had wrought out their mighty theories, with Clay always ready with the middle course of compromise. And now all the great questions were settled. No great questions remained. The opportunity to achieve a great name as statesman had died with the acceptance of Clay's last compromise.

Yet, you will remember, Charles Sumner found some great questions that had been missed; some which were thought stilled, but which were not. No such period of opportunity ever waited real statesmen in the history of America—in the very place where everything had been settled.

The attitude of the older Senator towards Sumner was that which some men are always assuming towards others, in the business world, and whether in the manufacturing or inventive fields, there are those who like to take the ambitious ones and point out to them that there is nothing left to do. Yet, opportunities grow on each other, opening new and varied fields of effort for those who aspire.

It oftentimes happens that when we think we have reached the pinnacle of perfection in any product, some inventor comes along with an improvement that amazes us with its possibilities. Thus, there is no standing still in the talking machine field, or in any other line of effort, to-day!

THE trade press is steadily growing in strength, and journals dealing with great industries will carry more and more influence as time rolls on. Daily newspapers have neither the facilities nor the space for gathering and presenting the information demanded of the leading trade papers.

It is impossible, and always will be, for a non-technical paper to cover a special field as it must be covered to meet the requirements of those earning a livelihood in the industrial world.

Richard H. Waldo, of Good Housekeeping, in a recent address before the Convention of the Federation of Trade Press Associations, held in this city, prophesied that within two decades, and perhaps one, it would be to the trade press of the United States that the older nations would turn for council and guidance in the commercial progress which girdles the habitable world, and Mr. Waldo's opinion will be shared by many who have watched the tremendous advance of trade newspapers.

It was many years ago when the great trade papers of to-day had a very humble origin. Some were nothing more or less than house organs, almost catalogs, of some of the big firms. Others were indifferent sheets gotten out at irregular intervals. Some of them were of the mendicant and blackmailing type, but all of the eccentricities of the past has changed. The great trade newspapers of to-day not only reflect human thought and human endeavor along industrial lines, but they are conducted on a straightforward, educational basis which makes them of ever-increasing value to merchant and manufacturer.

VISITORS to the United States express amazement at the indifference of our manufacturers and the general public to the opportunities that will be presented for developing foreign trade following the opening of the Panama Canal. A South American who recently reached New York by way of Europe stated to The World that in Germany, in France and in England no other topic is engaging such earnest attention among business men as the opening of the Canal. In Germany and England new lines of ships are being projected and the present shipping companies are augmenting their lines of ships so as to cater more effectively to South American trade, following the opening of the Canal.

That the general public as well as the manufacturers in Europe are keenly interested in the Canal is evident from the fact that pictures showing the progress of the building of the great Canal exhibited in the leading motion picture houses in Europe are the most popular shown, arousing keen interest and approval.

This gentleman cannot get over his surprise at the apparent indifference of American manufacturers to the trade possibilities that are bound to materialize with the nearer approach to our neighbors on the Pacific Coast. For little efforts are being made in shipping circles or in banking circles, or in exporting circles in this country to capture a fair share of the trade for which the Germans and English have already perfected plans.

This criticism is well merited. If the new tariff is going to force American manufacturers in competition with the world, it is time that they should be up and doing, and get their share of the trade of the countries south of us, which is now so largely dominated by the Europeans. Heretofore the immensity of our country and its demands have kept American manufacturers fully occupied, but the wise man is he who prepares for the world battle.

SHOULD ability counterbalance age in the employment of men in any line of trade, is a question that often arises in every business establishment. Some concerns have an "age limit" for the employment of salesmen, believing that the younger men possess more initiative and energy in securing results in the development of their plans than those who have passed the forty-year mark. There are other firms who believe that age should not count unless a man is "in a rut," in ill health, or is destitute of ideas.

When the manager of a large wholesale house in the West was asked if he fixed an "age limit" in engaging help or the promotion of employes, he answered emphatically: "I most certainly do. When I want a good man I make certain that he is not too young."

"You said 'young'?"

"I did, advisedly. I don't care how many years may have passed over his head, if in appearance and record he shows that he has enough vim and vital force to do good work in the job for which he is chosen. In addition to these he is likely to have enough judgment and experience to prevent his making the errors a very young man is likely to make. There are no 'old men' in our establishment. A number of them have passed the fifty-year mark, but they are 'up and coming' every day in the year, like the twenty-year olds. As long as they feel that way they are still young."

Salter's Patent Felt-Lined Shelf Cabinets

Are Made EXCLUSIVELY by the

SALTER MFG. CO.

OF CHICAGO

By adhering to the Salter line the dealer insures himself against the mere experiments and unproven theories of manufacturers who are dabbling around in vain efforts to imitate the success of the Salter line.

The construction of every Salter Cabinet is based on *knowledge* of the trade's *requirements*—knowledge accruing from many years of experience. Why not benefit from that experience?

The top of Cabinet is built up to match the base of machine so perfectly as to give the impression that the two are a unit, and it also holds the machine firmly in place.

We have several different styles of Cabinets matching in design the Victor IX and the Columbia "Favorite."



No. 112. CABINET.
(Made Especially to Hold the Columbia "Favorite" Machine.)

We have two new and very attractive Cabinets to go with No. 60 and No. 80 Edison disc machines. Their perfect match has won the instant endorsement of every Edison dealer. Send for illustrations.

Every Edison dealer should have the Salter Catalogue. It means an increased income.

FEATURES OF THE SALTER LINE

A felt-lined compartment for *each* record.

Scratching and warping absolutely prevented.

Absolutely dustproof.

The single compartments and a simple and *accurate* index enables one to find the desired selection *instantly*.

SEND FOR COMPLETE CATALOGUE

SALTER MFG. CO.

337-43 North Oakley Boulevard

CHICAGO

Columbia Catalog, page 13:



The New Columbia Grafonola "Mignonne" the greatest \$100 worth ever offered—sure to appeal to a wide market all its own.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

FOUR IMPORTANT NEW EDISON CATALOGS

Just Issued Covering Edison Disc and Cylinder Phonographs, and Edison Disc and Blue Amberol Records—Very Effectively Arranged from Literary and Typographical Standpoints—These Volumes Are Up to the Highest Standard of Edison Service.

Four important books have just been issued by Thos. A. Edison, Inc., Orange, N. J., covering the line of Edison phonographs in both disc and cylinder models for 1913 and 1914, as well as complete record lists for the two styles. Naturally, these books are very well printed in elaborate gold and colored covers, such as is typical of the House of Edison. This company believes in artistically printed representatives, and they have surely accomplished their aim in these four volumes.

Taking them in order, the first book, devoted to disc phonographs, illustrates models A-80 and B-60, which were not in the previous editions. There are also shown models A-450, A-400, A-425, A-375, A-290, A-275, A-300, A-250 (mahogany), A-250 (oak), A-200 (mahogany), A-200 (oak), A-150 (mahogany), A-150 (oak). This shows at a glance that the range of Edison disc models is very extensive and is only of the higher priced goods.

The inside pages of the book are in two colors, sepia and black—the sepia forms a background for the different machines. In this book are also shown the Edison diamond point reproducer and the portfolio for Edison disc records.

Book No. 2 gives the entire list of Edison disc records, alphabetically arranged, complete up to November, 1913. Forty-eight pages are used to list these records, which show to the music loving public a comprehensive repertoire embracing all styles of musical entertainment. In the center of this catalog are eight pages of photographs of over sixty of the leading artists engaged by Thos. A. Edison, Inc., in the making of these various disc records.

Book No. 3 illustrates and describes the complete cylinder line for 1913 and 1914. Two important announcements are made in this book; first, the introduction of three new styles of cabinet phonographs, and second, the discontinuance of all exposed-horn instruments, except the school phonograph. The passing of the style of machine known as the "horn model" marks an era in the production of Edison phonographs.

Commenting on this, it is said in the book: "Unquestionably the horn type has won its laurels and held them ever since the first phonograph was heralded to the world by its inventor, Mr. Edison, in 1877. But the public has set its emphatic seal of approval on the concealed horn, or cabinet style of machine, and so we shall discontinue the manufacture of all horn models except the school phonograph.

"The concealed horn has been the subject of protracted study and experiments in order to secure the very best possible acoustic properties. In its present shape we believe we have achieved a notable result, so that whatever style of cabinet machine is selected, an Edison purchaser is assured of superior tonal qualities. In the smaller cabinet models, where the space has necessarily

been very limited, the acoustic qualities have been jealously guarded.

"All Edison cylinder models will now have, beside the concealed horn in an attractive cabinet, the very decided advantage of the Edison Blue Amberol record; and all but the school type will be equipped with the diamond point reproducer."

The various types of Edison cylinder machines are shown in illustrations portraying their actual use in well furnished homes, which not only give a complete idea of the appearance of the instruments themselves, but show how well they look in refined atmospheres. Nine models are thus displayed.

Separate pages are used for featuring the school phonograph which is gaining in popularity as an educational advantage, while two pages are used to describe and illustrate the home recording outfit, which is designed to appeal to music lovers who like to hear their own voice coming from the machine.

The three Edison reproducers, models A, B and N., are shown, together with the Edison Blue Amberol records. The different styles are given separate paragraphs, and in its entirety the book is a complete one.

A PROGRESSIVE MINEOLA DEALER

Is L. M. Fitzgerald, Who Is Developing a Successful Talking Machine Business.

Although he has only been selling Victrolas and Victor records for the past year, L. M. Fitzgerald, Mineola, Long Island, N. Y., has acquired a reputation throughout his territory as one of the most progressive and up-to-date talking machine dealers on the island. In addition to handling a complete line of Victor products, Mr. Fitzgerald also handles several makes of pianos and an attractive small goods department, which he is featuring with noteworthy success.

Mr. Fitzgerald is one of the many Victor deal-

ers who is an enthusiastic boomer of the popular Victor distributor, the New York Talking Machine Co., 81 Chambers street, New York, and Sales Manager Moody, of this company, who opened the account with Mr. Fitzgerald early in the year, states that Mr. Fitzgerald introduced methods at the start which assured him success in the Victor field.

Nearly 100 pages are required to list all the Blue Amberol records.

The feature of this volume is, that at the bottom of each page is appended a brief biographical note, together with photographs of the various artists who sing for Edison records and who have become great favorites with Edison patrons. This is rather an unique way of describing facts concerning the various artists, and permits the phonograph owner to know just how his favorite artists look and who they are.

NEW EDISON REPRESENTATIVES.

Thomas O'Grady to Cover Kansas and Joseph R. Allen Several of the Southern States.

Thomas A. Edison, Inc., Orange, N. J., recently added two new enterprising representatives to their capable sales force. Thomas O'Grady will represent the interests of the Edison institution throughout the State of Kansas, while Joseph R. Allen will cover the States of North Carolina, South Carolina, Georgia and Florida.

Both of these new sales representatives are intimately acquainted with the highest ideals of merchandizing, and should score a pleasing success in their new connections.

ers who is an enthusiastic boomer of the popular Victor distributor, the New York Talking Machine Co., 81 Chambers street, New York, and Sales Manager Moody, of this company, who opened the account with Mr. Fitzgerald early in the year, states that Mr. Fitzgerald introduced methods at the start which assured him success in the Victor field.

One of Mr. Fitzgerald's hobbies is the furnishing and decorating of his warerooms in such a way that they will be both homelike and artistic, and judging from the accompanying illustration of a section of his showrooms, Mr. Fitzgerald has certainly succeeded in his purpose in providing an atmosphere in his store that is calculated to make his customers pleasantly at ease.

Soliciting trade by placing Victrolas in the homes for trial is proving most successful with Mr. Fitzgerald, and this method of introducing the Victrola is one that can doubtless be adopted with success by energetic Victor dealers in all parts of the country. Mr. Fitzgerald has an automobile, which is rendering him valuable assistance in taking care of his clients' needs, especially in the matter of making deliveries promptly.



Section of Store of L. M. Fitzgerald, Mineola, N. Y.

Italian



Polish



Chinese



A Neglected Opportunity—

Victor Foreign Record Business

Music has always been the major element in the life of European nations. Their environment has been one of music for generations. Every City in the United States has its foreign population. It isn't always easy to get the records you want.

This Company probably has the only complete stock of foreign records in the country. No matter where you may be located, keep that fact in mind and realize that the item of Parcels Post is small indeed compared to initiating a Foreign business in your city.



Hebrew

Greek



Japanese



German



NEW YORK TALKING MACHINE COMPANY
81 Chambers Street, New York

REVIEW OF TRADE CONDITIONS IN NEW YORK CITY.

The Situation, Both Wholesale and Retail, Is Most Satisfactory—Dealers Displaying Energy and Originality in Developing Business—All Lines Will Go to the Front—Edison Disc Phonograph Announcement Much Discussed—Opera Season Will Help Trade.

The talking machine trade in New York city the past month has been brisk and steady, with jobbers and dealers in all lines reporting a satisfactory business and a general increase over last year. The strenuous period prior to Election Day had a noticeable effect on many branches of local trade, but according to prominent talking-machine men, this business suffered the least of any. Snappy early winter weather is contributing to a general winter spirit which augurs well for the last two months of the year.

Contrary to the complaints advanced by the trade last year, deliveries by the factories to date have been entirely satisfactory with the possible exceptions of two or three of the popular priced machines which have been ordered in immense quantities during the past eight weeks. Very few of the local dealers, and none of the jobbers have attempted to leave all their holiday orders rest until the eleventh hour, and as a result, the lost sales because of insufficient stock are few and far between.

Show-windows and show-rooms all bear testimony to an adequate stock in all lines, and, whereas, last winter the dealers were at a loss to fill their show-windows, this year there are presented attractive, artistic displays of holiday suggestions in talking machines and records that are playing an important part in the dealer's publicity work. Columbus Day, Hallowe'en and the approach of Thanksgiving have all been utilized by the local dealers to excellent advantage, and appropriate and timely window displays and newspaper publicity, all tend to impress the public with the fact that the talking-machine dealer in this territory is an excellent type of modern progressive retail merchant.

Needless to say, the opening of the Metropolitan Opera Co.'s season which is scheduled for November 17 is giving a tremendous impetus to the promotion of the sale of operatic records. Symphony concerts are now in full sway, and frequent recitals by prominent artists in various musical spheres are also helping the dealers close sales of the higher-priced records.

Newspaper publicity by the leading talking-machine dealers and jobbers was naturally very heavy during the past month, department stores, dealers and piano houses carrying advertisements in the leading papers at various times, exploiting both the machine and record branches of their business. This publicity will doubtless be continued till the end of the year, as it is producing excellent results for the dealers and jobbers.

The formal announcement of the Edison disc line is one of the chief topics of comment in the trade, and this line has already achieved a noteworthy success in local retail trade.

Victor trade maintains its steady substantial gain over last year, which was a record-breaker, while the new Columbia types of machines have already created a demand far in excess of the immediate display.

Gain of 40 Per Cent. Reported.

With its new showrooms entirely completed and every possible convenience to conduce to the comfort of its clients placed at its trade's disposal, the New York Talking Machine Co., 81 Chambers street, N. Y., the popular Victor distributor, is receiving the congratulations of the trade on the prompt and efficient service it is rendering. Sales Manager Moody reports a gain of 40 per cent. over last year's business, and this splendid gain will probably be increased during the last six weeks of the year. The company's dealers all speak in the very highest terms of the beneficial results they are receiving from the national publicity of the Victor Talking Machine Co. and many of them attribute a goodly portion of their expensive Victor record trade to the artistic advertising that the Victor Co. has been inserting in the national magazines, featuring Caruso's records and records of similar importance.

Window Displays Attract.

The Chambers street store of the Columbia Graphophone Co., under the able management of R. F. Bolton, is closing the best season in its history, and this statement gets added weight from the fact that 1912 was a record breaker. This store presented a number of exceptionally attractive window-displays during the course of the month, and many Columbia dealers, who visited the warerooms to place their holiday orders, were impressed with these displays to such an extent that they obtained detailed information regarding their construction for use in their own stores. "We are finding it difficult to secure a sufficient quantity of various types of machines to supply the demands of our trade," stated Mr. Bolton in a chat with *The World*. "Among the models that are proving so popular are the 'Leader,' 'Favorite,' 'New Mignonette' and the 'Gem.' Our record trade is keeping up unusually strong, and our grand opera and instrumental records are enjoying the heaviest sale in our history."

Regular Dealers Supplied First.

Blackman dealers throughout local territory are enjoying a prosperous era, judging from the optimistic reports of J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, N. Y., the prominent Victor and Edison cylinder jobber. As is customary with this company, those clients who have been steady customers the year round are receiving the preference in the filling of orders, but up to the present time, all the Blackman dealers have been able to secure the goods they ordered with very few exceptions. Victorlas XVI and XIV are maintaining their usual premier rank with the company's clients, while the new \$30 and \$45 types of hornless Edison cylinder machines are being ordered in large quantities by the Edison dealers who predict a splendid business with these machines all winter and spring.

Handsome Display of Machines.

A comprehensive display of all types of Columbia machines is shown in the window of the Columbia store at 35 West Twenty-third street, and Manager Cleveland states that the demand for the higher priced machines is far in excess of last year. Situated in the heart of one of the best shopping districts in town, this Columbia store is in a most advantageous position to cater to the better class of trade, and reports to date indicate that it is doing so with vim and vigor.

Recitals Prove Very Popular.

The talking machine department of John Wanamaker with its complete Victor and Edison cylinder lines is one of the busiest spots in the local trade. For several years this store has presented the Victrola to the public in an ideal manner, that of daily recitals. Printed programs, varying each week, are distributed to all visitors to the store, and at stated times shown on the program certain records are played in the rotunda of the store. The name of the artist together with the number of the record are also printed on the program, and it is a common occurrence for visitors to the store to leave orders for the entire list of Victor records featured on that week's program. The Wanamaker talking machine department is also featuring with gratifying success its I. C. S. phonograph language outfit, which involves the use of a standard Edison phonograph with specially selected records.

Report Best Season in History.

Landay Bros., 563 Fifth avenue, the enthusiastic Victor distributors with four stores in the best shopping districts of the city join those Victor distributors, who report the best season in their history. In a chat with *The World*, Max Landay requested to be placed on record as predicting the best winter trade in Victor products that his house has yet enjoyed. The gain to date is splendid, and Mr. Landay is waiting until the end

of the year to announce an increase which he states will startle any "Doubting Thomases." Landay Bros. but recently started an energetic fall campaign in the daily newspapers, which is proving a noteworthy success.

Higher Priced Machines in Demand.

The Columbia departments in the stores of F. G. Smith, the prominent piano manufacturer in both Brooklyn and New York, are closing a very satisfactory business with the higher priced machines more than holding their own. The combination of pianos and Columbia machines and records is proving an admirable one, and each day's business evidences the value of this co-operation of these two musical exponents.

Take on the Edison Disc Line.

The Edison disc machine in local territory is fast strengthening its position with discriminating music lovers. The Tower Manufacturing & Novelty Co., 326 Broadway, N. Y., the first Edison disc dealer in the city, is continuing to sell many expensive Edison disc models to prominent members of the downtown industrial world. Manager Steinberg, of the Tower Co.'s Edison department, states that both in machines and records the store's Edison clientele is increasing day after day, with every prospect of next month's business taxing the stock to the utmost. A \$450 Edison disc machine exhibited at the Business Show attracted commendation from all visitors to the show, and a number of excellent sales were closed. Krakauer Bros., the well-known piano house, is enthusiastic over its acquisition of the Edison disc line, and expects to close several sales of the higher-priced types during the next fortnight. Hunt's Music House, White Plains, N. Y., one of the latest additions to the Edison disc band wagon, is another Edison enthusiast that caters to a clientele that is certain to appreciate the true value of the musical qualities of the Edison disc product.

Congratulated on Promotion.

N. Goldfinger, manager of the Greenhut-Siegel-Cooper Co.'s Victor and Edison department, is receiving the congratulations of his friends on his appointment to the managership of the store's piano department in addition to retaining the management of the Victor and Edison department. Mr. Goldfinger reports a substantial gain in both the Victor and Edison lines over last year.

Co-operation Is Appreciated.

Benj. Switky, 9 West Twenty-third street, the popular Victor distributor, is closing the best season he has ever experienced. Mr. Switky certainly deserves this success, as the co-operation that he extends to all his dealers is of the kind that is not only appreciated by the trade, but is productive of excellent results. Expert instruction in repairing machines, professional assistance in writing advertisements and circulars and assistance in making sales of machines and records are among the features of Mr. Switky's valuable offers to his trade.

Receive Optimistic Reports.

In going around town *The World* man received optimistic reports from all of the leading dealers, including the Aeolian Co. (Victor); Gimbel Bros. (Victor and Columbia); Fred'k Loeser & Co. (Victor); A. H. Mayer (Edison); Silas Pearsall Co. (Victor); Cort Sales Co. (Columbia); Sol Bloom (Victor); Ludwig Bauman & Co. (Columbia).

DOUBLE TELEGRAPHONE RECORDS.

Prof. Pedersen is taking up the Poulsen telegraphone or magnetic phonograph idea and now perfects it so that excellent results are to be had. He runs a steel wire between a pair of bobbins, and upon the wire are placed electro magnets nearly touching it, as usual, so that when he speaks into a telephone connected with the magnets, this gives a magnetic record upon the wire as it passes along, but here he uses two separate magnets spaced on the wire, and finds he can thus record two separate conversations on the same wire. On reversing the wire, each conversation can be heard in its own telephone.

Your day, and your competitor's, have just the same number of hours. But neither are long enough to swipe a second from the knocking purposes.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., November 10.—The talking machine business is booming; of that there is no doubt. Piano houses may be uttering some complaint about poor or at least nominal business, but not so the dealers in Columbia, Victor or Edison goods. With some houses there is a scarcity of outfits, and statements made by managers to this effect are borne out by the bare appearance of the retail quarters. One interesting feature of the talking machine business is the way that furniture houses are taking on these lines, for it has shrewdly been discovered by not a few furniture concerns that the talking machine is a most effectual means of resurrecting a "dead account." All such houses have customers on their books to whom they have sold pretty nearly everything that was carried, furniture, carpets, rugs, china, and the like. But the talking machine comes along with its great possibilities, and lo; here is something that it is not difficult to convince householders that they want. Once the machine is purchased there is the continuous call for records, and some of the leading furniture houses of the city can be pointed to as having revived a lot of trade in just this manner.

Arrange for Folk Dances.

The Columbia Graphophone Co. is to put its fine second-story salon to a good use this winter. Last year, it will be recalled, that W. L. Hubbard, of the Boston Opera House, gave a series of lectures on the forthcoming new operas with vocal and instrumental illustrations. This season Manager Erisman has planned to have programs of folk dancing on Saturday forenoons to the accompaniment of music by the Columbia grand. The dances will be given by a group of girls from the Somerville schools and who will perform under the immediate supervision of Mrs. Soule, who is the instructor in folk dancing in the schools of that city. Special invitations are being sent out and the Saturday mornings at the Columbia quarters promise to be quite a rendezvous of lovers of this kind of dancing.

Presented with Handsome Victrola.

Charles W. Gammons, senior member of the life underwriting agency of James T. Phelps & Co., of this city, was honored by his office and other insurance associates a while ago with a dinner tendered him at Young's Hotel, this in recognition

of thirty years of service. One of the surprises of the evening was the presentation of a handsome Victrola, Style 16, with a number of records. The outfit came from the Victor department of the Henry F. Miller Co.

Beautiful Columbia Window Display.

One of the sights of Tremont street that is attracting much attention is the display in one of the Columbia Graphophone Co.'s windows. It shows a handsome Columbia Grand, beside which stands a young woman clad in a fashionable evening gown, the window being appropriately furnished to represent a beautiful salon. There's always quite a crowd about the window, and the exhibit has proved quite worthy as an advertising medium.

To Handle Columbia Line.

The J. & A. Ehrlich Co., of 2145 Washington street, has closed a contract for the Columbia line of goods, and the initial order for machines and records was a very large one.

On His Way to Headquarters.

J. W. Scott, special representative of Thomas A. Edison Co., Inc., was a caller on Manager Silliman, of the Pardee-Ellenberger Co., a few days ago. Mr. Scott was on his way from Maine to the factory. He reported business good all through the field in which he had been.

Advertising Song Hits.

All the song hits of "The Follies," playing at the Tremont Theater next door, are being widely advertised in the windows of the Eastern Talking Machine Co. in Tremont street. The Eastern Co., with its characteristic eye to business, always seizes on the presence of a musical show at the Tremont to advertise its records, and it does it to advantage, too. Several of the "Follies" Company have called at the Eastern headquarters and "heard themselves," notably Nat M. Wills, the tramp comedian, who is an important feature of the show.

Quite a "Talking" Feature.

The new Columbia demonstration disc is proving quite a talking feature, and the Boston offices are easily getting rid of a large supply.

Working on the Outside.

Norman Mason, who formerly was the able floor manager of the Columbia Graphophone Co., is now spending all his time outside, among the wholesale trade, and he is meeting with remarkable success.

Mason "has a way" with him which just catches the trade right and his success is scarcely to be wondered at.

Interested in New Edison Discs.

George Lincoln Parker reports an unusually good fall in his talking machine department. Not only is he making many sales of Victor goods, but he and his staff of salesmen have been able to interest many people in the new Edison disc machines. Mr. Parker's business thus far this year is much in advance of the same period a year ago.

Waiting Room for Women Patrons.

Manager Taft, of the Eastern Talking Machine Co., is working out the details of a waiting room to be located near the street door on the ground floor of the Tremont street headquarters. Such an apartment should prove a great convenience to the many women patrons of the establishment. It will be furnished attractively and will be ready soon.

Marvels at Erisman's Store.

H. E. Parker, the assistant superintendent of the Columbia factory, was a visitor at Manager Erisman's Columbia office a few days ago. Mr. Parker runs over to Boston at intervals and always marvels at Manager Erisman's business strides.

H. A. Yerkes, the Columbia wholesale manager at the New York offices, was in town a few days ago making his headquarters at Manager Erisman's offices.

Steinert's Well Equipped Department.

The Victor department of the M. Steinert & Sons Co. is enjoying its full share of talking machine prosperity. The establishment in Arch street is now splendidly equipped to meet the calls of its many customers, a large proportion of whom are downtown business people, as the store is in the midst of the commercial life of the city.

Selling High Priced Edison Disc Machines.

Manager Silliman, of the Pardee-Ellenberger Co., says that it is about as easy to-day to sell a high-priced Edison disc machine as it was to dispose of a \$20 cylinder machine a few years ago. There is no longer any delay in getting discs and owners of the new Edison machines are finding all the records they want, and of a high quality, too.

Developing School Business.

Now that the schools are opened for the season, Billy Fitzgerald, of the Eastern Talking Machine Co., is "right on the job," and it is suspected that he will soon be able to close some surprisingly good contracts for equipments to be installed in some of the leading schools.

A Progressive Worcester House.

A representative of the Atherton Furniture Co., of Worcester, was in town lately, and placed a large order for Columbia outfits. This large Worcester house is having a notable opening on November 6, 7 and 8. The Columbia quarters have just closed up a large contract with the Piper & McIntyre Co., of Manchester, N. H.

Featuring Talking Machines.

The A. McArthur Co., one of the largest furniture houses in the city, is making a great feature of its talking machine department, and it has placed this in charge of C. A. Hewett, who knows the business from A to Z.

Big Demand for Victor Machine at Ditson's.

One hears the same contented cry from Manager Winkelman, head of the Victor department of the Oliver Ditson Co. Now that the fall season is on in earnest and everybody back from their country homes, Mr. Winkelman's loyal staff is kept on the jump from morn till eve, and sometimes later, supplying Victor machines and records.

Henry Siegel Co.'s Fine Display.

The Henry Siegel Co., one of Boston's large department stores, is going more heavily than ever into the talking machine business, and this week it has had one of its large show windows entirely devoted to an exhibit of equipments. The refurbished department is now in charge of Benjamin Krumschied, who formerly was with the Tel-Electric Co. and who is well versed in the business.

The Most Profitable Line

is that which sells easiest with the most profits. Edison disc phonographs are scientifically made for the best tone reproduction. You only need to show your prospects the new models in the

Edison Line of Disc Phonographs

and you have their undivided attention. Playing several records generally clinches the sale. Write in now and see if your city is eligible for a representation. You'll be surprised at the magnitude of the Edison value.

The Pardee-Ellenberger Co., Inc.
BOSTON, MASS. NEW HAVEN, CONN.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

Big Record Business.

An interesting feature of the business of H. Rosen at 3 School street is the large number of customers he has on Saturday afternoon and evening. Regularly Mr. Rosen has to engage extra clerks on Saturday evenings to serve the people who drop in for records. As soon as possible he will secure additional quarters to his present suite of rooms.

TEACHERS HEAR THE VICTOR.

Delightful Entertainment Provided by the Victor Co. for the Closing Session of the Convention of the Essex County Teachers' Association, Held in Boston Last Week.

(Special to The Talking Machine World.)

BOSTON, MASS., November 10.—The Victor talking machine received a splendid demonstration this afternoon at the eighty-fourth annual convention of the Essex County Teachers' Association in Tremont Temple. The demonstration came as the last feature, and when the last speaker on the program had finished the chairman of the session made the announcement of the Victor demonstration, casually mentioning that no one was obliged to remain, as this was not an official part of the exercises. It is of more than passing interest, however, that few teachers left the hall, and thereafter for half an hour they were delightfully entertained.

The demonstration was conducted by Branson M. De Cou, representing the educational department of the Victor Co., and he came to Boston on purpose for this occasion. He had on the platform two machines, which were loaned for the occasion by the M. Steinert & Sons Co., which house also sent along one of its staff to assist Mr. De Cou. A short talk preceded the concert, Mr. De Cou telling his audience in an entertaining manner the wide possibilities of this method of entertainment and education. He spoke of the volume recently prepared by the Victor Co. on the literature of music, which he advised all teachers to become familiar with.

In his demonstration he began with a record of Mme. Schumann-Heink in "Silent Night," and this was followed by the great "Faust" prison scene as given by the three great artists—Caruso, Farrar and Journet. Then in rapid succession he gave marches for calisthenics, folk dances, standard part songs, poems and recitations, several of the singing games, the stories by Miss Faulkner of Chicago, the series of Mother Goose songs, popular instrumental selections for children and ending with the famous "Rigoletto" quartet by Abott, Homer, Caruso and Scotti, and an instrumental arrangement of "America" as the audience filed out. All through the concert there was enthusiastic applause for the numbers.

SUPPLEMENT OF FOREIGN RECORDS.

The Victor Talking Machine Co. sent out to the trade this week a special supplement of foreign records accompanied by a short letter, calling the attention of the dealers to the unlimited possibilities that exist for the development of foreign records trade. This foreign record business, incidentally, is showing a substantial increase each season that indicates a growing realization of this field's possibilities by the dealers and distributors.

WANTED SOMETHING MUSICAL.

He had lately come into a fortune and had gone to the city to relieve himself of part of the burden. Among his hardest tasks was the selection of dinner from the elaborate, congested menu card, by which his food and drink were placed under a heavy disguise.

"Bring up a little of this, waiter," he ventured, his finger at an appetizing line.

The waiter, astonished, glanced closer for confirmation of his perplexity. "Sorry, sir, but the band's playing that now."

NEW DEALER GETS GOOD RESULTS.

Thomas F. Morris, Who Handles the Edison Disc Line in Newton Centre, Mass., Does Well with Opening Campaign.

(Special to The Talking Machine World.)

BOSTON, MASS., November 8.—One of the latest additions to the fast growing lists of Edison disc representatives in this territory is Thomas F. Morris, 297 Center street, Newton Centre, Mass., who recently opened an attractively arranged store for the exclusive sale of Edison disc products. The furnishings of Mr. Morris' new store are tasteful and dignified to a degree, the decorations and furnishings of the demonstration rooms being designed in the Spanish leather craftsman style, with the fixtures of antique oak.

Located in one of the leading suburban districts of the city, Mr. Morris will undoubtedly close an excellent business with Edison disc products, and should find it comparatively easy to develop a profitable and discriminating clientele among the music lovers in his section.

WINNING GOOD WILL OF CUSTOMERS.

The salesmen and clerks who would succeed should cultivate charm of manner. Courteous manners in little things are an asset worth acquiring. When a customer approaches, rise and offer a chair; step aside and let the store's guest pass first into the elevator. These are little things, but they make you and your work finer. Your promise to a customer is your employer's promise. A broken promise always hurts, and it shows weakness in the character of a business organization, just as unreliability does in an individual.

If your business is to wait on customers, be careful of your dress and appearance. Do your manicuring before you reach the store, not after you get there, says the Edison Phonograph Monthly. In a thousand ways a salesman can give evidence of a desire to be helpful, which is far removed from officiousness and which attitude makes friends for a store.

Your work may seem hard to-day, but if you do your level best it is bound to come easier to-morrow.

CONDITIONS ARE EXCELLENT

As Far as They Affect the Columbia in New England Territory, Says H. A. Yerkes, Manager of Company's Wholesale Department.

"Business in New England is splendid, and in my opinion was never better than at the present time," stated H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., who returned late last week from a two weeks' trip through New England territory. "In all lines of business there seems to be a general optimism and steadiness of industrial affairs that augurs very well indeed for the closing of an excellent 1913 and a prosperous spring in 1914.

"As far as our own business is concerned, it is gratifying to note that Columbia dealers in New England, without exception, are closing the best year in their history. Both in machines and records the sales to date are far in excess of last year, which was a record-breaker, and judging from the consistent and result producing publicity now being used by New England Columbia dealers, the last six weeks of this year will break all previous totals.

"Some idea of the status of our business in general may be gathered from the fact that we are more concerned at the present time in filling the orders of our regular clients than in establishing any new representatives. This condition applies particularly to New England territory, where certain types of machines are achieving a remarkable popularity. The 'Leader,' our new \$75 machine, for example, is a prime favorite throughout every part of New England, and we are finding it very difficult to ship these machines fast enough to Columbia dealers in this part of the country. Our 'New Mignonette' is another model that is in the very front ranks of popular types, and the new 'Gem' bids fair to become the best selling machine of its class ever introduced.

"Our Springfield, Mass., store recently moved into new and enlarged quarters, where it will be in a more advantageous position to adequately cater to the rapidly increasing demands of its clientele. This store has closed an excellent business so far this year and established a number of important agencies during the first part of the year that are doing a fine holiday trade."

¶ The BAGSHAW line of Talking Machine Needles comprises twenty-eight types. Most of the demand centers upon twelve styles. All are made to measure up to the "Best in the World" Bagshaw Standard.

W. H. BAGSHAW

Needle Maker Since 1870

LOWELL, MASS.

HOW OFTEN DO YOU SEE THIS—Meaning DISAPPOINTMENT on the very records you MOST WANTED

ALL GOODS RETURNED FOR CREDIT

10	10 inch R. S. \$1.00	3	12 inch Victrola \$3.00
3	10 inch Victrola \$2.00	1	2 inch Victrola \$4.00
1	10 inch Victrola \$3.00	1	12 inch Victrola \$5.00
	10 inch Tamagno	2	12 inch Victrola \$6.00
15	12 inch Single		12 inch Victrola \$7.00
17	12 inch Double		12 inch Patti
9	12 inch P. L.		12 inch Victrola \$3.00 Special
11	12 inch R. S. \$1.50		12 inch Victrola \$4.00 Special

Supplies: *Following records temporarily out of stock*

16008	74041	64120
16996	74163	88138

Entire Shipment consists of _____

LESS WE NOTIFY YOU TO RETURN THEM.

Crates
Boxes
Packages

Isn't this about the way it looks time after time? You have found these and other numbers "temporarily out of stock." You would rather have had **THESE** and done without two dozen others, because these are the ones that count.

The Stewart Talking Machine Co.

has all of these at the present time, and we make it a point **AT ALL TIMES** to have the records that the dealers **MOST WANT**.

We can fill as large a percentage of an order as any of them, but we lay special stress on being able to fill the **IMPORTANT** part of the order. Our stock is unusually **LARGE** and **COMPLETE**.

"When You Want What You Want—Send to Stewart"

Stewart
TALKING MACHINE CO.
INDIANAPOLIS,
IND.





Columbia Catalog, page 27: The Columbia Grafonola "Regent" at \$225, with the "tilting record trays"—a better table and a better musical instrument than ever.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

HOLIDAY DEMAND MAKES ITSELF FELT IN WISCONSIN.

Milwaukee Jobbers Pleased with Outlook and Expect Enormous Christmas Trade—Underlying Conditions Satisfactory Throughout State—Dealers and Jobbers Optimistic and Are Pushing the Various Lines of Talking Machines and Records Enthusiastically.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., November 12.—The first rush of the holiday trade is making itself felt in the talking machine field all over Wisconsin, and there seems to be every assurance that this season's business will attain a new high mark. Dealers about the State are showing their confidence by placing good, substantial orders for machines, records and supplies, with the result that jobbers in all lines are finding themselves unusually busy. Dealers have been finding that their stocks on hand were not especially large this year and they have been hurrying to place their orders with jobbers early enough to insure prompt shipment.

While business during October was not poor, it was a little short of expectations with some houses, but the trade thus far in November has been exceptionally good, and Milwaukee dealers are confident that plenty of activity may be expected from now on. General business is showing improvement, and while money is a little "tight," this situation is expected to improve just as soon as some final action is taken on the currency bill now before Congress.

Collections are poor in practically every line of business, and the talking machine field is no exception. People are showing an inclination to buy, but it means harder work on the part of the salesman, and then payments come in more slowly.

That underlying conditions are satisfactory is proven by the final Wisconsin crop report of the year, just issued by James C. MacKenzie, secretary of the State Board of Agriculture. The report says that the past year has been highly productive to the farmers of Wisconsin, this State leading all others in the Union in the production of grain and grasses. The corn crop was particularly good and most of the counties in the State report record breaking yields. Crop experts say that the report is fairly indicative of conditions all over this section of the Northwest, pretty sure proof that there will be plenty of money from now on.

Gets Its Share of Business.

The Gensch-Smith Co., 730 Grand avenue, Milwaukee's latest exclusive Victor concern, seems to be meeting with more than its share of business. W. P. Gensch says that sales climbed to a new high mark during the first half of the present month. Several attractive window displays were featured by the company during the past few weeks.

To Occupy Larger Quarters.

The Edmund Gram Music House, 414-416 Milwaukee street, has decided to move its Victor department into new and larger quarters on the first floor of the handsome Gram building. Paul A. Seeger, manager of the Victor department, has completed plans for the erection of two attractive booths and these will be installed at once, in order that they may be completed before the greatest rush of the holiday trade is experienced. The booths will be of mahogany, with ivory and gold decorations.

Victrola for Houseboat.

The palatial houseboat, "Willena," owned by W. H. Fahrney, a Chicago millionaire, which spent a short time in Milwaukee recently, was equipped with a Victrola and an electric piano. The boat was on the first stage of a 1,400 mile journey up Lake Michigan to Portage, Wis., down the Wisconsin River to the Mississippi, and on down to New Orleans.

A Most Attractive Building.

The George H. Eichholz Co. formally opened its new talking machine store at 542 Twelfth street recently. It is one of the finest talking machine establishments in Milwaukee. The building is attractive both inside and out. The interior finish is rich and the furnishings are inviting to customers. Although he has been in business only nine and one-half years, Mr. Eichholz has been compelled to seek larger quarters three times. On May 1, 1912, Frank Preuss became a partner of Mr. Eichholz, and since that time he has had much to do with the progress of the business.

Talking Machine in Library.

The talking machine is playing an important part in the service which is being rendered to the public by the South Side division of the Milwaukee city library. A story telling hour, with the talking machine as the story teller, is one of the innovations introduced at the branch library by Librarian S. A. McKillop. Aesop's fables, popular historical tales and children's stories are among the ones used. The records are made by Mary Faulkner, whose success as a professional story teller for children led to her engagement with a well-known talking machine company. The youngsters from schools near the library are entertained during the week, while on Saturday mornings the machine is constantly in use. Librarian McKillop believes that the talking machine will aid in increasing the popularity of the library.

Increase of 39 Per Cent.

L. C. Parker, manager of the Victor department at Gimbel Bros. says that business during the month of October showed an increase of 39 per cent., as compared with the corresponding period a year ago.

Several New Victor Dealers.

Harry T. Fitzpatrick, general manager of the Wisconsin Talking Machine Co., jobber for the Victor line, reports that business has been exceptionally good since September. Victor dealers have been ordering well for the holiday trade. Several new Victor dealers about Wisconsin are reported by Mr. Fitzpatrick.

C. W. Abbott, manager of the Victor department at the Boston store, has increased his sales force.

Exhibited Before Teachers' Association.

An interesting demonstration of Victor machines and their possibilities in public school work was given before the annual convention of the Wisconsin Teachers' Association, held in the Milwaukee Auditorium, November 6, 7 and 8, by L. C. Parker, manager of the Victor department at Gimbel Bros.,

and Mr. Nolan, one of the traveling representatives of the Victor Co. The Victor has found a ready field among the schools of Wisconsin, due largely to the work of Mrs. Frances E. Clark, formerly supervisor of music in the Milwaukee schools.

A. G. Kunde, 516 Grand avenue, jobber and retailer for the Columbia line of machines and records, also had charge of an exhibition of Columbia machines before the teachers' convention. Mr. Kunde featured the Columbia Favorite and other types of machines, which have met with favor in the schools. Business is unusually good at the Kunde downtown store and at his branch store.

Secure More Room.

Miss Gertrude F. Gannon has leased the two upper floors of the building at 312 Grand avenue and has installed a handsome new front in her retail talking machine store. Some fine Victrola sales are reported by Manager John H. Becker, Jr.

Edison Agency in Madison.

The Milwaukee Phonograph Co., 347-349 Broadway, jobber for the Edison line in Wisconsin, has placed the Edison agency in Madison, the capitol city of the State, with the W. H. Aton Piano Co. William A. Schmidt, general manager of The Phonograph Co., has returned from a successful business trip in southern and central Wisconsin. Trade with the company is good.

Heller Piano Co. Affairs.

The Rudolph Wurlitzer Co., of Chicago, and the Wisconsin Talking Machine Co., of Milwaukee, are among the creditors of the Heller Piano Co., of this city, which was forced into involuntary bankruptcy on October 16. The Wurlitzer Co. has a secured claim of \$20,000, while the Wisconsin Talking Machine Co. escaped with a claim of \$1,600. The Heller concern carried the Victor line of machines, records and supplies, and seemed to meet with a good business in this line. It is understood that a short time before the concern was forced into bankruptcy considerable of its stock was shipped out of the store, and among the goods thus disappearing were several talking machines. It seems that some of these machines have been discovered by the Victor Co. at Newark, N. J., although nobody seems to know just how they came there. Attorneys for the creditors believe that liabilities will amount to at least \$15,000, while the assets are uncertain and may not amount to more than \$25,000. The First Savings & Trust Co. of Milwaukee is receiver.

Records Are Needed.

Dr. F. A. Kraft, health commissioner of Milwaukee, recently made an appeal to Milwaukeeans to send his department all the talking machine records which they could spare for use at the Blue Mounds Tuberculosis Sanatorium west of the city. The city purchased a talking machine for the institution some time ago, but more records are needed.

DEFACED BELASCO'S VICTROLA.

A burglar broke into the home of David Belasco the other day and for some reason or other defaced the case of Mr. Belasco's Victrola, and taking the records out of the cabinet threw them on the floor and walked on them, thus breaking them all. Efforts are being made to trace the perpetrators of this outrage.

MERIT WINS

ARE YOU one of the TWO HUNDRED AND FIFTY DEALERS who ordered the
“ARTESTE TONE MAGNIFIER”
 LAST MONTH?

Place your order for Mid-Winter Trade NOW. Don't wait until you have a dozen calls for the MAGNIFIER before you order. Helps you sell machines and records.

HEARING IS BELIEVING—EQUIP A MACHINE AND BE CONVINCED

Retails
for
\$1.50



Discount
to
Dealers

THE PERFECT TONE PRODUCER

THE STETSON MFG. COMPANY,

814 Hippodrome Building.,

Cleveland, Ohio

NEW EDISON ARTISTS.

Messrs. Couturier, Randolph and McCormack to Make Their Debut in the January List of Records—Most Valuable Acquisitions, Judging from Their Records.

In the January list of Blue Amberol records Thomas A. Edison, Inc., will introduce three artists



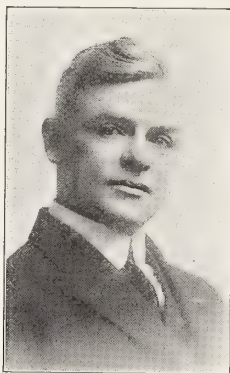
E. A. Couturier.

who, although well known in the musical world, are newcomers in the record field. The first is Ernest Albert Couturier, a solo cornetist of international fame, at one time a member of Gilmore's famous band, and who was unanimously elected conductor of this organization on the death of the popular band master. He scored his greatest success in Berlin, where he was heard in thirty-six consecutive concerts at Kroll's, the King's Opera Theater, being acclaimed by musical Berlin as the world's greatest cornet virtuoso. Mr. Couturier is represented in the Edison list by Bartlett's "A Dream," and it is notable not only for its purity of tone, but for the feeling and sentiment with which he presents this charming composition. His legato playing is most exquisite.

In the vocal field two singers are introduced in the January list, Henry B. Randolph, tenor, and Owen J. McCormack, baritone. The former is heard in the famous old ballad, "When the Song Birds Sing No More," which affords an excellent example of the rich, warm, and even powerful voice possessed by this church and oratorio singer, who has been heard with such success in musical affairs for the past ten years.

Mr. McCormack, like his namesake of tenor fame, has a most sympathetic voice, full of native

warmth and sentiment, and his Edison record of the Irish ballad, "The Lass from the County Mayo," is a fascinating number which should add to the reputation of this singer. Mr. McCormack has been connected with the Aborn Grand Opera



O. J. McCormack.



H. B. Randolph.

Co., where he has sung many operatic roles, as well as with the Klaw & Erlanger and the Henry W. Savage organizations.

These new singers will be welcomed by the hundreds of thousands of users of Edison records the world over.

MUSIC AIDS IN WRITING.

(Special to The Talking Machine World.)

TULARE, CAL., November 7.—The rhythm of music is proving successful in the Tulare schools as a guide to the arm in writing. A talking machine is used to produce the music, two-step music being used for certain kinds of letter practise, and music with other time being used for other kinds of letters. The "talker" is placed in the hall between two rooms and the pupils of both are instructed by Prof. J. M. Luck at the same time. Two-step music is perfect for practise with the letter "a," the rhythm of the music coinciding exactly with the swing of the arm. A room filled with pupils in writing resembles the action of a class in calisthenics.

NEW DEMONSTRATING SYSTEM.

Playing of Victor Records Heard in Rest Rooms and Other Parts of Famous & Barr Co.'s Store by "Wireless Telegraphy"—To Enlarge Department Soon.

(Special to The Talking Machine World.)

St. Louis, Mo., November 10.—A novelty at the Famous and Barr Co. that has attracted much attention has been the transmission of Victrola numbers about the building by the "wireless telegraph" system. The playing machine is kept at the Victor department with a sound transmission instrument in the horn. Another horn with a large sound collection coil is placed on another floor, usually in one of the waiting rooms, where there is a splendid program with no machine in sight.

The Famous and Barr Co. expects to enlarge soon. Manager Ligon has found himself wonderfully cramped and some other departments will be moved to give him space in accord with business demands. He also has been greatly handicapped because the piano department, with which he is a fellow tenant, has been disordered while the piano demonstration booths are being built. Both the piano and Victor departments of the Famous and Barr Co. moved into their present quarters without partitions or other conveniences and have been doing a nice business while getting themselves settled.

Miss Elizabeth Vandeventer, who was in charge of the Bollman Bros. Piano Co. Victor department, is connected with the Famous and Barr department.

BE SURE YOU ARE RIGHT.

If you are sure you are right, then go ahead. When you are certain, let nothing turn you aside. Some people will try to laugh you out of your purpose, but one who is thrown off the track by ridicule deserves disaster. Harder to resist is the friendly advice of those who cannot see things as you do, but it is a weakness to allow the doubt of others to shake our own steadfast faith. Be sure you are right, and then go ahead. Let nothing cause you to turn aside.

VICTORS USED IN CHILDREN'S FESTIVAL IN TACOMA.

Most Impressive Illustration of the Value of the Talking Machine in School Work—Five Machines Going in Field at One Time Furnish Music for Rehearsals and Lead the Band on Field Day in Order to Preserve Regularity of Tempo.

As a stimulator of musical taste and an aid to a greater interest in athletic exercises, the talking machine has become a factor of great moment in all parts of the country.

while the other pictures the field day exercises held in the beautiful stadium of Tacoma, seating some 18,000. Owing to its enormous extent only a partial view of the stadium appears.



Tacoma School Children Drilling to Music of the Victor Talking Machine.

These pictures show one of the most remarkable uses of the Victor talking machine in school work that has ever come to our notice. The children of the schools in Tacoma, Wash., had pre-

In the small groups of various exercises five Victors were used, placed at different points on the field. When the great mass drill was given it was, of course, necessary to use a band for greater

son, Inc., was elected temporary chairman, and E. B. Hendricks, well known in commercial circles, as temporary secretary and treasurer, with headquarters for the present at the Hotel McAlpin.

The objects of the new association are set forth as follows:

"This association will be devoted entirely to the interest of purchasing agents and buyers, and will have sub-associations in all sections of the country. Some of the objects are: (1) The formation of the purchasing agents and buyers into a national body; (2) mutual acquaintance and the resulting privilege of exchanging ideas and opinions; (3) the standardization of purchasing routine and methods; (4) the investigation and certification of new appliances and materials; (5) the improving of existing methods for the diffusion of market information; (6) the gathering and dissemination of data relating to the subject of buying; (7) the standardization of specifications, and other features that will probably be suggested in the future that will be of benefit or interest to the purchasing agent or buyer."

NEW HONORS FOR EDISON.

Music Store in Endicott Makes Special Display of Incandescent Lights to Mark Twenty-fifth Anniversary of Their Invention.

(Special to The Talking Machine World.)

ENDICOTT, N. Y., November 10.—The recent twenty-fifth anniversary of the introduction of the incandescent electric light, the invention of Thomas A. Edison, received more than passing notice in this town, when the store window of the Endicott Music Co. contained an appropriate display in which Mr. Edison's picture was used as part of the decorations, together with a large number of new and old styles of incandescent lights. The display attracted much attention and favorable comment.

SCHOOL ADOPTS VICTOR BOOK.

One of the most conclusive evidences of the value of the Victor and the course of study in the book, *What We Hear in Music*, is found in the adoption of the entire course by the Skidmore School of Arts, Saratoga Springs, N. Y. Mr. Hallam, president of the New York State Music Association, is very enthusiastic, and has put in the whole course in his classes there.

TO ENJOY YOUR WORK.

If you really want to enjoy your work, work one day at a time. Don't worry about the hard work of to-morrow until you are face to face with it. Then wade in and demolish it.



The Victor Leads the Band During Field Day Exercises in Stadium at Tacoma.

pared all their exercises for their field day festival to the music of Victor records.

In one of the illustrations a division of the children is shown at rehearsal with the Victor.

volume, but the Victor will be noted in the foreground leading the band, thus insuring that the music would be given in exactly the same way as they had been taught to follow.

A LIVE BIT OF SALESMANSHIP.

Edison Dealer in Town of 97 Population Sells \$150 Phonograph to Local High School.

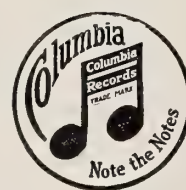
G. M. Lambert, an enterprising Edison disc dealer at Luna, Ia., reports the sale of a \$150 Edison disc phonograph to the Pottsville High School of that city. When it is considered that Luna, Ia., can boast of the immense population of

ninety-seven, a fair idea of Mr. Lambert's energy and aggressiveness may be gathered. The special music committee of the high school is now arranging for the holding of a series of recitals in order to properly introduce the Edison disc product to the residents of the town.

Leave something for the imagination—something which a further examination will reveal.



Don't wait until your nearest competitor has seen the tremendous profit there is in the *new* Columbia Grafonola "Mignonne" before *you* start selling it. You can get some of this money now just as easy as saying so, and we can prove it.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

THE SOUTHERN CALIFORNIA TRADE.

Talking Machine Dealers in Los Angeles and Vicinity—Well Supplied with Stock and Expect Big Business—Some Interesting Personal Items—Baxter & Northrup Music Co. Enlarges Department—News of Month.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., November 7.—The talking machine trade in Los Angeles and vicinity during the past month has been very satisfactory, but not up to the expectations of the dealers, although the jobbers are very much gratified with the receipts of the present month. A tremendous business is expected by all within the next sixty days, as never before has the dealer been better equipped with machines and records as they are this fall.

Allan & Co., Melbourne, Australia, have been appointed Australian distributors for the Wood filing record cabinet, of which a large shipment is already en route.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., Edison jobber, reports a very favorable business at the local house, especially with the Edison disc machines. After several days' trip to San Diego and Riverside, visiting the branch stores, Mr. Lovejoy states that the Edison is much in demand throughout this section as well as in Los Angeles. The new Amberolas VIII and X with the blue Amberol records are much in favor, and a great interest is taken in the new craftsman Amberola IV, which has just been received.

C. A. Graham, with the Wiley B. Allen Co., returned from a ten days' hunting trip up through the mountains, much animated over the good luck he had while away aside from the numerous quail and doves awarded him by his hunt. Mr. Graham had an exciting time with a wildcat, which now decorates the floor of the den at his home.

Scott T. Allured, the well-known talking machine man of southern California, is now located with the Columbia Phonograph Co., of this city, where he has been slipping over many good deals for Grafonolas of the expensive type.

Thearle Music Co., San Diego, Cal., has made many changes in its talking machine department. Almost the entire department has been rebuilt, five more salesrooms have been added and new ventilating system has been installed.

Eilers Music Co. does not know what a lull in business is. The entire force is busy at all times. S. C. Percer, manager of the talking machine department, says wonderful results have been obtained through special advertising. The Columbia Grand has been a most favorable seller, although higher in price. Many sales have been recorded.

Among the recent visitors to Los Angeles are: E. W. Carroll and wife, Jerome, Ariz.; Geo. L. Snyder and son, East Bakersfield, Cal.; J. W. Raynard, of Van Sant & Raynard, Santa Monica, Cal., and Mr. Gibbons, of Everybody's Drug Store, Mesa, Ariz. All of these dealers are most enthusiastic over the output of the Edison line in each of their respective districts.

The Baxter & Northrup Music Co. has remodeled and enlarged its talking machine department. Under the able management of B. H. Burke, a most

wonderful increase in business within the last two months has been done.

The Columbia Graphophone Co. reports very satisfactory trade conditions throughout all sections of the country. The late styles and types of Grafonolas increase the demand to such an extent that the output exceeds any previous period.

Miss Charlotte Treadway, one of the best known and most competent young saleswomen in the talking machine trade of the southern section, eloped and married Ferdinand Munier, an actor. This being a great surprise to the many friends of both and, in fact, somewhat of a romance, is connected with the elopement. Miss Treadway had been employed by the Wiley B. Allen Co., of San Diego, for many years, and while there her acquaintance with Mr. Munier was started by the purchase of a talking machine and records. The couple immediately left for Honolulu, where Mr. Munier has a thirty week engagement as leading man with Virginia Brissac.

Barker Bros. Furniture Co., 724-738 South Broadway, has given much more floor space to the selling of talking machines by taking the department out of the main building and placing it on

the ground floor at 718 South Broadway. Geo. S. Barnes, who has charge of this department, is very much encouraged as to the future business.

The Barnes Music Co. has been much favored by the many sales of Grafonolas for the past month. Miss A. Brown, manager of the talking machine department, reports a big increase of business.

Jack Irkovitz, formerly with Sherman Clay & Co., San Francisco, is now among the sales force of the Wiley B. Allen Co., of San Diego.

Tancredo Cardenas, special traveling representative of the export department of the Columbia Graphophone Co., was married the latter part of October to Miss Anna Cavanaugh, a Brooklyn belle, at St. Stephen's Church, Brooklyn, N. Y. After a short honeymoon through the South Mr. and Mrs. Cardenas returned to Brooklyn, where they will reside. Mr. Cardenas is making an extended trip at the present time which will necessitate his absence from this country for some time.

Remember that few are born to wear the purple, most men who succeed win out through struggle and disappointment.

On Which Side of the Fence

are
YOU



See Our Dealer on the Right

Some day you will understand that the dealer's prosperity depends on the jobber's ability to supply the goods desired at the time desired. We are prepared to give you service that will spell the difference between profit and loss; therefore when you deal with us you are the one to derive the handsome profit.

Foreign Records—Special Finish Machines—Repair Parts

The Corley Company



HANDSOME QUARTERS OF LIVE NEW YORK DISTRIBUTER.

Remodeled and Redecorated Headquarters of the New York Talking Machine Co. Among Most Convenient and Commodious in the Country—Interesting History of the Company—Has Triumphed Over Severe Setbacks—Those at Head of the Organization.

With the completion of extensive decorations and improvements, the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor, is quartered in one of the most attractive, up-to-date and comfortable talking machine warerooms in the industry, and the extent of the company's present business and splendidly equipped building looms up still more impressively when compared with its humble start.

later to 77 Chambers street, where offices, stock and shipping rooms occupied three floors 23 by 60 feet. Shortly after this the affairs of the original company were taken over by the Victor Distributing & Export Co. and another floor added.

The business gradually expanded until Oct. 7, 1907, when a disastrous fire totally destroyed the company's stock and it was necessary to secure new quarters in a hurry. Although the fire oc-

pany was represented by one horse and truck until 1902, on November 1, of this year, thirty-seven trucks were sent out loaded to their capacity, and in addition thousands of pounds were shipped by express companies and special messengers.

Since 1907 the company's business has been making steady progress, until to-day comparisons with a dozen or even seven years ago are totally inadequate. The November 1 business this year just about equalled the entire business of December, 1906, which was the banner month of the talking machine business up to that date. The growth and expansion of the New York Talking Machine Co.'s business has never been forced to artificial but in full accord with the increased popularity of Victor products throughout the country.



View of General and Demonstrating Showrooms. Record Racks Shown on the Extreme Right.

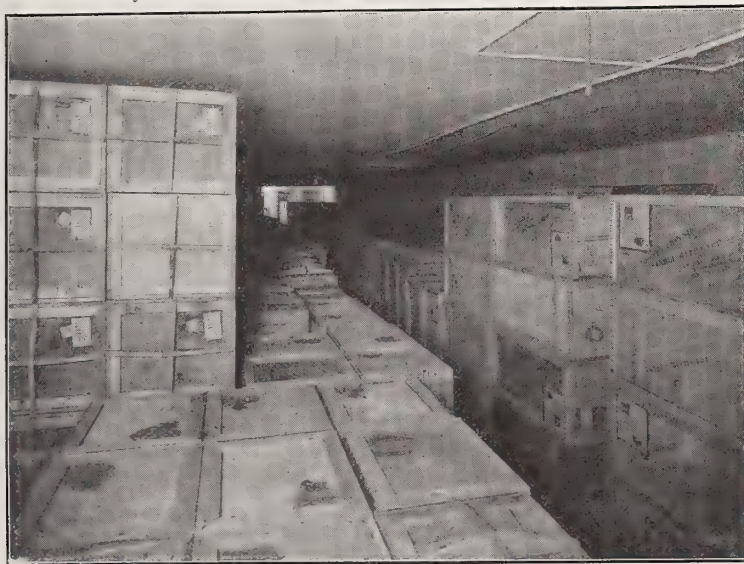
The history of the New York Talking Machine Co. dates back to 1900, when the first distributor of Victor products in the United States was established in New York by a firm named McGuire & Backus, which handled the Victor products as a side line to their moving picture business. One of their first employees was a young man, George A. Kelly, who took care of the stock, which consisted of about 2,000 records. To-day the New York Talking Machine Co. orders many 2,000 lots of single records, and from a force of one man and three boys in the stock room, the company

curred at noon G. T. Williams, the present manager of the company, and J. D. Beekman had succeeded in securing temporary offices and three store rooms in as many different buildings by the close of the day, and had notified their trade that they were ready for business and would give uninterrupted service.

After several months in temporary quarters, the company moved to 83 Chambers street, and three years later moved to its present quarters at 81 Chambers street. Some idea of the growth of the business in thirteen years may be gleaned

In addition to being salesmen, representatives of the New York Talking Machine Co. are educators who have been imbued with the idea that there are already several hundred good active dealers in the metropolitan district, and that because of the Victor Co.'s policy of restricting territorial representation so as to preclude the possibility of overrepresentation, it is a difficult matter, indeed, to find a territory where an additional dealer is needed or which will even permit of the establishment of one.

The sales department of the company is under



One of the Four Stockrooms.

now has nineteen men and boys in its shipping department with the same George A. Kelly as superintendent.

About a year after taking on the Victor goods the firm of McGuire & Backus moved to larger quarters and hired a sub-cellar for Victor goods exclusively, the first exclusive Victor warehouse ever established. The area of this sub-cellar was 1,875 square feet, while to-day the New York Talking Machine Co. occupies in its main building three floors, approximating 12,000 square feet, and in addition has 12,000 feet of warehouse space in three lofts.

The firm of McGuire & Backus moved a little

from the fact that for some time past it has been deemed advisable to take over the entire building, giving the company a total floor space of 28,000 square feet under one roof, instead of 24,000 in three different buildings.

From a business that included selling to jobbers, dealers and consumers, anybody and everybody, just to close a few hundred dollars business, the company has grown until it has been obliged to refuse \$50,000 worth of new business during the past ninety days, all within an area of four city blocks, and all of it business from three prominent local houses.

Whereas the entire delivery service of the com-



A Section of the Checking and Packing Bench and Shipping Department, Superintendent Kelly in the Foreground.

the personal and capable direction of V. W. Moody, and the outside staff consists of A. B. Doty (Al), S. W. Williams (S. W.), C. C. Beekman (Chester), R. M. Hunting (Bob), and Ernest Fontan. J. T. Owens and A. J. Beers ably look after the inside work.

Dealers who have visited the showrooms of the New York Talking Machine Co. have often remarked on the valuable assistance and education that is afforded them in every possible way by the sales staff of the company. Buying, selling, re-ordering, bookkeeping, stock-keeping and selling methods are fully explained to visiting dealers.

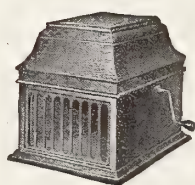
(Continued on page 27.)

Mr. Dealer,

We're the jobbers on the job!

We want you to know it's going to be money in your pocket to be the first on the ground with

The Edison Disc Phonograph



This latest marvel from the great inventor is making good with lightning speed wherever it's been shown. We can supply dealers **"from the Rio Grande to the Mississippi"**

Get your territory now and declare in on all the success that goes with the Disc Phonograph as well as the profitable line



Edison Cylinder Phonographs

The new Blue Amberol Records, the new diamond point reproducer, and the handsome new cabinets are giving greater zest than ever to the sale of this line.

We carry a complete stock of supplies, including records

in *twenty-nine* different languages. Our policy has always been to give the dealer the considerate co-operation which, combined with never-ceasing aggression, brings confidence and activity to the Edison line. Get in touch with us at once about *your* territory.

Houston Phonograph Co., Wholesale, 1008 Walker Ave. Retail - - - 903 Main St. **Houston, Texas**

Cash in on Mr. Edison's latest wonder The Edison Disc Phonograph

We are right here to help you tell the people of Oklahoma and the north half of Texas what they have wanted to know—that Mr. Edison, after years of experiment, is now ready to put his Disc Phonograph on the market. He invented the first one—years ago—but he wasn't ready to launch it until it was perfect. Now it is. Now the people can have it.



We have the best freight facilities in the South—out of Fort Worth. We can get the quickest action for you that you've ever had from a jobber. Let us help you cash in on the Edison line.

Do you know about the new points of the Edison Cylinder Phonographs? Are you boosting the new Blue Amberol Records, the new diamond point reproducers, and the beautiful new cabinets? Don't overlook these mighty profitable chances. Write us to-day.

Texas-Oklahoma Phonograph Co., Inc.

Exclusive Jobbers for
Edison Disc and Cylinder Phonographs,
Records and Supplies

828-830 Monroe Street, Fort Worth, Texas.

ATTRACTIVE QUARTERS OF LIVE NEW YORK DISTRIBUTER.

(Continued from page 25.)

The record stock system devised by Mr. Moody is one of the many distinct aids introduced by the company to benefit the dealer. This system shows among other things the poor sellers, good sellers, records that should be good sellers but are not, the records that should be removed from the dealer's stock and similar valuable aids.

The company also makes a specialty of continually hammering after the promotion of the sales of records. Records, records, records is their war-cry. As a matter of fact a few days ago one of the sales staff remarked that they did not sell machines, but that the Victor Co. sold them and that it was only necessary for the distributors and dealers to fill orders to the best of their ability. The company maintains, however, that one thing that the wideawake dealer can do, is to sell records and actually sell them, not merely fill orders for them.

The record racks referred to above are shown in the photograph on page 25, and it may be added that the company makes no profit on these

accessories, the idea being that these racks and similar aids to the dealers will add to the attractiveness of the dealer's warerooms and interest his trade more forcefully in his record stock.

The credit department of the company is under the able management of W. S. Moffatt, assisted by C. J. O'Donoghue. George A. Kelly is superintendent of the stock and shipping departments, assisted by Harry Miller. A remarkably equipped repair department is under the direction of G. C. Cockrell, assisted by L. Reinhart.

G. T. Williams, whose long experience dates back to the very early days of the talking machine business, is manager of the company, while Arthur D. Geissler, general manager of the Talking Machine Co., Chicago, and one of the best-known talking machine men in the country, is managing director of the company. Mr. Geissler's wide and extensive knowledge of the talking machine industry has aided considerably in the wonderful growth of the New York Talking Machine Co.

DEATH OF FRANK L. STEERS.

Old-timer in New York Talking Machine Trade Succumbs to Attack of Heart Failure—His Retail Business to Be Continued by Sons.

Frank L. Steers, one of the "veterans" in the retail talking machine trade in New York and proprietor of a retail store at 3496 Broadway, where

BUSINESS OPPORTUNITY

The exclusive Edison cylinder and disc jobbing business in Eastern city is now offered for sale on easy terms. Address for particulars "Edison Jobber," care The Talking Machine World, 373 Fourth avenue, New York.

EXCHANGE

Will exchange Edison two and four-minute gold moulded records and phonographs for Victor machines and records. Try us on a proposition. Address "Proposition," care The Talking Machine World, 373 Fourth avenue, New York.

FOR SALE

One hundred Keen-O-Phone horn machines. Also 100 hornless machines ranging from \$10 to \$70. Send for information. Address "Horns," care The Talking Machine World, 373 Fourth avenue, New York.

WANTED

Wanted talking machines, disc records; any make. Also any amount will pay cash. Address "Records," care The Talking Machine World, 373 Fourth avenue, New York.

TO TAKE CHARGE

Wanted by Victor jobbing house man to take charge of record stock. State age, experience, salary expected; give references. Address "Stock," care The Talking Machine World, 373 Fourth avenue, New York.

FOR SALE

About \$3,000 worth of Edison phonographs and records. Consists of 40 Fireside, 10 Standards, 10 Homes, 7,000 four-minute and 2,000 two-minute wax records. All new stock. Will sell part or all very cheap. Address "F," care The Talking Machine World, 373 Fourth avenue, New York.

POSITION WANTED

Young man, aggressive and capable, who is at present manager of one of the largest talking machine stores in the country, contemplates making a change at an early date and will be pleased to hear from live, up-to-date concerns. Must be Victor exclusively. An able administrator and successful business developer. Best of references can be supplied. Address, Box 500 care Talking Machine World, 373 Fourth Avenue, New York.

A CLEAN LINE OF ADVERTISING.

Snappy Publicity Material of High Order and Strictly Ethical Offered to Talking Machine Dealers by the E. C. Plume Co., Chicago—Some Big Contracts Made.

(Special to The Talking Machine World.)

CHICAGO, November 10.—Strong, snappy advertising of the clean ethical nature is that put forth by the Edward C. Plume Co., of this city.

They have a magnificent surprise in the way of advertising for dealers covering pianos, talking machines and organs suitable for newspaper advertising, as well as mailing folders and hand-colored advertising slides, all of which are being used with signal success by many of the leading piano manufacturers and dealers the country over.

Mr. Plume has just returned from a trip to Cincinnati, Ohio, where he succeeded in purchasing for his concern the business of the Lutz-Walton Co., who have been operating quite extensively throughout the country, their lines, consisting of twenty-three different services, covering various classes of business. These, with the already enormous lines of the Plume Company, undoubtedly give that firm the distinction of being the largest and most influential of its kind in the country.

Several other big deals have been recently put over by the Plume Company. They have just closed a contract for the exclusive services for their line of work of "Penny Ross," the creator of the famous "Mamma's Angel Child," one of the most artistic of the comic section features of certain Sunday papers. "Esther" will appear in many new adventures on the artistic folders furnished by the E. C. Plume Company for the use of their customers.

"TALKER" SALESMEN MEET.

(Special to The Talking Machine World.)

DETROIT, MICH., November 10.—The latter part of last week was featured in the talking machine trade by a convention of salesmen from the Grinnell stores in Detroit and other cities in the lower peninsula of Michigan. Altogether forty-five were present. Several instructive addresses were made on salesmanship as applied to talking machines in general and Victrolas in particular. There was also general discussion of the subject. C. A. Grinnell acted as chairman of the meeting.

IN GREAT DEMAND.

Disc record albums for Victor, Columbia and other talking machines, made by the National Publishing Co., of Philadelphia, Pa., are steadily growing in popularity, and dealers are stocking them as part of their essential equipment to meet the demands of the public during the holiday season—a very wise decision. Their stock is most complete and varied.

Everybody who has ever lived in the country knows how dogs sometimes jump up from behind the stove and bark, apparently because they have been disturbed by noises that no human being can hear. Maybe we shall all hear, some day, all that the dogs hear—and more. Maybe Edison, with his gray head pressed against a phonograph, will bring these sounds down to us. He has already done stranger things.

BUYS W. W. WARNER BUSINESS.

(Special to The Talking Machine World.)

CHICAGO, ILL., November 11.—W. H. Aton, Baraboo and Madison, Wis., visited the city on Monday with L. Aton, of Sioux City, Ia., and told of his recent purchase of the stock and business of W. W. Warner, of Madison, Wis. Mr. Aton has secured a long lease upon the building that the Warner business occupied for twenty-eight years, and will remodel and redecorate it. A number of sound-proof booths will be erected in anticipation of a big business in talking machines and records, business, which, in fact, has already started off with a holiday rush. Mr. Aton will handle Victor, Columbia and Edison goods. Paul Warner, who has been managing the business of his father during the latter's absence in Colorado, will enter into another business. The acquisition of the new store increases the already extensive interests of Mr. Aton.

DO YOU WANT
A "LIVE" MAILING LIST?

You are spending money every month for postage, stationery, etc., sending out lists of new records, accessories and musical merchandise without knowing or being absolutely certain that the persons addressed are still interested in talking machines, records or accessories.

OUR NEW PLAN

not only gives you a mailing list that is trustworthy and "live," but brings prospects in person into your talking machine department. The cost is very small and the results to be obtained large and profitable. We shall be glad to submit to you full details of this plan, without obligation on your part. Write us to-day on your business stationery, giving your jobber's name.

(165)

MINUTE SHINE COMPANY, 281 N. W. Canal Street, PROVIDENCE, R. I., U. S. A.



ECLIPSE PHONOGRAPH COMPANY

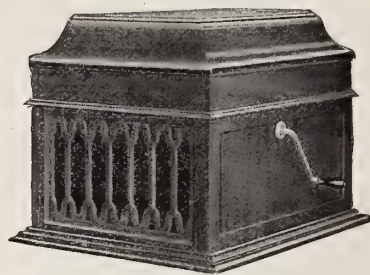
A. W. TOENNIES & SON

203 Washington Street, Hoboken, N. J.

Jobbers of

Edison Disc and Cylinder Phonographs Exclusively

Dealers of New York and New Jersey.
Get the profits that come from the Edison line.



WITH THE TALKING MACHINE TRADE IN CANADA.

Announcement of Edison Disc Phonographs Received with Much Satisfaction—"Union" Specialties Popular—Canadian Vitaphone Co. Incorporated—New Department in Ottawa—Victrolas for Toronto Schools—Late Columbia News—Velvaton Needles.

(Special to The Talking Machine World.)

TORONTO, ONT., November 11.—The formal announcement of the extensive new line of Edison disc phonographs has been received with evident satisfaction by the Canadian talking machine dealers. The ten models that are now ready will retail here from \$78 to \$575, in which the dealers see the wherewithal to meet the varied demand with which they have to cope, particularly as the designs are of different periods and suited to different tastes.

The new Edison disc phonograph has been heard by the trade in the different Provinces to its satisfaction, and now that this line is formally announced from the great Edison factory at Orange, N. J., the progressive dealers in the Edison line are losing no time in impressing upon the people of their community that the new Edison disc represents thirty-five years of experiment in musical acoustics and sound reproduction and embodies not only new reproducing methods, but also new recording methods.

One successful dealer says that his trump card is in telling people that with Mr. Edison it was not a case of "disc" or "cylinder," but a question of carrying sound reproduction farther than he had ever carried it before. The policy announced from the Edison headquarters is approved especially by Mr. Edison's consent to have the artists' names appear in connection with the records.

Making Two Phonographs in One.

Seven "Union" phonograph specialties manufactured by the Union Specialty & Plating Co., of Cleveland, are being featured to the dealers and jobbers of Canada, their merits being based on the fact that they double the range of the customers' machines. The makers call attention to the Union No. 1, which enables owners of Edison disc phonographs to play Columbia and Victor records on the Edison by an instant adjustment.

In the same way Union No. 2 plays Edison records on the Victor-Victrola, and Union No. 3 plays Edison records on the Columbia Grafonola.

Vitaphone on the Canadian Market.

Canada has a new addition to her talking machine ranks in the Canadian Vitaphone Co., Ltd., with a capital of \$250,000. The parent company is located in Plainfield, N. J., and has been marketing the "Vitaphone" in the United States for the past year.

The new firm has secured factory premises in Toronto at 160 John street, and has appointed as general manager W. R. Fosdick, who was formerly manager of His Master's Voice Gramophone Co. In connection with taking this step, both H. N. McMenimen, secretary and general manager of the parent concern, and Walter Thorpe, president of the Canadian company, have been in Toronto.

Velvaton Wood Needles Make Debut.

A forward step has been taken by the Velvaton Wood Needle Co., of Kansas City, in exploiting

its products in Canada, in which country the dealers are informed that this needle is the result of careful research as to perfect wood suitable for use as a needle and as a sound producer; then, again, it was necessary to chemically harden the wood so that it would stand the wear and tear of disc work, and at last the combination was effected in the Velvaton needle. The Fay Velvaton wood needle is so hardened that it will play a number of records by simply turning it one-quarter way around after playing each record, and thus keeping a continuous point upon it. The tone produced by it is marvelous in its sweetness and softness, and is of the right volume for home playing.

Important Move in Ottawa.

A Victrola department has been added in the new retail store opened up in Ottawa, the Canadian capital, recently by the Martin-Orme Piano Co., Ltd. Very attractive parlors are being fitted up in the basement, where a number of sound-proof rooms will be a part of the equipment. A special ventilating system is being installed and no expense is being spared to make this equipment in keeping with the store, and the class of business that is being catered to.

W. A. Crawley, of that firm, and Frank Orme recently spent the day in Montreal visiting the factory and thoroughly satisfying themselves of the merit of the Victor-Berliner lines, and the absolute fairness of the proposition. On returning to Ottawa their report was so favorable that the company's directors authorized the signing of the dealer's contract, and a substantial opening order was at once placed.

In pianos and players this firm will, of course, feature the Martin-Orme, and has also added the local agency of the Mason & Hamlin, so that it will be seen it purposes doing a high grade trade. That its "His Master's Voice" department will be an unqualified success is a foregone conclusion.

Two Toronto Schools Equipped with Victrolas.

The Victrola department of Bell Music & Piano Co., Ltd., Toronto, just recently placed two outfits in public schools in that city, and Frank H. Whetsel, manager of the department, is assured of other such sales. Up to the present the school board of Toronto, as in other cities, has not voted funds for the purchase of musical instruments, consequently the pianos and "His Master's Voice" outfits are bought with money raised by the teachers and pupils themselves. Under these circumstances there is considerable salesmanship exercised before a deal is closed. There is the compensation, however, that the salesman is brought in touch with the principals and the teachers, and with homes through the influence of the children.

The outfits placed by the Bell firm were in Clinton Street School, and Brown School on Avenue Road. Mr. Whetsel states that his experimenting

has shown that victrola No. 5, equipped with the wood horn, is the most suitable for the purpose of these schools, being the loudest and clearest, and as it is sometimes found desirable to swing the horn. The outfits are primarily for educative purposes, though also used in entertaining, and the principals as well as the teachers of the schools named are delighted with the results. They are used for marching, calisthenic exercises and folk songs in the kindergarten, primary and intermediate grades.

Mr. Whetsel, who has had charge of the Bell firm's Victrola parlors for the past six years, is very enthusiastic over the Victrola's place in public and high school work. He predicts that the time is not far off when school boards will vote funds for the equipment of schools with talking machines and records.

David Bispham in Vaudeville.

The crowds which went to hear David Bispham, that dean of English speaking baritones, who is one of the long list of exclusive Columbia artists, were such that there leaves no room to doubt his popularity. This opportunity was afforded by David Bispham's appearance at Shea's Theater this week. It is an innovation for such an artist to appear in vaudeville, and it is certain that there will be a greater demand than ever for this artist's Columbia records.

Affairs a la Grafonola.

General Manager George W. Lyle, of the Columbia Graphophone Co., New York, and Canadian Manager A. G. Farquharson, of Toronto, have visited a number of important centers in the Provinces of the Northwest.

At the recent Fashion Show held in the Arena at Toronto, the visitors had the Columbia Grafonolas brought to their attention through an attractive display of those instruments and records.

Inquiry at the Music Supply Co.'s office brought the information that a remarkably large list of orders have been booked for the new Columbia "Jewel," recently brought out to retail at \$65. There also continues a widespread confidence in the selling merits of the "Favorite" and the "Leader," both of which, it is anticipated, will figure materially in Christmas trade. The Music Supply Co. has the exclusive distribution for the Province of Ontario of Columbia products.

A recent addition has been made to the staff of experts at the Columbia factory here in the person of A. E. Gladden, formerly of its London, England, factory.

There passed through Toronto on his way to western points this week General Bramwell Booth, head of the Salvation Army. In several stirring addresses delivered while here, including one before the Canadian Club, reference was made to his father, who was the founder of that wonderful religious organization. The late General Booth left behind a number of inspiring addresses which have been reproduced with wonderful life-likeness on Columbia records, of which these are two prominent ones: "Don't Forget" and "Rope Wanted," record No. 2074, and "Please, Sir, Save Me" and "Through Jordan," record No. 2075.

HANDLING PIANOS AS A SIDE LINE.

Some Interesting Remarks on This Subject by William F. Kaplan, Who Has Developed This End of His Talking Machine Business with Profit and Success in His Territory.

A large number of talking machine dealers who have for some time past been handling pianos as a side line have met with uniform success with that line, which, owing to its musical character, really belongs in the talking machine store. The success of such concerns has been similar to that of the piano stores that have added talking machines, and the conditions have been practically the same. The fact that talking machine owners visit their dealer first to complete payments on their machines and later to buy records makes it a simple matter to approach them and sell a piano with practically no separate selling expense.

In The Talking Machine World last month F. Radle, New York, made some interesting references to the success attending the handling of pianos as a side line by the talking machine dealer, and the following letter, received from the Victor house, William K. Kaplan & Co. proprietors, Jamaica, N. Y., corroborating the statements as the result of actual experience, is very satisfying. Kaplan & Co. write:

"It is gratifying to note in the interesting columns of our current Talking Machine World that the F. Radle piano management of New York and Jamaica have thus publicly endorsed our policy of combining piano selling with talking machines."

"Our object in calling attention to Mr. Radle's published views is intended for the sake of first placing 'credit where credit is due,' and still better, to bring the piano and other concerns to 'practise what they preach.'"

"It is known by all in any way familiar with the situation in this section, that our Victor house was the first (east of Brooklyn) to place the piano and player in our spacious Victor salesrooms on any scale worth mentioning, since the founder of our Victor business on Long Island nearly two years ago.

"That our plan in practise has met with success beyond expectations is proven by the sales of the F. Radle pianos and players, which we have carried since last March.

"By the experience of many months we are only more firm in belief that with a more active and hearty co-operation on the part of the piano selling forces, we would produce still better results.

"In the few weeks between October and December of last year, when a New York house was actively represented in Jamaica, we closed directly from our Victor house no less than twelve instrument sales at a period when further deliveries could not be made, on account of shortage in the market due to labor strikes in the piano trades at that time.

"The Radle piano success in result of combining with our Victor activities can be attested by the fact that in the few months since last March they are already forced to take additional space further up in Jamaica for a necessarily larger stock of their instruments and for repair work required to meet the demand.

"We maintain that the 'talker' is the factor in inculcating the taste for the world's greatest music that leads to sales of pianos and other musical instruments. With these proven results of our efforts for the piano line, who knows what greater achievements we may obtain with the piano sales forces trained to work in more active co-operation for the good of both the piano and 'talker' interests.

"From the fruits of our experience we may say conclusively to all progressive piano and talking machine dealers in a section like ours that nothing short of calamity or panic can beat this combination: Good sheet music; pianos and Victor-Victrolas.

"While on this subject, it is highly encouraging to note growing tendency of our distributors to lend stronger co-operation and assistance to their dealers, which must lead to better conditions for all concerned."

The new stenographer gets through the day somehow, by hook or crook. But occasionally she has a bad spell.

WORKING WITH THE CHURCHES.

Phonograph Dealers Can Give Decided Boost to Their Interests by Assisting Churches to Raise Funds for Special Purposes.

Almost every church realizes the need of special entertainment. Some churches go into the matter more deeply than others, and not all are successful in realizing as much profit as they anticipated. There is a good opportunity for wide-awake Edison phonograph dealers in many instances to co-operate with entertainment committees. We have in mind one recent experience which actually took place up in New Britain, Conn. There the methodist Episcopal Church desired to raise about \$50 for a special purpose. The matter was heard of by L. A. Gladding, our representative there. He immediately got busy and conferred with the committee and arranged for an "Edison Night." A program was decided upon and nicely printed. It called for selections from the new Edison disc phonograph, as well as for the Edison cylinder phonograph, both of which machines were furnished by him. He also supplied an Edison kinetoscope which furnished a pleasing variety to the program. Local talent was then drawn upon

in the shape of a cornet solo, a soprano solo and a reading by one well up in elocution. The total outlay was \$7.25, which included the expenses of the elocutionist, the only paid talent on the list.

Although the night was very rainy the attendance was large, for the affair had been well advertised. The total receipts amounted to \$48 and everyone present felt that they got the biggest twenty-five cents worth (the price of tickets) they had ever had. The Edison phonograph and kinetoscope came in for a great ovation and Mr. Gladding reports trade afterwards, both in records and machines, very gratifying indeed. Other churches will doubtless want his services in the same way, and meanwhile he will add to his prospect list of names many prominent families.

There is another field of church co-operation open to the phonograph dealer, and that is with the ministers on the home-recording outfit. It is an entirely practical method of sermon preparation. If a dealer would go to the clergyman some morning with the outfit all in prime condition, an actual demonstration could be made in the pastor's study. The dealer could not lose any money on the experiment, and stands to win a friend and patron.—The Edison Phonograph Monthly.

A HOLIDAY MESSAGE—READ NOW

IT MAKES A BIG DIFFERENCE WHO YOUR JOBBER IS.

It is by COMPARISON that we judge, and the line of distinction is being drawn finer every day and it is becoming more difficult to give SATISFACTION. This applies to most businesses, but particularly in the talking machine business, for SERVICE is the GOOD-WILL involved.

WHAT TEST HAVE YOU MADE? WHAT IS YOUR COMPARISON?

Did you test your Jobber or Jobbers last year in their ability to take care of your holiday requirements? If so, BY COMPARISON have you BENEFITED in your decision as to your selection for HOLIDAY SERVICE this year? If not, you cannot make that decision too quickly, for the HOLIDAY RUSH IS UPON US.

IT IS "A SURVIVAL OF THE FITTEST."

This applies among Dealers as well as Jobbers, and to be "FIT" you must use every modern method to give the BEST SERVICE, or your failure to do so will reflect to the credit of a competitor who does.

HERE IS "THE MILK IN THE COCOANUT."

We don't appeal to you for business for any other reason than that we feel it will mean dollars and cents in your pocket to give it to us. On any other basis we or no other Jobber deserves it, and if we can't make good that way we'll quit.

BLACKMAN IS A PROGRESSIVE JOBBER. WHAT DOES IT MEAN?

It means that 16 years' CONCENTRATION in an effort to DO ONE THING WELL has resulted in a STEADY, HEALTHY GROWTH based on good service. Every day there's room for improvement, and if you are not a Blackman Dealer YOUR OPPORTUNITY for improvement may be in becoming one.

IN CONCLUSION—ACT NOW—BEFORE TOO LATE.

Don't wait until we are unable to accept new business, for Regular Blackman Dealers come first. Let's get acquainted now in person or by mail. You can't be sure you're getting the best service if you have not tried Blackman service. Do it now.

Yours for service,

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



To every talking m United

An event :

A double-disc record for 25 cents retail, with 10 cents clear profit to the dealer.

A good tenor solo on one side, a little musical experiment and some advertising on the other—and this week's Saturday Evening Post announcement by way of giving it the very best kind of a start.

The particular and immediate mission of this record is to double record sales in every Columbia dealer's store in the country between now and the New Year. You know Columbia advertising has developed a habit of doing what it is intended to do.

One more additional memorandum of your need of Columbia alongside your other lines, and of our willingness to take hold with you. This is no time to sit on the fence. There's a much better view from the inside track.

This new advertising record costs the dealer fifteen cents. That gives you an ample margin to cover the cost of handling it and still leaves its advertising value as a present to you—costing nothing in cash, and no more in labor than you think it worth your while to put into it.



Columbia Gra

WOOLVO

Creators of the talking machine industry. Pioneers and leaders in the talking machine industry.
DEALERS AND PROSPECTIVE DEALERS, WRITE FOR

To every

Here is

Take a quarter to your nearest
in your locality who can supply
left-hand corner, with 25 cents
record by parcel post, prepaid.

One side of this sample record
Night"—a record which is 100%

The other side of this
will find entertaining and in

When you get this record
It speaks for itself. In the
things about Columbia Records.

1—Quality Guaranteed:—
that the material used in their cor
than that entering into the manu
We further guarantee that their
market and that their life is lo

2—65 Cents Standard
selections at 65 cents per
you want right now.

3—Interchangeable
What "make" is
Columbia record

Columbia
Graphophone Co.
Woolworth Bldg., N.Y.

Enclosed find 25c. Send
me that Sample record.

I own a _____ machine.
Where is the nearest dealer?

NAME _____

ADDRESS _____

11-429-10-13

Machine dealer in the States:

SATURDAY EVENING POST

November 15, 1913

THE SATURDAY EVENING POST

owner of a "talking machine" in the United States:

the first chance you ever had to buy a disc record for 25 cents

aler and get the record. If there is no dealer you, mail us that coupon down there in the (stamps will do) and we will send you the



tenor solo by Henry Burr—"Good Night, Little Girl, Good in quality of all the regular standard ten-inch Columbia records.

record carries a short message and a little music which you

the turn-table of your machine you will know all about it. time we must depend upon cold type to tell you these three

guarantee to every purchaser of Columbia Double-Disc Records is of better quality, finer surface and more durable texture of disc records of any other make, regardless of their cost. Producing qualities are superior to any other disc record on the than any other disc record, under any name, at any price.

ice:—The great Columbia catalog is crowded with a wealth of ible disc. Ranging up to \$7.50 they include hundreds that

with other records on your own machine— instrument? No matter—buy the records you want! Every the catalog can be played on your machine.

name of a dealer who will supply you with this sample record at 25 cents—if you have any one. Or for the same 25 cents sent to us direct with this coupon we will deliver the record. Don't forget that this message is to owners of all "talking machines" whether Columbia

and the Columbia catalog.—And have your name placed on the mailing list to receive the

Important Notice.—All Columbia Grafonolas will play other makes of disc records. The voice every artist who has ever made disc records, without exception, is at your command. (Likewise Columbia records may be played on any other make of machine).

COLUMBIA GRAPHOPHONE COMPANY
Box 415, Woolworth Building New York City

Toronto, 363 Spadina Avenue Prices in Canada plus duty

Centures of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world. Manufacturers of the Dictaphone.

Dealers and prospective dealers write for a confidential letter and a free copy of our book "Music Money."

This one record is a sample—(not our old "demonstration Record"). The only reason why the price is set at 25 cents is because we want you to know at first hand something about the superior and guaranteed quality of Columbia double-disc records, and that they will play on your machine. Disc records are interchangeable.

If you do not yet own a talking machine

ask the dealer to show you this
Columbia Grafonola "Favorite"—

\$75 with Record Cabinet—\$50 without Record Cabinet

Sent to your home on approval, and subject to easy purchase terms, if you like. And don't make any mistake: If it is a *Columbia* it has the Tone-Control "Leaves" at the front of the cabinet—not doors.

Specifications

Cabinet: Mahogany or quartered golden oak, fumed oak, or Early English oak.

Measurements: 14 inches high, 18 1/4 inches wide, 21 1/2 inches deep.

Metal Finish: All exposed metal parts heavily nickel plated.

Motor: Three-spring drive, non-varying, non-vibrant. Plays four records at one winding. Motor is mounted on metal motor plate.

Motor-control: Speed regulator and Columbia speedometer.

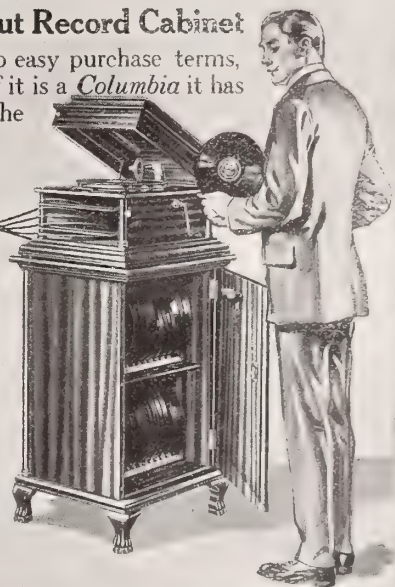
Needle Equipment: 100 full tone, 100 medium and 100 soft tone needles. Top of cabinet contains four sunken needle cups for three grades of needles and used needles.

Tone-control: Columbia tone-control leaves, operated by a button in the front plaster; also through variety of needles.

Tone-arm: New bayonet-joint tone-arm of one piece seamless drawn tapered tubing.

Reproducer: New Columbia No. 6.

Lid: Piano-hinged and equipped with hinge lock release.



phophone Company

ORTH BUILDING, NEW YORK

chine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world.
A CONFIDENTIAL LETTER AND A FREE COPY OF OUR BOOK "MUSIC MONEY."

LOOKS FOR RECORD YEAR.

Business Results and Outlook Appear to Bear Out Prediction by J. C. Roush of Unusually Big Trade—Retailers Ordering Strongly.

(Special to The Talking Machine World.)
PITTSBURGH, PA., November 11.—J. C. Roush, secretary and treasurer of the Standard Talking Machine Co. and president of the National Association of Talking Machine Jobbers, is enthusiastic regarding the present conditions in the talking machine trade and states that from the orders for holiday goods being placed by the dealers in this territory they all feel confident of a volume of business in excess of records for previous years. As for the business of the Standard Co., which operates no retail stores but acts as distributor exclusively, Mr. Roush states that the prospects are that the total volume of business will show an increase of over twenty-five per cent. over that of last year and top the \$400,000 mark for the year. Mr. Roush also reports pleasing conditions in association circles and is carrying out a number of plans laid down at the recent meeting of the executive committee of the association in Chicago not long ago that will mean much for its future.

AN IMMENSE ADVERTISEMENT.

C. W. Copp, of South Bend, Illustrates and Describes Leading Models of Victor, Columbia and Edison Machines in Two Page Spread in Local Newspaper.

One of the largest, if not the largest, display advertisements inserted in a daily paper by a talking machine dealer was recently inserted in the South Bend, Ind., Tribune, by C. W. Copp, who conducts the Music Shop at 228 South Michigan street, that city. The display occupied a two-page spread, full newspaper size, and included besides some striking text matter, illustrations of eight styles of Victrolas with prices, four of the popular styles of Grafonolas and the sixteen styles of Edison Amberolas. The announcement, while not set up to the greatest advantage, nevertheless

was decidedly striking in appearance and should prove a strong factor in developing holiday business in all of the three lines featured.

BUILDING BIG BUSINESS IN SOUTH.

Corley Co., of Richmond, Va., Constantly Adding to List of Victor Agencies in That Section of the Country—Much of Success Due to Liberal Advertising Policy.

(Special to The Talking Machine World.)
RICHMOND, VA., November 8.—The Corley Co., Inc., which has the distinction of being the largest Victor distributor in the South, is building up an enormous business in this territory and constantly establishing new agencies. Each month the business has grown to a marked degree, and in October the Victor business exclusively done by this house was over \$25,000. This company furnishes as far south as New Orleans, as far north as Washington, and its operations are constantly extending. As a member of the company said this week: "There is absolutely nothing the Victor Co. makes that the Corley Co. cannot supply from its large and extensive distributing stock."

The Corley Co. succeeded the business of the Cable Piano Co. less than two years ago, and under the present able management of live, aggressive men, an enormous business has been built up in the music trade field generally, and it has been zealously engaged in the distribution of Victor products with marked success.

This concern is a great believer in publicity, and it keeps in touch with its dealers through well considered advertising in various ways as well as circular work bearing upon the latest machines and records issued monthly.

TO MAKE TALKING MACHINES.

Warner's Features, Inc., Boston, Mass., has been incorporated with capital stock of \$30,000, for the purpose of manufacturing and dealing in talking machines. The incorporators are: E. C. Harrington, president; Warren H. Butler, treasurer, and V. H. Maye, secretary.



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

RETURNS FROM EXTENDED TRIP.

George W. Lyle, vice-president and general manager of the Columbia Graphophone Co., is expected back to-day from his annual trip to the Coast. Judging from the optimistic reports sent in by Mr. Lyle, Columbia dealers throughout the country are enjoying a record-breaking season.

The man who is not really interested in his work will never accomplish much, and the business man who employs men of this kind does not get the best out of his employees because he does not interest them in his business.

It's not always "how big the profit," but the satisfaction the product gives your customer—that counts.

Have you availed yourself
of our offer of free-of-charge
Repair Instructions for
yourself and your salesmen?

Service in Every Finger-Tip



Mr. Dealer—

I extend to you my right
hand as a token of Friendship
and as a further promise to
help you as much as lies in my
power.

Will you accept it?

Sincerely yours,

BENJ. SWITKY.

BENJ. SWITKY, Victor Distributor

No. 9 West 23d Street

New York City

MAYOR-ELECT MITCHEL A TALKING MACHINE ENTHUSIAST.

Next Mayor of Greater New York Satisfies His Love for Music with a Victrola in His Home, Which Fact Is Being Featured Strongly by Local Talking Machine Dealers.

"The Popular Choice" is the appropriate title of the accompanying photograph of Mayor-elect John Purroy Mitchel enjoying an operatic selection on a Victrola XVI in the privacy of his home. Mayor-elect Mitchel is an enthusiastic music lover, and one of his favorite entertainments is a Victrola concert in his home whenever he has a few moments

given the largest plurality ever given a candidate for Mayor in Greater New York, V. W. Moody, sales manager of the company, started negotiations tending to the taking of a picture of the popular Mayor-elect in his home listening to a Victrola, and the accompanying photograph was the result of Mr. Moody's efforts.



Mayor-Elect Mitchel Listening to Victrola in His Home.

Copyright, Brown Bros.

to spare from his numerous civic and social connections.

The introduction of this picture is a fair example of the wide-awake progressiveness of the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributors, who arranged the many important details incidental to the securing of the photograph. On the day after Election Day, when John Purroy Mitchel had been

In order that its dealers throughout Greater New York who have adequate window display may reap the benefits from this desirable and timely publicity, the New York Talking Machine Co. is sending out attractive crayon enlargements of "The Popular Choice" to its clients. This enterprise and energy is being generally commended by dealers, as they are receiving excellent publicity from the display of the picture.

GOOD RESULTS WITH EDISON LINES.

Eclipse Phonograph Co., Hoboken, N. J., Reports a Strong and Growing Demand for Both Disc and Cylinder Phonographs and Records.

"Fall trade in both the Edison disc and cylinder lines has opened up splendidly," stated A. W. Toennies, of the Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., jobbers of the Edison disc and cylinder lines exclusively. "Up to date our business is showing a substantial increase over last year, and judging from the orders on hand we will close an excellent November and December business.

"The progress we are making with the establishment of the Edison disc line is causing considerable gratification, as during the past fortnight we have been signing up new dealers day after day. It is indicative of the qualities and merits of the Edison disc product that it is practically unnecessary for us to solicit the dealers regarding the advisability of their handling the disc line, as many dealers have written us letters of inquiry relative to the details of their representing the disc product in their respective territories.

"The record situation in the disc line is improving rapidly, and at the present time is essentially satisfactory. New records are being received from the factory with regularity, and we are assuring our disc dealers that the service we can render them in the record branch of the disc

product will certainly give them no cause for complaint. The higher-priced phonographs in the disc line are holding their own, and many of our dealers closed sales of the expensive models within a day or two after they arrived on the floor.

"The introduction of the \$30 and \$45 types of hornless machines in the cylinder line has given a decided impetus to this division of our business, and as fast as we receive shipments of these new machine, we have sufficient orders on hand to send them out immediately to our dealers. Blue Amberol records are maintaining their pleasing popularity, and everything in general points to this season being the best we ever enjoyed."

TO MANUFACTURE TALKING DOLLS.

The Talking Doll & Novelty Co., Inc., of Manhattan, has been incorporated with capital stock of \$250,000 by Max S. Birkhahn, Pauline D. Birkhahn and Jacques Birkhahn, all of 51 East 129th street, New York.

SWINDLES CANADIAN DEALERS.

Smooth Young Man Discovers Method for Making Money Easily at the Expense of Trusting Talking Machine Retailers, but Is Soon Detected—Believed to Have Escaped to the States for Purpose of Working Gamp.

(Special to The Talking Machine World.)

TORONTO, CAN., November 12.—Our correspondent was given the following particulars, with the suggestion that readers of The World would do well to be warned concerning this limblammer, whose dealings with the Canadian talking machine trade were decidedly unsatisfactory and who might attempt these or similar dealings in the United States:

A much wanted man in Toronto is H. Muller, also known as Miller, who lived with his wife in rooms on Palmerston avenue. Muller conceived the idea that he could make money easily and quickly by purchasing high class talking machines, with the usual instalment payment down, or on approbation if he could get them that way, and immediately selling the machines at prices low enough to make them readily salable.

Up to the time of his hurried exit from Toronto he had bought machines from no less than seven different firms. These were all sold at different times to C. E. Hurling, a well-known local dealer in new and second-hand talking machines. Any suspicions Mr. Hurling may have had were effectually dispelled by the receipts presented, afterwards found to be forgeries, and by referring to Miller's employers, a cartage firm in Toronto, with whom he was employed as packer. He stated that in his work he frequently met persons wanting to dispose of articles of furniture, talking machines, etc., at a sacrifice rather than move them or look after their storage. Before departing he also borrowed \$90 from a fellow workman on the strength of his mother's death calling him away suddenly, and he "worked" a branch bank for \$100, stating that he had a \$3,500 property. To get this he forged Mr. Hurling's name.

Miller was slick and smooth and had a plausible answer for every question. He is described as about 30 years of age, about 5 feet 11 inches high, clean shaven, sandy hair, quick in speech, with a slight lisp, a bright pinky complexion peculiar to some fair people, and prominent eyes. His head inclined slightly forward and his face was one easily remembered. He was usually dressed like a well-to-do mechanic, blue suit, black soft felt hat with wide brim, khaki shirt and soft collar, and his hair is said to be curly or wavy. It is thought that he will commence operations in some American city if the warrant now out for his arrest is not soon executed.

In the talking machine trade the only loser is Mr. Hurling, who is out several hundred dollars, the various dealers having received their machines back, and in almost every case they having received cash deposits.

NOTED ARTISTE FOR COLUMBIA CO.

The Columbia Graphophone Co. closed arrangements last week with Mme. Gerville-Réache whereby this well-known artiste will record exclusively for the Columbia library for a number of years. Mme. Gerville-Réache, who will sing this season with the Metropolitan Opera Co., is a contralto of exceptional merit, with a voice that is remarkable for its wide range and exquisite quality. Her first Columbia records will be ready for announcement in the very near future.

Otto Wissner, the well-known piano house, has closed arrangements with the Sonora Phonograph Corporation whereby it will handle a complete line of Sonora phonographs in all its retail stores, including the new store on East Thirty-fourth street.

A POSITIVE NECESSITY

To All Owners of Talking Machine Records
"DUSTOFF" Record Cleaners Add Life to Records

Make the tone of the reproduction pure and clear

From all jobbers or of COLUMBIA distributors
(In Canada, through Berliner Gram-o-phone Co.) (166)

DEALERS—Write for samples sent on approval; please mention jobber's name

MINUTE SHINE CO., Sole Mfrs., 281 S. W. Canal St., Providence, R.I., U.S.A.



De Luxe Model
Each in box and 12
in handsome display
box. Retail 50c.
Liberal trade discount



Regular Model

Each in a two-color
box. Retail 15c.
Liberal trade discount

STRONG FOR VICTOR BUSINESS IN THE MIDDLE WEST.

Excellent Location of the Stewart Talking Machine Co., Indianapolis, Combined with Live Business Methods a Big Factor in the Success of Company—Convenient Shipping Facilities—Record Stock Kept in Dust-proof Room—Large Stock of Machines.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., November 9.—Situating in the center of the Middle Western States, with the best shipping facilities obtainable anywhere, the Stewart Talking Machine Co. is making a "record" as a jobber for the Victor Talking Machine Co. in the State of Indiana. Dealers in the cities and towns of the Hoosier State are finding out what efficient service on the part of the jobber means since the organization of the Stewart Talking Machine Co.

Alexander M. Stewart, formerly owner of the Wulschner-Stewart Music Co., is proprietor and W. S. Barringer is manager of the company. When Mr. Stewart disposed of his holdings in the music house a year ago last July he turned his attention to the talking machine business, both wholesale and retail, and the company's record in the wholesale field has been more than gratifying. The company's warerooms at Alabama and Court streets are centrally located and within short hauling distance of the freight yards of the steam and electric railroads. The wholesale department is also in the same building.

A tour of inspection through the warerooms and the wholesale department reveals arrangements which are of special interest to the talking machine man. The record stock—and there are a "few" thousand dollars' worth of stock—is kept in a dust-proof room, which is conveniently arranged for the benefit of the stock and the stockkeeper.

Dust is a foreign article in the record stock-room. Portholes are opened for a short time

when any of the help is working in the room. With the exception of these openings, which are closed most of the time, the room is dust-tight.

The care which the company takes of its records is appreciated by the dealers in the State, who know that when they obtain new shipments from the Stewart Talking Machine Co. they will be in the best of condition.

Rapidity in filling orders is gained by a post-office system which is maintained. Each dealer has a large pigeonhole into which records he has ordered are put as they arrive from the factory. Thus shipments are kept up to date and no grass grows under the feet of the shipping clerk. When making up an order he does not have to search

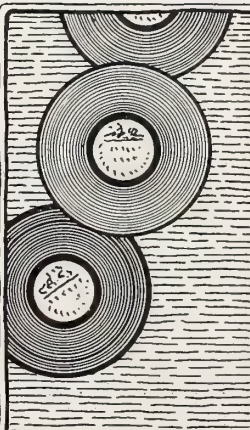
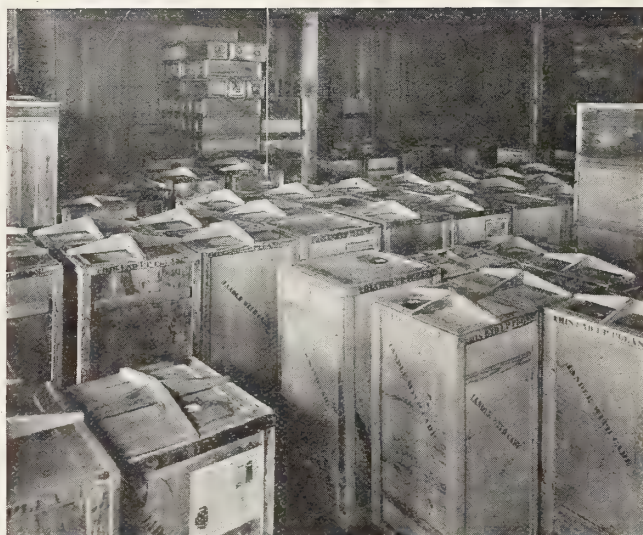
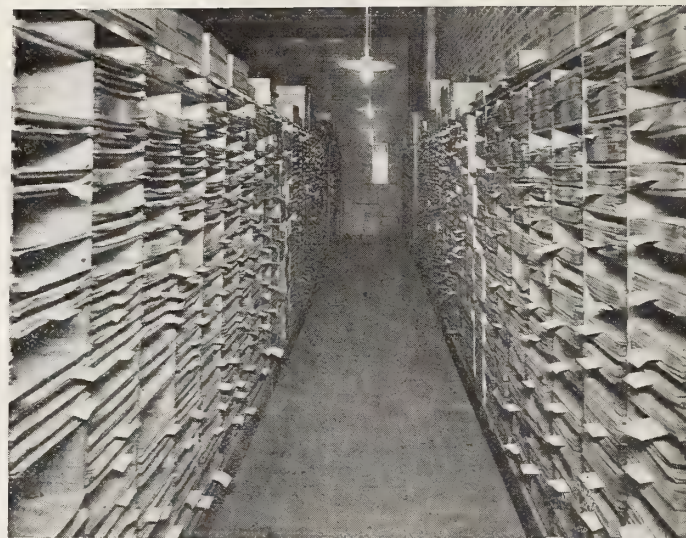
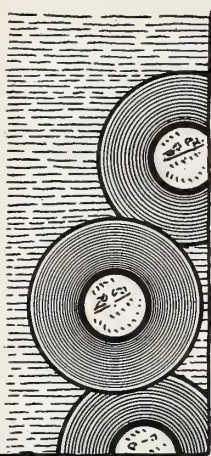
here and there to make up the order. The records are in the proper pigeonhole and they are quickly transferred from there to the shipping box.

The repair department is also enclosed in a dustproof room. The necessity of keeping dust out of the machines when they are being repaired is recognized by the Stewart Co. Every part is in its place.

Another enclosed room is provided for the advertising matter, of which a full line is carried at all times. When a dealer out in the State asks for a particular line of Victor advertising he gets it at once.

The Stewart Talking Machine Co. carries one of the largest stocks of talking machines of any jobber in the Middle West. And it is growing. With the kind of service the Stewart Co. is giving it is predicted that the company will continue to meet with unusual success.

The pictures below show a part of the company's extensive machine and record stock rooms, which give some idea of the completeness of its stock.



BREACH OF CONTRACT CHARGED.

(Special to The Talking Machine World.)

BOSTON, MASS., November 10.—Burton H. Corbett, of this city and Chicago, has filed an attachment for \$100,000 in the Dedham courts against Henry M. Whitney and Miss Henrietta M. Whitney, his sister, for alleged breach of contract. The action is an echo of the recent financial troubles of the Boston Talking Machine Co., of which Mr. Corbett is president. Mr. Whitney has had large interests in the company, of which Miss Whitney also is said to be a shareholder. It will be recalled that Mr. Whitney, a few weeks ago, brought a petition in bankruptcy against the company, this having been recorded in the previous month's issue of the World.

DEPARTMENT IN "WOMEN'S STORE."

Large Space on Sixth Floor Handsomely Fitted Up, Devoted to Display and Sale of Columbia Line by the Marks Co., Cleveland—Has Met with Well Deserved Success from the Start—Views of the Department.

(Special to The Talking Machine World.)

CLEVELAND, O., November 10.—Occupying a floor space of 4,000 feet and situated on the sixth floor of the new "Women's Store," the Columbia



Reception Room in the Marks Co. Department.

department of the Marks Co., 1021 Euclid avenue, is one of the most attractive and popular talking machine parlors in this vicinity. Although this department has only been open since the first of October many sales of the more expensive types of Columbia machines have been closed, in addition

to the closing of an exceptionally prosperous record trade. Columbia goods are handled exclusively in this department, and a fast growing clientele is being secured by the Marks Co. by reason of its energetic and consistent publicity and sales efforts.

The large reception room in the Columbia department is elegantly finished, well lighted and luxuriously furnished, and opens into a large-sized recital room. There are three tastefully furnished demonstration rooms which are absolutely sound-proof. The rooms are finished in tinted blue, with

ceilings with marked success, and at the time the accompanying photograph was taken the "Grand" had been demonstrated before an invited audience and had made such a popular success that it was sent out to a private home for further demonstration before the photographer arrived. This accounts for the unusual position of the Columbia "Regent Junior," shown in the picture, as in the rush and hurry incident to the taking of the photograph, this machine was substituted for the "Grand" amidst considerable excitement.

The Columbia department of the Marks Co. is



A View of the Recital Hall—Marks Co. Department.

rugs; chairs and divans of a corresponding color.

A feature of the Marks Co.'s Columbia department is the recital hall, where frequent recitals presenting the various Columbia products are given before enthusiastic audiences. The beautiful Columbia "Grand" has been featured at these re-

under the management of C. M. Robinson, who has had a wide experience in general mercantile affairs, while the record department is under the supervision of Miss Touby, who has been connected with the Marks Co. for a long number of years.

CLEVER DEVICE IN GREAT DEMAND.

Success of the "Masterphone" Results in Keeping the Factory Very Busy to Fill Orders—Popular with the Dealers Because It Is Easily Attached to Machines.

"The demand for the 'Masterphone' has exceeded all our expectations," stated an officer of the Masterphone Corporation, 197 Broadway, New York, in a recent discussion regarding the pronounced success that this device has scored. "Our factory has been working to full capacity to take care of the demands of the talking machine trade from coast to coast and, judging from present indications, this demand will continue for some time to come.

"It is gratifying to note in connection with the sale of the 'Masterphone' that we have in our files many unsolicited letters from talking machine dealers and their customers relative to the entire satisfaction that our device is giving. Dealers throughout the country speak in the highest terms of the merits of the 'Masterphone,' and we have been greatly encouraged to learn that the device is fulfilling all the claims that we have made for it.

"In the introduction of a device similar to the 'Masterphone' the matter of price is always a subject of important consideration, and in placing the price of the 'Masterphone' so low, we felt that we were putting it within reach of all talking machine owners, although we were able at the same time to assure the trade a liberal discount, notwithstanding the very reasonable and nominal retail price.

"As the 'Masterphone' can be instantly attached to any sound box without tools, dealers who are handling the device can realize their full profit without being obliged to devote any time to installing the device on the machines. The perfect clarification of sound by the use of the 'Masterphone' is our selling talk, and this clarifying is accomplished by the use of a very fine, soft needle, which, in conjunction with the 'Masterphone,' produces a volume of sound equal to a singer's natural voice, but does not destroy the record."

The W. W. Kimball Co., the well-known piano house, closed arrangements last week with the Columbia Co. whereby its Memphis, Tenn., house will handle the complete Columbia line. The Kimball Co. already has a number of branches featuring the Columbia products, and these stores are closing an excellent business in their Columbia departments.

CLEVER VICTOR WINDOW DISPLAY.

Victor dealers in all parts of the country are featuring with pronounced success the novel window display recently introduced by the Victor Talking Machine Co. This window display, which is an exact reproduction in miniature of the New Amsterdam Theater, is calculated to hold the attention of passers-by in addition to attracting momentary notice, and judging from the photographs received by the company, the new display certainly fulfils its mission of attracting crowds wherever it is presented.

The New Amsterdam Theater display is unusually complete in detail and presents the theater in an ensemble of beautiful coloring. The display

features the stage at the New Amsterdam Theater with different scenes from the "Merry Widow" and various signs announcing the scenes shown on the stage. Excellent copy featuring Victor records is displayed on these signs, with a change of copy on each card.

Those dealers who have tried out the New Amsterdam Theater display speak in the highest terms of its drawing powers, and state that its really beautiful appearance and ability to attract the attention of passers-by is making it one of the most valuable dealer helps ever introduced to the talking machine trade.

Think success and talk success and if it has not already knocked at your door it is bound to come.

Let Us Supply Your Needs Twelve Months of the Year

We wholesale only and claim to give you better and fairer service than a jobbing retailer, as we do not need machines for retail purposes during October, November and December.

GET THIS POINT—WE WILL HAVE

Victor-Victrolas and Victor Records

for all our regular dealers this fall but none for the eleventh hour dealer who wishes to switch his business.

IF THIS SOUNDS LIKE A BLUFF, CALL US

Standard Talking Machine Company

Exclusive Victor Jobbers

PITTSBURGH, PA.

THE PHONOGRAPH CO.'S BEAUTIFUL CLEVELAND STORE.

Artistically Arranged Quarters Occupied at 1260-68 Huron Road—Carrying Exclusive Lines of Thos. A. Edison, Inc., Disc Phonographs and Records—A Large Holiday Business Expected—Branch Distributing Store Recently Opened in Cincinnati.

(Special to The Talking Machine World.)

CLEVELAND, O., November 8.—The beautiful new exclusive Edison store of the Phonograph Co., located on the third floor at 1260-68 Huron road, is one of the most attractive places in Cleveland. The store has a frontage of 110 feet on Euclid avenue at the intersection of the two streets, and is 210

occupying practically two-thirds of the floor space, with a capacity of over 2,500 instruments. A large freight elevator leads to the alley.

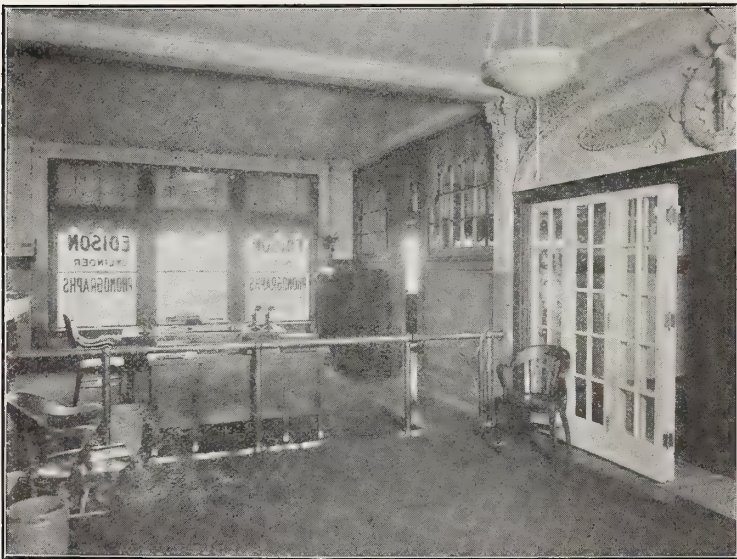
As will be observed by the illustrations, the rooms are elegantly fitted up and furnished, making it one of the finest, if not the finest, Edison stores in existence. The furnishings are most com-



Main Demonstration Parlor.

feet deep, to an alley, and contains over 20,000 feet of floor space. A stairway and passenger elevator lead directly into the reception room, to the left of which is the main office. Adjoining this is the pri-

plete, and nothing has been left undone to provide for the comfort of visitors. Exquisite taste has been displayed in fitting up these premises, which are



Main Office.

vate office, and in the rear of the private office is located the main demonstration room, with another large demonstration parlor paralleling it. In the rear of the office, reception and demonstration rooms are the wholesale and shipping departments,

a distinct credit to the officers of the company.

The company has a very large stock of Edison disc and cylinder phonographs and records in storage. The manager stated he was highly pleased with the outlook, that the wholesale and retail business had been fine ever since the opening, surpassing the expectations of the company.

The company has a temporary branch store at 36 Taylor Arcade, and has opened a permanent branch distributing store at Cincinnati, under the management of E. O. Peterson. This became necessary in order to supply the needs of a vast territory, and to provide the trade with stock in the quickest possible manner.

This will be found most convenient for Cincinnati dealers in providing stock to meet holiday demands.



One of the Demonstration Parlors.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Four Weeks.

(Special to The Talking Machine World.)

WASHINGTON, D. C., November 9.—Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

OCTOBER 18.

Barranquilla, 3 pkgs., \$237; Belfast, 5 pkgs., \$168;



Cylinder Record Room.

Bradford, 4 pkgs., \$132; Cardiff, 3 pkgs., \$155; Colon, 7 pkgs., \$250; Guayaquil, 5 pkgs., \$280;



Private Office.

Hamburg, 1 pkg., \$100; Kingston, 12 pkgs., \$270; Leeds, 3 pkgs., \$147; Lima, 4 pkgs., \$180; London, 328 pkgs., \$14,534; Liverpool, 20 pkgs., \$1,029; Manchester, 30 pkgs., \$1,513; Manila, 38 pkgs., \$1,642; New Castle, 8 pkgs., \$249; Port Madryn, 6 pkgs., \$183; Sheffield, 3 pkgs., \$198; Valparaiso, 10 pkgs., \$848; Vera Cruz, 62 pkgs., \$7,573; Vienna, 18 pkgs., \$455; Southampton, 3 pkgs., \$212.

OCTOBER 25.

Belize, 6 pkgs., \$223; Calcutta, 4 pkgs., \$112; Havana, 6 pkgs., \$604; Havre, 11 pkgs., \$2,900; La Guaira, 1 pkg., \$131; London, 5 pkgs., \$789; 272 pkgs., \$10,301; Montego Bay, 5 pkgs., \$226; Port Barrios, 10 pkgs., \$461; Trinidad, 8 pkgs., \$320; Vera Cruz, 43 pkgs., \$1,623.

NOVEMBER 2.

Cartagena, 5 pkgs., \$111; Cognambo, 23 pkgs., \$1,045; Havana, 12 pkgs., \$1,251; London, 12 pkgs., \$539; Palermo, 12 pkgs., \$677.

NOVEMBER 9.

Berlin, 22 pkgs., \$974; Bucarest, 3 pkgs., \$350; Callao, 43 pkgs., \$462; Havana, 52 pkgs., \$1,436; Kobe, 13 pkgs., \$467; La Guaira, 4 pkgs., \$285; Liverpool, 9 pkgs., \$144; London, 247 pkgs., \$12,899; 2 pkgs., \$150; Santiago, 22 pkgs., \$506; Singapore, 74 pkgs., \$1,275.



Do you know of any better opinion to follow than Ysaye's, or Bonci's, or Hofmann's? Don't you think records that satisfy Ysaye's ear will satisfy your customers'? Thousands of other dealers do.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

LIVE METHODS BRING SUCCESS

In the Talking Machine Business—Proven by Career of J. W. Calder, New Haven, Who Handles the Victor Line—An Attractively Arranged Store an Aid to Sales.

(Special to The Talking Machine World.)

NEW HAVEN, CONN., November 8.—An excellent example of the success that can be registered by the talking machine dealer who is wide-awake and progressive and thoroughly understands the value of refinement and tasteful display in the construction of a new store is the Calder Music Shop, 930 Chapel street, this city, conducted by J. W. Calder.

spent in designing the interior, and all the chairs, seats, settees and lights were made to order, with the rugs harmonizing with all the other furnishings. Tables and demonstration booths are finished in mahogany and the indirect lighting system is used. Through the center of the store are four alabaster lights and across the back of the store is a private display room with a different design of upholstery. This latter room is used as an art room for displaying Circassian walnut Victrolas and the various artistically finished and most expensive Victrolas.

The Calder Music Shop utilizes the record stock system originated by the New York Talking Ma-

TREDWELL K. LYLE A BENEDICT.

Nephew of George W. Lyle, Vice-President of the Columbia Graphophone Co., Marries One of the Belles of Newburgh, N. Y.—Now on Honeymoon Tour—Those Present at the Wedding Ceremonies Last Saturday.

Tredwell K. Lyle, a nephew of George W. Lyle, vice-president and general manager of the Columbia Graphophone Co., and a son of the late Mervin Lyle, was married last Saturday to Miss Mary Conkling, of Newburgh, N. Y., at Trinity Church, Newburgh, N. Y. Mervin E. Lyle, a son of George W. Lyle, and superintendent of record manufacture at the Columbia factories at Bridgeport, Conn., acted as best man at the wedding, while M. D. Easton, a son of President Easton, of the Columbia Co., and connected with the company's advertising department, was one of the ushers.

Tredwell K. Lyle, familiarly known as "Ted" Lyle, has been connected with the local Dictaphone headquarters for a number of years, and has scored marked success as a Dictaphone ambassador. Miss Conkling is one of the popular belles of Newburgh, and the wedding was attended by many prominent people. Mr. and Mrs. Lyle are on a month's honeymoon touring the country.



Attractive Quarters of Calder Music Shop, New Haven, Conn.

This store, which opened its doors but two weeks since, handles Victor products exclusively, and if its first fortnight's business is any indication of its future success, the Calder Music Shop will be in the very first ranks of Eastern Victor dealers within a few months.

When Mr. Calder decided to enter the talking machine business in this city he determined to spare no expense that would conduce to the success of his undertaking, and accordingly rented a good-sized store on Chapel street, one of the city's most prominent business streets. Some time was

chine Co., who opened the Victor account with Mr. Calder through its traveling representative, A. T. Doty. A complete stock of records is carried on hand at all times, and from six to twenty-five of each of the best selling records.

The business that Mr. Calder has enjoyed in the short time that his store has been open leads him to declare that any dealer who establishes an inviting place for his customers to hear machines and records in addition to showing his clientele every possible courtesy is assured of a gratifying success, even though his investment be large.

PUTTING OFF 'TIL TO-MORROW!

Good intentions are seldom negotiable for cash. Ask the lazy schoolboy why he doesn't study and advance with his class. He will tell you that he intends to—sometime—but he never does. Ask any improvident man or woman why they don't save and lay up something for a rainy day. They will tell you that they intend to—sometime—but never do. Ask any slow, unprogressive business man why he doesn't discard his old antiquated ways of doing business and adopt new, up-to-date, progressive methods of sales and advertising. All such

will tell that they intend to, next week, or next month, or next year—but they never do.

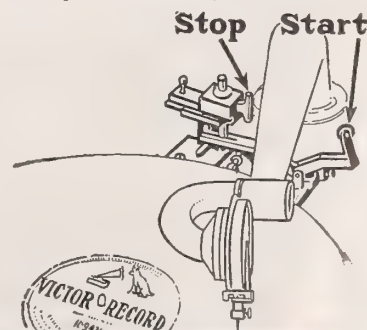
REPUTATION FRAGILITY.

To build up a reputation takes time and care and lots of work and patience. To pull it down it only takes one single policy of folly as selling the poorest article obtainable at as high a price as possible.

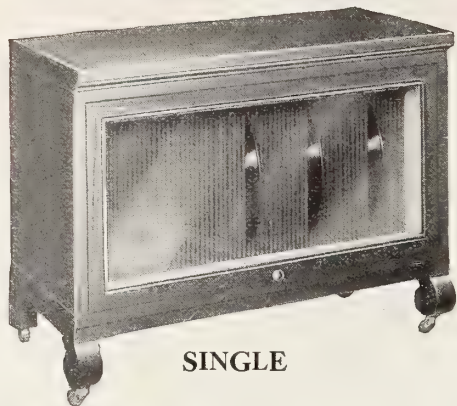
It is as important that you take stock of your ability and your short-comings as of your line of goods.

**Simplex
Automatic
Start and Stop
Device**
LISTED BY 95%
OF VICTOR JOBBERS
WHY?

STANDARD GRAMOPHONE APPLIANCE CO.
173 Lafayette Street, New York, N. Y.



The Lyon & Healy Unit Record Cabinet



SINGLE



DOUBLE

We have at last solved the problem in Record Cabinets, and are now in a position to furnish to you Unit Record Cabinets in any woods or finishes, which are selected with extreme care, to match any Victrola. These units are made in two sizes, ten-inch and twelve-inch, and can be built to any height desired, thus making them the ideal cabinet for the home. The Lyon & Healy Unit Record Cabinets will be one of the best sellers on the market.

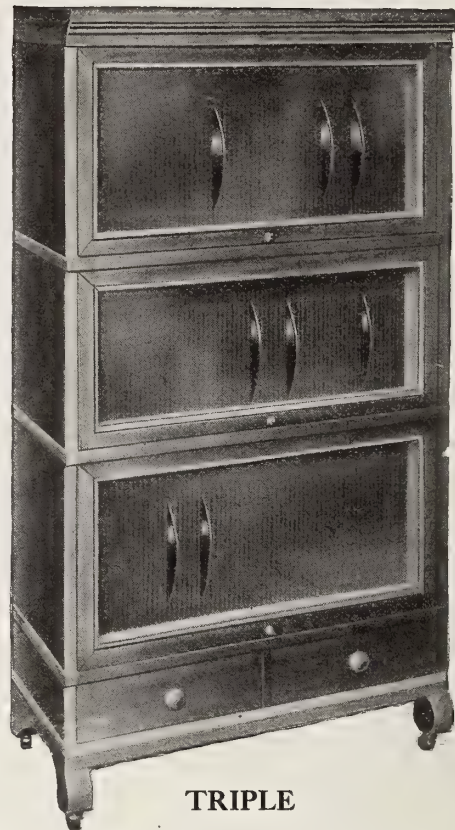
Four Great Features

A separate compartment for each record and an index that is simple and accurate, enabling one to secure the desired selection instantly.

The divisions are felt lined, thus eliminating the scratching and marring of records.

Each Unit or Section has a capacity of seventy-five records.

Sectional feature—enabling one to add to their library, procuring additional facilities at a minimum cost.



TRIPLE

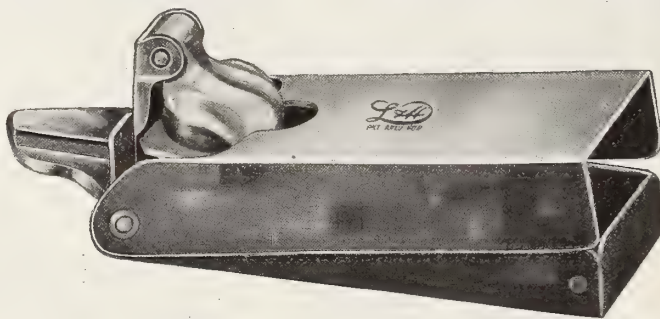
SCHEDULE OF DEALERS' PRICES

Section	Price	Price
	Mahogany Finish	Weathered and Golden Oak Finishes
A—Top	\$2.75	\$2.00
B—10" Unit.....	5.75	5.35
C—12" Unit.....	6.75	6.35
D—Drawer	3.50	2.50
E—Base	2.75	2.25

Order To-day and Reap a Harvest

THE LYON & HEALY FIBRE NEEDLE-CUTTER

**SIMPLE
AND
EASY
TO OPERATE**



**CORRECT
LEVERAGE
FOR A
PERFECT CUT**

The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments, and, we feel safe to assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered, and with ordinary usage will last for years without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

LET US HAVE YOUR NEXT ORDER

RETAIL PRICE, \$1.50

Liberal Discount to Trade

Sold only by

Lyon & Healy

CHICAGO

LARGEST VICTOR DISTRIBUTORS

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

CHICAGO, ILL., November 10.—Trade moved along broad lines in October and, judging from general reports, the talking machine business is making a remarkable showing in comparison with other lines.

An encouraging feature of the situation is the relief of the shortage that was beginning to make itself felt. A train of twenty-one cars of Victor machines and records consigned to three local jobbers arrived in Chicago the last week in October, and other large shipments were also received recently.

October showed a notable picking up in retail trade, and business in all makes of machines is running largely to the more expensive types. Fine holiday sales are generally anticipated.

Good Edison Disc Publicity.

The Phonograph Co. used pages both in the Evening News Thursday night and in the Tribune Friday morning to exploit the Edison disc phonograph. Besides an impressive display with a portrait of Mr. Edison and a cut of the Louis XV model, there was a solid column of reading matter concerning the development of the Edison disc and interesting anecdotes of Mr. Edison. Readers were invited to free concerts at the "Edison Shop," and a list of dealers was given in Illinois towns where other Edison concerts were being given.

C. E. Goodwin, manager of the Phonograph Co., says that October was the biggest month since the company started, both in a wholesale and a retail way, while November also began with a rush. New dealers are being signed up continually.

The sales force in the handsome retail warerooms are kept very busy. Last Saturday afternoon seven \$250 disc phonographs were sold, besides a number of less expensive machines.

Distinguished Columbia Visitors.

George W. Lyle, general manager of the Columbia Graphophone Co., spent a couple of days in Chicago the middle of last month on his way to the Pacific Coast. He was met here by A. G. Farquharson, of Toronto, manager of the Canadian wholesale interests of the Columbia Co., who accompanied Mr. Lyle as far as Minneapolis. District Manager W. C. Fuhri will go to Kansas City next week to meet Mr. Lyle on his return trip.

Frank Dorian, general manager of the Dictaphone department of the Columbia Co., was a visitor at the local offices this week in the course of a trip among some of the Western branches.

A. D. Geissler on Conditions.

Arthur D. Geissler, vice-president and general

manager of the Talking Machine Co., arrived in the city yesterday for a week's stay. He was accompanied by Mrs. Geissler.

Mr. Geissler is a thorough optimist regarding general conditions and the talking machine trade in particular. "The country is in good shape," he said. "Crops, on the whole, have been excellent with the exception of some parts of the corn belt, and previous good crops tend to nullify the effects of the partial failure this year. The banks are a little worried by the currency bill, but that will soon be settled and out of the way and then money will be easier. There are undertones of strength in the stock market, and small buyers are purchasing for investment, always a good indication.

"The talking machine business is in excellent condition. Our business is actually double what it was last year, and we never had so many advance orders on our books. The factories are now making better deliveries than ever before. I thought for a time that some of the dealers were accumulating holiday stock too heavily, but they are disposing of it rapidly. The retail purchaser seems to have changed his attitude and feels that a talking machine is something to be thought of and arranged for in advance and no longer postpones buying up until Christmas week."

Increase Sales Force.

G. P. Ellis, a thoroughly experienced talking machine man and formerly manager of the talking machine department of the Stewart Dry Goods Co., Louisville, Ky., has been made floor salesman at the Talking Machine Co. He is well adapted by his experience to care for the wants of the visiting dealers. He will have a capable assistant in Alfred Brench, who was formerly with W. W. Warner at Madison.

Foreign Records a Success.

Dealers are reported to be buying very liberally of the new foreign records issued by the Victor Co. The Bohemian, Polish and Hungarian records in particular are taking exceptionally well with the dealers located in the foreign sections of Chicago.

Wurlitzers Kept Busy.

Fred A. Siemon, assistant manager of the Rudolph Wurlitzer Co., reports that wholesale business during October was exceptionally good, showing an increase of 50 per cent. over the same month of last year. L. K. Cameron, manager of the retail department, is also kept busy by an increased business. He recently returned from Louisville, where he helped in the preparation of the talking machine and small goods department of the new

Wurlitzer store located on Fourth avenue, the city's main retail thoroughfare.

Columbia Co. Moving.

The wholesale general offices and dictaphone department of the Columbia Graphophone Co. are closed to-day on account of the removal to the new location at 14-22 North Michigan avenue, where the greater part of the seventh floor will be occupied.

The beautiful, new retail quarters which will occupy the store at 14 North Michigan avenue will not be ready for a week or ten days, and the old store at Wabash and Washington will be retained until then.

Manager C. F. Baer says that October showed a remarkable increase in both wholesale and retail over the corresponding month of last year.

New Manager at Smith's.

F. J. Bukowitz is the new manager of the talking machine department of the F. G. Smith Piano Co., succeeding A. D. Herriman. Mr. Bukowitz was one of the pioneers in the industry, his experience dating back to the days of the tinfoil records. Mr. Bukowitz was one of the first jobbers in the South taking on the Edison line many years ago, while manager of the National Automatic Fire Alarm Co., of New Orleans. Later Mr. Bukowitz added the Victor line and accomplished a great deal of business with that product. Mr. Bukowitz has always been very enthusiastic over the talking machine industry and says that it is yet only in its infancy.

Enlarges Talking Machine Department.

Kenneth Holman, 27 South Fifth avenue, La-Grange, Ill., has enlarged the space and facilities of his talking machine department and made considerable increase to his stock in anticipation of a big holiday trade.

J. I. McCann at Rothschild's.

J. I. McCann, formerly connected with the Wolcott Music House, of South Bend, Ind., is the new manager of the talking machine department at Rothschild's, succeeding Benjamin Dvorak. Mr. McCann is kept very busy instituting some of his own ideas and preparing for the big Christmas trade that always favors Rothschild's.

L. F. Geissler a Visitor.

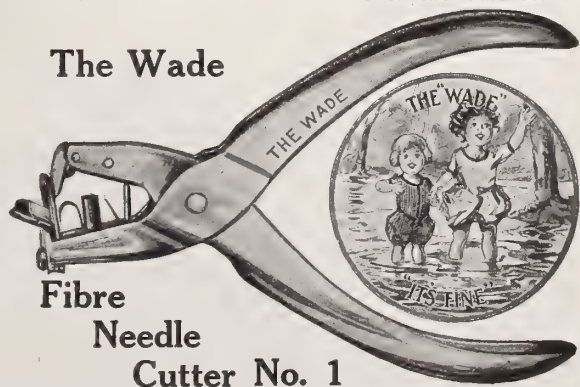
L. F. Geissler, general manager of the Victor Talking Machine Co., spent a few days this week in Chicago visiting the local jobbers. He arrived in the city with Roy Keith, sales manager of the Talking Machine Co., after a few days' duck hunt-

(Continued on page 40.)

The Practical Fibre Needle Cutter—THE WADE

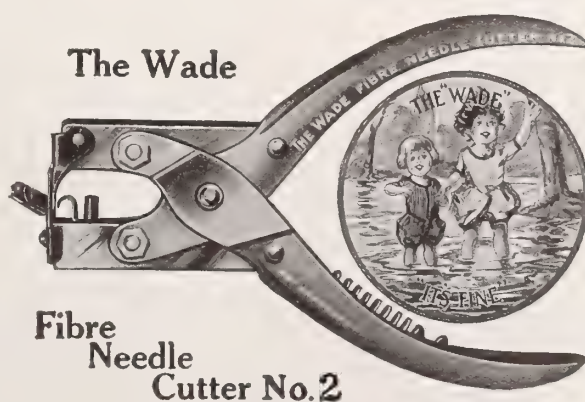
The WADE embodies the right principle, worked out through long experience. It is simple, durable and accurate. It trims the needle at an angle resulting in the best tone.

The WADE cutters are made of the best steel and are absolutely guaranteed.



The WADE is the most economical cutter. It has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points.

No. 1 is a very popular cutter which has given excellent service. No. 2 has a double action, making it especially easy to operate and affording the most powerful cut of any tool made.



RETAIL PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Ave.
PHONE, DOUGLAS 8108
CHICAGO, ILL.

ing along the marshes of the Illinois River near Beardstown, Ill. They made their quarters at the North Lake Hunting Club and bagged all the ducks that the law allowed.

New Edison Cabinets.

The Salter Manufacturing Co. has added to its already very comprehensive line by the production of two new cabinets designed to match Edison No. 60 and No. 80 disc phonographs. Like the cabinets designed to go with Victor and Columbia machines, they are a perfect match and carry out the idea of a single piece of furniture. Not a few of the rapidly increasing number of dealers in Edison disc machines have already drawn heavily upon the Salter line and are preparing to make the holiday season a richer one by reason of it.

Removes to New Location.

R. H. Jones has removed from 1379 East Fifty-fifth street to 1203 East Fifty-fifth street, where he has a fine light store well equipped and furnished. Mr. Jones is president of the Tusko Needle Co., which recently opened a new factory at 5513 Monroe avenue.

Establishes T. M. Department.

Herbert L. Josephs & Co., who recently moved into beautiful new space in the new Consumers' building, have opened a well-stocked talking machine department. The concern does a large credit business and has already built up a good business in machines on the deferred payment plan.

Praise the Wade & Wade.

An unusually large number of enthusiastic endorsements of the Wade & Wade fiber needle cutter have been received by that concern recently and without exception each one testifies to the absolute reliability of the cutter. "Such encouragement is decidedly pleasing and repays me for the time spent in the perfection of the cutter," says S. O. Wade.

Death of Sir William Henry Preece.

Sir William Henry Preece, known in England as the "father of wireless telegraphy," died last week in London, aged eighty years. He introduced both the telephone and the talking machine into England and was the inventor of many devices connected with the telegraph and telephone. For several years he was president of the Institution of Civil Engineers.

Some Effective Advertising.

Some of the snappiest and most convincing talking machine advertising being put forth at the present time in the local trade is by the Talking Machine Shop, Jackson boulevard and Wabash avenue. George W. and C. E. Davidson, the proprietors, have built up a remarkable business in a very few years and this is due not only to their up-to-date and original methods and attractively equipped and centrally located quarters but to the aggressive and high-grade publicity in which they are constantly indulging.

They are running about 250 lines of space in the News and the Examiner and supplementing it with particularly forceful letters accompanying the monthly bulletins and the issuance of striking novelties from time to time. The text of their advertisements is full of cogent arguments often epigrammatically expressed. In one of their announcements they say that they have nothing exclusive to offer but service. "Victrolas and records can be bought anywhere and at the same prices and virtually upon the same terms." They announce themselves as specialists in their line, and waxing statistical state that eighty-six per cent. of the 400 per cent. increase made in four years has been due to personal recommendation coming from satisfied customers.

One of the latest of their novelties is a cut-out folder in the form of a record, the outside cover being a facsimile of a Victor Red Seal and the back cover giving a view of the main sales floor and the record rooms.

Here are a few of the pertinent paragraphs contained in the folder:

"This is an age of specialization. Doctors, lawyers, scientists—professional and business men in all walks of life realize the necessity for specializing. It is only by concentrating one's entire effort on one thing, striving continually to do that one thing better than anybody else that one can approach perfection.

"We have endeavored to treat each individual customer as though he or she were our only customer. We have welcomed and invited our customers' suggestions for the improvement of our service—an individual service. Nowhere is there manifested a greater effort to please, a more intense desire to serve than in the Talking Machine Shop.

"Rule No. 1 of the Talking Machine Shop Service Code reads: Don't merely satisfy your customer—please her. Make her a walking, talking, living advertisement of your courtesy. From our salespeople we want no discussions with customers, no differences of opinion, no arguments. Never do merely what a customer asks you to. Do more. Make her glad that she came."

Dvorak with Phonograph Co.

Benjamin Dvorak is now wholesale city salesman for The Phonograph Co. He is spreading the gospel of Edison disc and cylinder goods with commendable zeal. He made his start in the business with Lyon & Healy, traveled for Wurlitzer for some time and has been manager of the talking machine department of Rothschild's for a couple of years. Besides having wholesale experience in abundance he is able to sympathize with the retailer and meet him on his own ground.

A Remarkable Poster.

Lyon & Healy has just gotten out one of the most striking Victor talking machine posters ever seen in the trade. It is an immense sixteen-sheet affair approximately ten by twelve feet in size printed in attractive colors and is embellished

Great Talker Shipment.

During the last week of October Lyon & Healy received shipments from the Victor Co. aggregating twenty carloads, the majority of the machines being XVI's and XIV's and a large quantity of records. The goods came in three shipments three days apart. Manager Wiswell, of the talking machine department of Lyon & Healy, says that if he had known that the shipments were so close together he would have arranged for a single train, which would have been duly advertised and placarded. In the week's receipts there were 800 Victrola XVI's in mahogany besides a number in other woods.

October, with Lyon & Healy, was an excellent month, showing a big increase in both wholesale and retail as compared with the same month last year.

Klingsor Progress.

Officers of the Klingsor Talking Machine Co. of America continue to busy themselves over preparations to place their machine upon the market, and have practically completed plans for its sale. Theodor Isaacs, president of the company, sailed November 1 on the steamer "Imperator" for Germany, where he will confer with officials of the parent company and make arrangements for the importation of motors and other parts into the United States.

Makes Record Month.

O. C. Searles, manager of the talking machine department of the Bissell-Weisert Piano Co.,

makes the proud assertion that last month furnished the biggest business in the history of the department. Patrons of the house show an ever-increasing interest in tango music.

Visitors and Personals.

Miss Clara Moffett, formerly with the Eilers Music House and the Bush & Lane Piano Co., of Seattle, Wash., is a new member of the sales force of the Talking Machine Shops, as is also Miss Reeves, formerly with Wurlitzer's.

James Montgomery, the new manager of the talking machine department of Young & Chaffee, Grand Rapids, Mich.,

spent several days in Chicago last week.

Lane Robinson, of the Indiana Music Co., Terre Haute, Ind., is here on his wedding trip.

Manager Richards, of the Otto Grau Piano Co., Cincinnati, is spending a week in Chicago, accompanied by Mrs. Richards.

Mr. Tucker, of the Tucker Furniture & Carpet Co., Clinton, Ia., who has a prosperous talking machine department, called on the local jobbers.

M. S. Germain, of Dubuque, Ia., was here buying goods for a new piano and talking machine store that he is opening in that city. He is handling the Victor line.

Rex Dantzler, formerly with the Fischer Music Co., of Kalamazoo, Mich., is a new member of the talker sales force of the W. W. Kimball Co.

SALES TALK ON EDISON RECORD.

Mr. Edison's Development of the Present Phonographs and Records Interestingly Told.

For the adequate exploitation of the Edison disc products, Thomas A. Edison, Inc., has introduced a special disc salesmanship record which is being received with popular favor throughout the country. The new record presents a deep, powerful voice which tells a most interesting story, beginning with Mr. Edison's first experiment thirty-four years ago, and telling how he made 2,000 experiments on reproducers, how the materials are selected and manufactured, of the details of the recording artists, of the plans to come for music and similar interesting details that hold the undivided attention of the auditors.

Lyon & Healy's Victor Poster.

with more than life-size illustrations of a Victrola IV and XVI representing the price extremes of the line. Five hundred of these posters are being displayed on billboards and buildings in Chicago, and a thousand extra ones were printed and sold to Victor dealers and distributors in other cities.

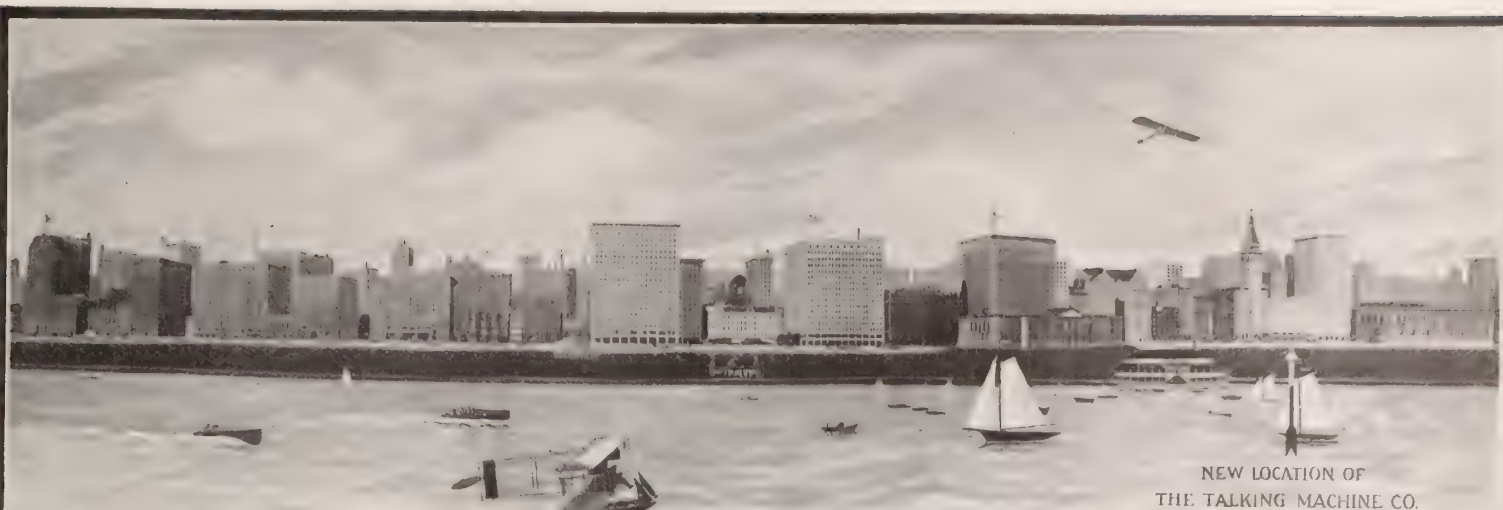
The house has been highly complimented by the Victor Co. for its energy. Two years ago Lyon & Healy placarded the town exploiting the \$50 and \$200 machines. The house is also using an original and artistic street car advertisement giving illustrations of the entire Victrola line.

New Lyon & Healy Traveler.

E. P. Bliss, Jr., formerly traveler for the Victor Co. in Wisconsin, has joined the sales force of Lyon & Healy and will travel in the interests of the talking machine department in Indiana and Michigan. A. D. Stone, Mr. Bliss' predecessor, switches his activities from the wholesale to the retail end of the trade, and has taken charge of the talking machine and camera departments of the People's Drug Co., Marion, Ind.

Retail Salesman Under Arrest.

W. E. Clark, formerly head retail salesman for The Phonograph Co., was arrested at Hammond, Ind., this week on a warrant charging larceny sworn out by C. E. Goodwin, general manager of the company. He was brought to Chicago and arraigned before Judge Mahoney, who set his preliminary hearing for November 15. He was released on bonds. Clark, it is alleged, disposed of a \$250 machine at a cut-rate figure and smuggled it out of the building, appropriating the receipts for himself. Clark was missing for some time but was finally located at Hammond.



The Greatest Sky Line in the World

An Immense Throbbing City behind it—The Lake in Front

Here we are in our new location and from it a **CLEAN VIEW POINT**. In the eight years that the Talking Machine Company has been an Exclusive Wholesaler of Victor goods—that has been our Maxim—

A Clean View Point

Every suggestion which is made for the uplifting of our trade—*For the general good of our dealers*, has been carried out implicitly by us.

You who are our customers and have known of this—*Appreciate It*.

You who are not, would value our help, would realize our ability to serve you and would know what **Exclusive Wholesalers of Victor Goods**—filled with energy and anxiety to serve you, can do for you.

THE TALKING MACHINE COMPANY
12 N. Michigan Avenue Chicago, Illinois

A TEXAS TRADE DEVELOPER

Is J. N. Swanson, Who Controls the Houston Phonograph Co., Houston, and the Texas-Oklahoma Co. of Fort Worth—Great Believer in the Business Possibilities in the Southwest and Has Built Up a Large Following.

J. N. Swanson, president of the Houston Phonograph Co., Houston, Tex., has achieved a remarkable success in the talking machine trade within a brief period.

Mr. Swanson is an aggressive man and he believes in doing business along up-to-date lines. He has been a large distributor of Edison disc and cylinder phonographs through his company, the Houston Phonograph Co., and the Texas-Oklahoma Phonograph Co., Ft. Worth, Tex.

Mr. Swanson when in The World office remarked: "I have always figured to give my people prompt service. We make a specialty of filling orders and getting them on the way to our dealers with as little lost time as possible. I think that promptness in business counts very materially and I am more than satisfied with the way in which our business has developed in the Southwest.

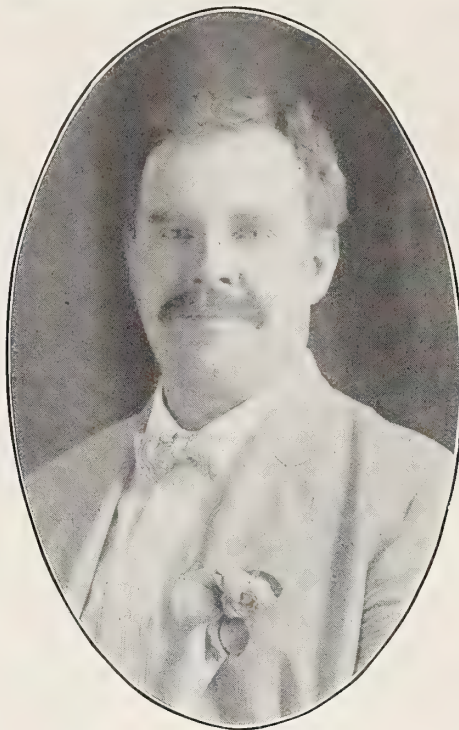
"I may add that I do not feel that we have reached the limit, however, and the possibilities for the talking machine business in Texas are extremely large. Not only is the country rich, but it has a marvelous future.

"I am a believer in the business possibilities of the Southwest, and I am devoting my time and energies to the talking machine trade, because I think it affords a splendid outlet for a man's surplus energy, and its opportunities for business building are excellent."

Through the medium of his two companies, the Houston Phonograph Co., and the Texas-Oklahoma Phonograph Co., Mr. Swanson is able and does cover a large section of the Southwest and has built up a following of dealers through the straightforward manner with which he does business, that is most impressive.

In addition to the Edison phonographs, Mr.

Swanson also handles in both a wholesale and retail way a complete line of musical merchandise of standard makes, domestic and imported, and has developed that branch of his business until it has reached large proportions without interfer-



J. N. Swanson.

ing with his exploitation of the Edison phonographs in his large territory. Mr. Swanson makes it a point to take a real personal interest in his dealers and their business which probably accounts for his own success in the phonograph and musical merchandise fields.

Mr. Swanson has always been a familiar figure at the Jobbers' National Conventions and his friends in the North are always glad to welcome him on his annual business trips.

SCHOOL GIRL FINANCIERS.

How Some Children in Canton, O., Are Successfully Paying for a Victor-Victrola Which They Purchased for Their School in That City—Diplomatic and Aggressive Army.

Here is a little letter from some school children of Canton, Ohio, readdressed to the Victor Talking Machine Co., Camden, N. J., who tell us of their unique method of paying for a Victor which they purchased:

"Dear Sirs.—We are very glad to think we are the owners of a Victor-Victrola and thought that you might be interested in our plan for paying for it. Perhaps you would like to know who 'we' are. We belong to the eighth grade of the West North School in the 'Known the World Over City.'

"To pay for our \$50 Victrola the girls are having every Tuesday recess sales, which are proving very profitable. Every Monday evening a different group of four girls gather at one home and have fun making candy and cake for the next day's sale. Tempting baskets with snowy white covers make their appearance early the next morning. At recess the fun begins. Pressed against the door and extending across the school yard is a crooked, buzzing line of eager, impatient children, as alert as the terrier hearing 'His Master's Voice.' Each is tightly grasping his precious penny, which buys all that one may have because everyone must be served and these bargain prices reduce the high cost of living.

"This week we are going to have a larger sale than ever before. Four boys will show their skill at the popcorn business and sell it the next morning with the girls' candy. The profits will be greater than ever. We feel assured that with these large gains every week we shall soon have our Victrola paid for. We have been fortunate in our dealings with Mr. Zollinger, who has given us very easy terms. We are enjoying our Victrola immensely and shall be glad to be your constant advertisers.

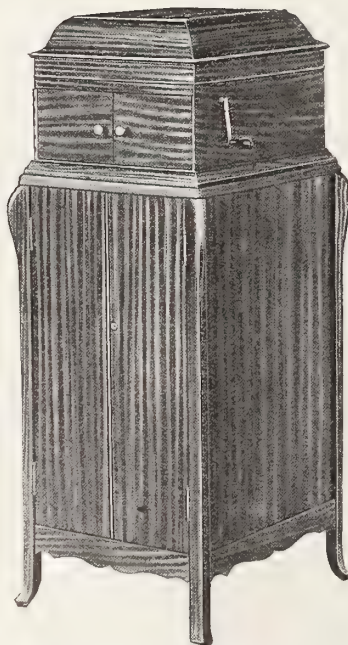
Sincerely your friends,
(Signed) "EDWARD WILLIS, President."

LONG CABINETS

Occupy a strong position. They have many friends.

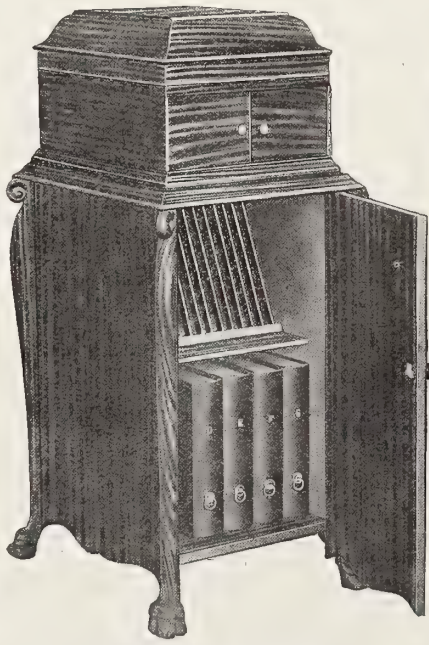
THE GEO. A. LONG CABINET CO.

Write
to-day for
Circulars
of
Record
Cabinets
and
Player Roll
Cabinets



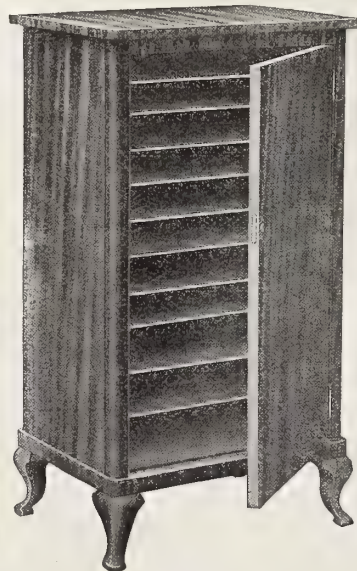
D 67

Mahogany, Golden Oak and W. O.
Finished all around.
Sliding Record Shelf.
For IX Victrolas.
Capacity, 192 12-inch Records.



D 64

Mahogany, Golden Oak and W. O.
Finished all around.
For IX Victrolas.
Capacity, 180 12-inch Records.



M 107

MAHOGANY.
Back finished like sides. Capacity, about
100 Rolls.

Circular
Matter
Cheerfully
Furnished
on Request

Address CLEMENT BEECROFT, Sales Manager
309 W. SUSQUEHANNA AVENUE

Philadelphia, Pa.



Columbia Catalog, Page 7: The Columbia Grafonola "Favorite" at \$50—sold to more people than any other instrument, regardless of name, price or make.



(Write for "Music Money," a book "full of meat" for those
dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

MACHINE AND RECORD TRADE BOOMING IN ST. LOUIS.

Big Orders Being Filled by Jobbers for Holiday Trade—The Outlook, Viewed from Any
Standpoint, Most Encouraging—Shattinger Co. and F. G. Smith Take on Columbia
Line—Optimism Prevails Throughout the Trade—What Some Dealers Say.

(Special to The Talking Machine World.)

St. Louis, Mo., November 10.—October put the punch into the talking machine business in this section, according to retailers and jobbers in St. Louis. Both divisions of the business are reported to be booming for both machines and records. Jobbers agree that retailers are ordering earlier for the winter trade, and there is a better chance to adjust stocks to the ever-increasing trade. Retailers are almost unanimous in declaring October the best month ever experienced except holiday trade.

The retail situation here is much improved. The Famous and Barr Co. is well settled, except that already Manager Ligon is cramped for room. "The Vandervoort Piano Salon" includes the talking machine quarters that are equal if not superior to any in the country. The Koerber-Brenner Music Co. has got a clearance from the Bollman Bros. Piano Co. tangle and the F. G. Smith Piano Co. is rushing the work on the Columbia parlors that are to occupy all of the third floor and a part of the first floor of that establishment. Everything is shaping for sharp trade rivalry under splendid conditions.

Harry Levy, manager of the talking machine department at Aeolian Hall, got back from an extended trip into Arkansas, Missouri and other parts of the Southwest the first of the month and is exceedingly enthusiastic over prospects.

"Everywhere I found enthusiasm," he said to The World. "The day when the dealer regards you with suspicion is past. No longer does a merchant think because you suggest buying more than one machine that you are trying to load him up with something that you do not want. Also dealers are coming to appreciate the distribution problems and to let us know early what they expect to move during the winter. We have a splendid lot of orders on hand now, and the prospects are that we will get them out on delivery time. Records are going forward on practically complete orders. Also I find that our dealers appreciate Aeolian service and are responding to our efforts to help them. We have been working for years to reach the position in which we now find ourselves. We have planted the wires of our service system and now we are turning on lights and we find that the trade appreciates it fully as much as does the retail custom which has been enjoying our service from that department for several years."

Mr. Levy said that October was a banner month at Aeolian Hall, both retail and wholesale, and he looked for the winter records to offset any mark ever established by that house.

Secretary Rauth, of the Koerber-Brenner Music Co., agrees with Mr. Levy as to the condition of business. "Within the last few weeks we have experienced a lively trade and have some excellent orders ahead," he said. "The country generally appreciates the talking machine as a factor in business more than ever, and dealers are taking it more seriously as to stocking and caring for the trade."

Manager Irby W. Reid, of the Columbia Co., is proudly displaying a blue ribbon on a grand machine exhibit with that company which bears the blue ribbon awarded at the Arkansas State Fair at Hot Springs. This award was made over competitors and is not an empty honor.

"Business simply has been great," said Mr. Reid. "We are busy every minute here, almost too busy to talk even about what we are doing. Every line is going ahead, country, town, jobbing and retail. We are opening new accounts and the old dealers write to us that they are pleased with conditions. We thought October was starting slow, but we went ahead of everything in the past. We are expecting General Manager Lyle here about the middle of the month, when he returns from the West."

Sales Manager Robert Duffy reported that the demand for big machines continues to lead the retail demand. "We are selling more big machines, not totals in sales, but machines, than small ones. The school work, machines and records, are becoming a fine feature of the Columbia sales."

Ambassador Bennett was in the store on a brief visit. He reported three dealers opened last week. They were W. R. Anderson, jeweler, Charleston, Ill.; Krug Jewelry Co., Stanton, Ill.; Marks, Weber & Co., furniture, Edwardsville, Ill.

The Shattinger Music Co. at 910 Olive street, one of the oldest sheet music and small instrument houses in the city, has decided to sell the Columbia

line, and preparations are being made to open the department at once. The F. G. Smith Piano Co., which has taken on the Columbia line, is giving over space for one demonstration room on the first floor and the entire third floor. The department will be quite elaborate and roomy. C. W. Smith, of Kansas City, a former Columbia man, is here to take charge of the department.

Manager Robinson, of Thiebes, declares that recent trade has been more like holiday times than middle fall, and he exhibited empty record shelves to show that stock had been moving. The demand for large machines he considers very encouraging. Recently the piano department of the Thiebes Piano Co. was placed on the same high plane as the talking machine department, and a one-price, plain price mark system inaugurated. "It has been a fine boost to our department," said Mr. Robinson, "because it is bringing a fine line of buyers here to inquire. Also it strengthens the selling of machines. With that ruling came an order to piano and talking machine salesmen to show customers entirely through the five floors of the Thiebes warehouses. That also helps our department, for a good many persons get the idea that these record demonstration booths are our talking machine store. When they see our handsome stock upstairs a different impression is made upon them."

It is reported that the Stix-Baer & Fuller Co. is planning to regild their piano department and make it into a half square "palace of art" section, and then Manager Robinson's Victor department will escape from the playground neighborhood, where he has built up a nice trade and join his musical kinfolk. Until that is done, however, the department will keep moving on in the way it has been reaching success.

AN ATTRACTIVE DEPARTMENT

For the Display and Sale of Victrolas in the
Store of the J. B. Bradford Piano Co., Mil-
waukee—Plenty of Light and Air a Feature.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., November 8.—One of the most attractive of the talking machine departments



One of Bradford's Talking Machine Rooms.

in this city is that of the J. B. Bradford Piano Co., at 411 Broadway, and despite the fact that the department was only established in May of this year, the volume of business being done in both Victrolas and Victor records is surprising.

The Bradford Piano Co., in arranging its department worked on the theory that plenty of natural light and good air would please customers, and, therefore, had the demonstrating booths built on the ground floor, with windows leading directly into the outer air. The result is that the air in the rooms is fresh and the customer under such conditions is willing to spend a longer time listening to and selecting records than would be the case in an air-tight booth such as is frequently provided in retail stores.

All the fixtures are of mahogany, handsomely finished, and special dust-proof cabinets are provided for the records. The line of Victor machines is one of the largest in the city. Thomas DeSwarte, treasurer of the company, is manager of the talking machine department, with Miss Jewel Steiner as his assistant. Both have had long and successful experience in the selling of talking machines

and records to the retail trade.

If you fear to undertake a difficult piece of work plunge into it. Remember that is the way people learn to swim.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Tendency to Still Further Reduce Prices Remains a Strong Feature of the Trade—Better Class of Business Men Fear a Disastrous Reaction—How the Trade Has Deteriorated—Sales of Records Reach Tremendous Proportions—Row Over Trade-Mark Ends in Court—Annual Report of Gramophone Co. Shows Drop in Profits—Dividends Cut in Half—Composer Appeals in Important Copyright Case Against Pathé Freres Pathephone, Ltd.—Conditions in South Africa Reported at First Hand—"His Master's Voice" Record Beat Sales Figures—Consolidation of Big Company Close to Completion—Some of the New Record Lists—Columbia Artists Figure in the News—Other Items.

(Special to The Talking Machine World.)

LONDON, E. C., November 6.—The business situation in this market remains much the same as reported last month; there seems no possible sign of relief from the unwholesome cheap record campaign embarked upon by all and sundry without regard to sound commerce, and leading talking machine men do not disguise their fears of a disastrous reaction when the futility and unprofitable nature of such trading comes to general and open realization. One may well ask if the situation be as described why is it continued—is there no other formulae for achieving the desired object than reducing prices to a margin incommensurate with fair profit? To these and other very natural thoughts it is well that the facts themselves should respond. For the last ten years this tariffless country of ours has been the happy hunting ground of increasing numbers of Continental manufacturers, mainly of Teutonic origin, who found a ready market for their wares. Machine and record sales rapidly expanded, and factory costs correspondingly decreased. As time proceeded competition reached that state when it became necessary in the opinion of some firms to reduce retail prices, and offer the public better value for its money. Passing over the evolutionary stages that led to the increase in diameter and double-siding of records, we arrive at the period when a standard rate of 2s. 6d. was the usual price for a ten-inch double disc. At this price all sections of the trade were afforded a satisfactory margin of trading profit, and manufacturers were enabled to allocate a fair portion of their annual monetary balance in publicity expenditure for creating a larger talking machine public. This happy condition of things lasted two years or more, generally speaking, and the trade enjoyed a state of pleasing stability and healthiness pregnant with splendid prospects for its future well-being. About this time, however, manufacturers were faced with a number of cheap record issues, comprising prints from old masters bought up some years since from the liquidators of defunct companies. Many of these issues represented remarkably good records, price considered, of popular ballads, comics, orchestral and band selections, recorded by fairly well-known artists. Their success seemed to encourage some of the Continental firms, and first one and then another entered upon the cheap trade in this country, allowing their records to be sold at any price, while maintaining the list figure of 2s. 6d. on paper. Twelve months ago there were a substantial number of firms selling excellent 10-inch double records at 18d., and they handled a big and ever-expanding trade. The natural result of which was reflected in the declining sales of half crown records, until to-day they are absolutely outdistanced. It should be noted that apart from two or three British houses, all the cheap records emanated from the Continent. So extensive became the operations of these firms that at last two of our leading manufacturers decided they could tolerate it no longer. But it is safe to say few if any were prepared for the astounding announcement made at the beginning of September offering 10-inch double discs at the figure

of 13d. This was the British method of attempting to annihilate competition. Whether it will succeed or not remains to be seen, but so far the only result has been to arouse a veritable hornet's nest. The challenge, it can be termed nothing else, is taken up with a vengeance. The enemy, figuratively speaking, made immediate reply and some half dozen or more good records of Continental origin are now on the market at 1s. retail; two at 10½d. There is no need to enlarge upon the unprofitable nature of such business; it speaks for itself. The more immediate question is how long can it last? Before the half crown record trade is irretrievably attacked, and there is no denying the fact of its serious position, is it possible for manufacturers to meet on common ground with a view of arriving at some sort of understanding, compatible with the position of each, that will afford a basis for reasonable agreement regarding the maintenance of satisfactory prices? Personally I feel there is more possibility than probability about it. Matters have already gone too far, and eliminating the question of prestige and commercial jealousy, the absence of "desire" on the part of the wealthier corporations represents a formidable barrier to overcome. Conscious of their strength, they will doubtless continue to regard any financial loss with equanimity for some time to come, in the all-true belief that sooner or later the smaller concerns will be forced into liquidation. After which?—well, up go prices or cease issuing cheap records, and concentrate on the rehabilitation of half crown issues. At least that is apparently the pre-arranged plan. But it may not work with the public, used as it now is to good records at 1s., or records equal in quality and value to the half crown for 18d.

The shilling records must certainly bring the gramophone within reach of a larger public, and will generally make for increased trade in machines, parts and accessories. Sales already amount to hundreds of thousands—some say millions. But those having knowledge of the limited resources of our disc factories are inclined to a more conservative estimate. The latter figure, however, will undoubtedly obtain within the near future, for manufacturing preparations on a large scale are under way. It is a significant commentary upon the foregoing that the demand for initial issues of the "Cinch" and "Phoenix" has been so great that, notwithstanding they appeared over two months ago, further lists have so far not been announced. May one reasonably express the hope they won't be? That it would sensibly relieve the situation and pro-

vide a loophole for the elimination of others, I firmly believe.

Litigation Over "Invicta."

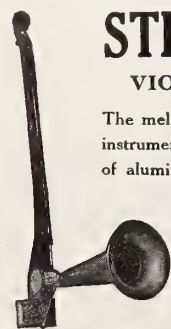
The question of the registration of the word "Invicta" as applied to talking machine records was the subject of a summons issued against W. A. Barrand, Ltd. (in liquidation), New Inn Yard, London. Information was laid by John Abrahams, London agent of the Berliner Co. The complaint against Messrs. Barrand was the insertion of an advertisement threatening to take proceedings against "anyone infringing our rights to the use of 'Invicta' trade-mark registered under the Trades Marks' Act, 1905," thereby, said counsel for plaintiff, representing that there was a trade-mark in England under the title of "Invicta," the effect of which was to deter people from purchasing other goods, and so obtaining an undue advantage. Counsel produced a certificate from the Patent Office showing that no such trade-mark had been registered, but that a Philip Waldman applied on July 2, 1913, for registration of the word "Invicta." This application had been opposed, and, said counsel, it was very certain that at the present time defendant company had no right to such trade-mark.

Mr. Bishop, for Messrs. Barrand, said: "The W. A. Barrand Co. was appointed London agent for the Berliner Co., which is really the prosecutor here to-day. There was an agreement in existence for the sale of this trade-mark, and both parties to it were under the impression that it was duly registered, and the agreement states that the trade-mark is our property. Directly we found it was not registered we took steps to apply for its immediate registration. The number given in the advertisement was apparently the number of the application, and not the number of the registration as we thought. It was not until the parties got to litigation that it was known the trade-mark was not registered. We have been taking steps to complete the registration, and it was not until some months later that steps were taken to oppose our application to register "Invicta" as a trade-mark.

The magistrate, Mr. Biron, said it was evident the trade-mark had not been registered, and the advertisement was therefore misleading. He imposed a fine of 40s., and 2s. costs.

Report of Gramophone Co., Ltd.

The report of the Gramophone Co., Ltd., for the year ended June 30 last shows a gross profit of £100,854, which is £55,000 odd less than in 1911-12. The ordinary shareholders get only 10 per cent., as against last year's dividend (with bonus) of 20 per cent. After deducting income tax, £7,367; directors' remuneration, £2,500; decrease in value of investments, £5,204; instalment in respect of the expenses of debenture stock issue, £3,921, the year's trading shows a net profit of £81,861, of which there has been paid by way of quarterly interim dividends during the year, less income tax: On the preference shares at the rate of 5 per cent. per annum, £4,707, and on the ordinary shares at the rate of 10 per cent. per annum, £47,080, leaving a balance to be carried forward of £30,073. The amount of undivided profit at credit of profit and loss account June 30, 1912, was (which, subject to the terms of the debenture trust deed, cannot be distributed so long as the debenture stock is outstanding) £267,611, giving a total at credit of profit and loss account of £297,684. The meeting will be asked to authorize the payment of interim dividends on the ordinary shares at the rate of 10 per cent. per annum, less income tax, and on the preference shares at the rate of 5 per cent. per annum, less income tax, by quarterly payments, for the year ending June 30, 1914. Depreciation at adequate rates has been written off the warehouse, factory buildings, machinery and plant, warehouse furniture, fixtures and fittings. In consequence of the heavy demands upon the company's cash resources for factory extensions and other necessary capital expenditure, the directors in April last made an issue of £300,000 5 per



String Fiddle

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON Co.

150 Tremont Street BOSTON
NEW YORK and PHILADELPHIA



Violin

FROM OUR LONDON HEADQUARTERS—(Continued from page 44).

cent. first mortgage debenture stock, the whole of which was subscribed for and the last instalment of which is not due for payment until December 31 next. Owing to prevailing conditions, the sales on the Continent, and especially in eastern Europe, show a serious diminution. On the other hand, sales in the United Kingdom are larger than in any other previous year. The net decrease in sales, together with heavy charges consequent upon copy-right legislation, it is said, largely account for the reduction in profits, compared with last year. The building of the new machine factory at Hayes is practically finished and the equipment is rapidly going forward. The completion of the new factory at Riga has been delayed by strikes, and it is not expected that the company can take possession before next summer. The net assets (irrespective of patents, trade-marks and good will) of the foreign companies and branches owned by the company, as at June 30, 1913, were as follows: Land and buildings, £207,641; machinery and plant, £149,473; furniture, fittings and fixtures, £16,002; stock in trade, £332,525; debtors, £215,945; matrix account, £30,000; rent, insurances, etc., paid in advance, £12,256; cash, £132,276; investments in British and Colonial stocks, etc., £100,174; other investments, £21,682; together, £1,217,976. Deduct—Liabilities and reserve on investments, £145,628; debenture stock, £184,663; leaving net assets, £887,684. The company's investments in first class securities remain unchanged.

All Sales Figures Beaten.

An interesting letter accompanies the dispatch of the "H. M. V." November list to dealers, who are assured of confidence and real enthusiasm in the healthy condition of trade by the following statement: "Our sales books show that during the first four months of our new fiscal year, viz., July, August, September and October, we have again beaten all sales figures for 'His Master's Voice' gramophones and records. * * * Do not let any pessimists make you believe that 1913 season's trade is to be a 'cheap' trade—figures have already proved the contrary."

With such remarkable records as the company issues each month there should be little difficulty in securing a large turn-over this season, and it is all the more certain by reason of the very fine magazine and general press advertising in force.

The November "H. M. V." issues are such as will arouse every dealer's enthusiasm and confidence. They are all superb examples of the recorder's art, the complete list being as follows:

Twelve-inch, double-sided.—"Fidelio Overture" (Beethoven), and "Le Dieu et la Bayadère" Overture (Auber), band of H. M. Coldstream Guards; "Fugue in G Minor" and "Fantasia in G Minor" (Bach), band of H. M. Coldstream Guards; "Little Algerienne," march (Saint-Saëns), and homage march, "Segurd Jossalfar" (Op. 56) (Grieg), Metropolitan Orchestra; "Incidental Music," "Monsieur Beaucaire," Part I, No. 1 "Intermezzo," and No. 2 "Leit Motif," Part II, No. 3 "Gavotte," No. 5 "Music of the Love," No. 6 "March Theme" (Rosse, arranged by Bucalossi), Mayfair Orchestra; "Aisha One-Step" (Lindsay), and "The Parisienne Glide" (von Tilzer) Mayfair Dance Orchestra; "Smiles, Then Kisses" (Ancliffe), and "Mighty Like a Rose," waltz (Nevin), Mayfair Dance Orchestra.

Ten-inch, double-sided.—"Reveil" (Hubner), and "Twilight Dreams" (Thurban), band of H. M. Coldstream Guards.

Twelve-inch, single-sided.—"L'Arlésienne Suite," prelude and minuet (2d movement) (Bizet), New Symphony Orchestra; "L'Arlésienne Suite," Adagio for strings (Bizet), New Symphony Orchestra; "Angels Guard Thee" (Godard), Hubert Eisdell; "My Dark Rosaleen" (Needham), Edmund Burke; "Ships' Tales" (Barratt), Harry Dearth; "Oh, Oh, Hear the Winds Blow" (Mattei), Robert Radford; "Onaway, Awake Beloved" (Coleridge-Taylor), Miss Ruby Helder; "Highland Mary" (von Tilzer), Miss Grace La Rue; "Gems from 'Tales of Hoffmann'" (Offenbach), Grand Opera Company; "Le Temps des Lilas" (lilac time) (Chausson), (sung in French), Mme. Melba; "You've a Very Nice Day for it, Too" (Sullivan

and Edgar), George Robey; "It's Nicer to Be in Bed" (Lauder), Harry Lauder; "Song Medley," No. 1, "The Ragtime Chorus"; "Polonaise in B Flat" (Chopin), Mark Hambourg.

Ten-inch, single-sided.—"Say Au Revoir, but Not Good-Bye" (Kennedy), John McCormack; "Drink to Me Only with Thine Eyes" (Hullah), John Harrison; "A Breezy Ballad" (Hadyn Wood), Thorpe Bates; "His Lullaby" (Jacobs-Bond), Miss Lucy Marsh; "Barbara Allen" (Macfarren), Mme. Edna Thornton; "Élégie" (song of mourning) (sung in French) (Massenet), Alma Gluck and Zimbalist; "Lasciati Amar" ("Let Me Love Thee") (Leoncavallo), Caruso; "Sextate," serenade ("Awake!") (T. Mario Costa), Scotti; "Sybil" (Archie Naish), Tom Clare; "Faust," fantasia from garden scene (Gounod) (violin), Mischa Elman; "From the Land of the Skyblue Water" (Cadman, arranged by Hambourg) (cello), Boris Hambourg.

Amalgamation Near Completion.

Apropos the statement in my last report regarding the proposed amalgamation of Messrs. Grünbaum and Thomas A. G. with Carl Lindstrom, Ltd., I now learn that it is practically fait accompli. Negotiations have been proceeding for some considerable time, and recently a successful conclusion was arrived at by the several companies interested, so that this gigantic fusion will operate after general ratification of the completed agreement covering the many intricate points involved.

In some quarters there is a tendency to ascribe this amalgamation solely to the radical departure of the German Zonophone Co. in issuing a double-sided record at 1.25 marks retail. It is regarded not only as a measure of protection, but as creating an offensive fighting organization which will merit considerable respect from all sections of the trade. With these two gigantic corporations in keen opposition the price war campaign is more likely to develop than subside, and while the spectacle is by no means a pleasing one, it will be interesting to observe the attitude adopted by the retail fraternity in view of the conflict of interest resultant

(Continued on page 46)



To T.M. the King and Queen of Spain



To H.M. the King of Sweden



To H.H. the Khedive of Egypt



To H.M. the King of Italy

"His Master's Voice" —the trade-mark that is recognised throughout the world as the Hall-mark of Quality



To H.M. the Shah of Persia



By Appointment
To H.M. Queen Alexandra

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.
FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV, Kossuth Lajos-utca 8, Budapest.
SPAIN: Cia. Francésa del Gramophone, 56, Balmes, Barcelona.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., 8 Beira, Lourenço Marques.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Risik Street, Johannesburg; Mackay Bros. & McMahon, 443, West Street, Durban; Ivan H. Haarburger, Maitland St., Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffmings Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, London, E.C.

Great Britain:

The Gramophone Company Ltd
21 City Road London EC



FROM OUR LONDON HEADQUARTERS—(Continued from page 45).

therefrom. Intelligent dealers resent the lowering of record prices, and though they have no choice but to feature the various makes, the question of partiality will be a big factor in their selling, despite the argument of tone quality and artistes. The situation is hedged with influences of a complicated character, and the most far-seeing of men would hesitate to express any very definite opinion as to its ultimate outcome.

Important Copyright Appeal.

Monckton v. Pathé Freres Pathephone, Ltd.—An important point under the Copyright Act 1911 was raised in this appeal, which was brought by Lionel Monckton, the composer, from a decision of Justice Phillimore. There was also a cross notice of appeal. Mr. Shearman, K. C., and Henn Collins (instructed by Stanley, Woodhouse and Hedderwick) were for appellant; and Mr. Sankey, K. C., H. O. McCardie and Mr. Field (instructed by Whitelock & Stoor) appeared for respondents.

It was stated by Mr. Shearman that Mr. Monckton claimed royalties from respondents in respect of his composition, "The Mousmé Waltz," which they had reproduced on gramophone records. Prior to the passing of the Copyright Act 1911 it was held by the courts that the music of a composer could be adapted to "mechanical contrivances" without payment of royalties, but section 19 (2) of that act conferred certain rights upon composers and imposed royalties. The act was introduced on July 1, 1910, passed on December 16, 1911, and came into force on July 1, 1912. When it was introduced makers of records knew that their rights might be limited in respect of any records they made after that date if it passed into law. The music of "The Mousmé Waltz" was composed by Mr. Monckton after the act was introduced, and on July 15, 1912, a fortnight after it came into force, respondents were selling the records in question in this country (although they had been made in Belgium), and were not paying royalties. Counsel submitted that, by the act, anybody who sold these records in England after it was passed, no matter when or where they were made, provided they were made after the measure was introduced, was liable to pay royalties. Justice Phillimore held that respondents were not liable to pay in respect of records made prior to July 1, 1912, but were liable in respect of any made after that date.

Mr. Sankey, K. C., supported this judgment.

In the course of a prolonged argument Mr. Collins submitted that there could only be copyright in a physical thing; there could not be copyright in a mere idea. A person who took a record of music had a copyright in that record, as the cylinder was an original work. So that there co-existed a copyright in the music and a copyright in the record reproduction of the music. Lord Justice Buckley: There is a copyright in the wax cylinder, which prevents other people copying it, but notwithstanding that the maker of the cylinder is not able to sell it, because the composer may have a copyright in the music.

The court decided to give a considered judgment, Lord Justice Vaughan Williams remarking that, although they appeared to be agreed, it was in the interests of the parties that the reasons for their conclusions should be set down in writing.

A Visitor from South Africa.

I recently had the pleasure of meeting in London, H. Polliack, who operates two large musical instrument stores in Cape Town and Johannesburg, South Africa. His visit was primarily due to a desire to look over the situation here and make certain business arrangements in keeping with the progressive nature of South African trade requirements. In conversation with your representative Mr. Polliack said: "My field of operation is an ever-expanding one, and it is necessary to carry representative stocks of English goods, for which there is a strong demand in South Africa. General trade conditions are pretty good out there, gramophone and other musical instrument prospects being especially healthy. In the sense that you speak of it in England, we have no particular season; ours is an all-the-year-round one. In talking machine products I specialize 'H. M. V.' Zonophone, Edison, Lindstrom, Homo-

phone, apart from the several other lines which we stock. I do not envy your competitive conditions and price wars; it is a deplorable situation. Money is fairly free in South Africa, and we manage to keep up prices any way." At the moment of writing Mr. Polliack is on his way home, and I trust that these few words will find him safe and sound and as cheerful as I saw him in London.

Sensible Judge.

Receiving a reply from a judgment debtor to the effect that trade was very quiet, Judge Cluer, at Whitechapel County Court, said he always found that trade was very quiet upon a judgment summons!

Begin Work on Copyright Conventions.

It is reported that the ministries of Foreign Affairs and the Interior have begun work on the Copyright Conventions, which it is proposed to negotiate with Great Britain, Denmark and Belgium. A similar convention is also projected with Italy.

Gifts to Royalty.

Among the wedding gifts to Prince and Princess Arthur of Connaught there is itemized a gramophone and records, and a Steinway-Welte-Mignon piano. A couple of the best!

Columbia Artistes Figure in the News.

Columbia artistes seem to be of a novel turn of mind. Last month I reported that Miss Ruth Vincent took her recreation in an aeroplane and was becoming quite an enthusiastic aeronaut. Mme. Destinn, another Columbia artiste, is apparently possessed of even stronger temperament, for recently, at Potsdam, she indulged in an exploit which few will care to imitate. For the purpose of making a combined cinematograph and gramophone record she had the temerity to enter a den of ten lions, when, in addition to caressing one of the beasts, the famous prima donna soothed their savage breasts with music of melodious charm. "Hercules," the largest lion, was induced to lie on the grand piano, and finding that he was not required to turn over the music, immediately shut his eyes for a short siesta. Indeed, during the whole performance the forest kings remained seemingly quite indifferent to their surroundings, most of them apparently enjoying an after-dinner nap.

Never was a gramophone record made under more novel or exciting conditions!

Ellery Band Columbia Records.

Probably no announcement will be productive of more widespread satisfaction than that of the issue of a new series of Columbia-Rena records by the justly-celebrated Ellery Band. The recording qualities of this incomparable musical organization are nothing short of wonderful. In response to countless requests three new records, exclusively made for Columbia, are announced. Deserving of special mention, too, are the following: Twelve-inch double-sided—"Vision"—Moreau Characteristique (Von Blon), and "Love's

Dream After the Ball" (Czibulka), the Ellery Band; "The Kerry Dance" (J. L. Molloy) and "My Message" (Guy D'Hardelot), Morgan Kingston. Ten-inch, double-sided—"My Little Lovin' Sugar Babe" (Marshall) and "I'd Do as Much for You" (Von Tilzer) (duets), by Ada Jones and Walter Van Brunt; "When Love Creeps in Your Heart" (Mills and Scott) and "The Trail of the Lonesome Pine" (Carroll) (duets), by Stanley Kirkby and Mary Reed; "Tannhauser Overture" (Wagner) and sextette from "Lucia" (Donizetti), cathedral organ solos by J. J. McClellan; "The Triplet Polka" (Reynolds) and "Facilita" (J. Hartmann) (cornet solos), by Arthur Laycock, acc. by H. M. Scots Guards; "Gilbert, the Hut" (Fordwych and Eyre) and "The Seaside Flapper" (Valentine), Cooper Mitchell and a piano.

Morgan Kingston's Success in America.

News reaches London that the great English tenor has made a big hit in the part of Radames, in the opera "Aida" in New York. Ingenious use is made of this on the November Columbia-Rena supplement, a reproduction of the newspaper cutting announcing this being given in the cover design. By a happy coincidence Mr. Kingston's Columbia record of the month is announced as his greatest achievement. It is "The Kerry Dance."

Records by Freidheim.

The fidelity of the piano tone of Columbia recording is again emphasized by the issue this month of Beethoven's exquisite Moonlight Sonata, in two parts, on a 12-inch disc, by Arthur Freidheim.

National Folk Songs.

A pleasing 12-inch Columbia record just issued offers in vocal form a representative collection of the folk songs of the principal nations of the world. Part 1 opens with the old English hunting song, "John Peel," sung by male quartet, following which is the old Jacobite song, famous in the highlands as the "Skye Boat Song." Then comes the famous old Irish air, "Garryowen," leading into the exquisite old French melody, "Charming Marguerite," the record closing with the familiar strains of "Old Black Joe."

The second part of the collection comprises, first, the old Thuringian melody, "How Can I Leave Thee?" sung by the entire chorus, following which is the famous Italian song, "Funiculi Funicula," recorded as a tenor solo, with chorus, followed by a double quartet setting of the old Welsh air, "All Through the Night." Next comes the characteristic Spanish song, "La Paloma," arranged as a duet for tenor and soprano, and the record closes with the rousing strains of "Dixie."

One of the biggest successes the Columbia Co. has yet secured are the duetists, Ada Jones and Walter Van Brunt, whose first record last month proved one of the leading hits of the list. Their record this month will carry them even further, for a more delightful comedy number than "I'd Do as Much for You" it would be hard to conceive.

BOOMING EDISON LINE IN DENVER.

How the Phonograph Department of the Denver Dry Goods Co., Under the Management of W. C. Wyatt, Is Developing Business.

(Special to The Talking Machine World.)

DENVER, COL., November 10.—The Denver Dry



W. C. Wyatt.

Goods Co. has been a jobber of the Edison phonograph since 1895, and it was among the first concerns to take on the disc line, the initial shipment having arrived in November, 1912. This store shows complete lines of models and finishes in both cylinder and disc types, and they are handsomely displayed in parlors and booths on the fourth floor, facing the elevators, an especially advantageous location, as hundreds of Denver's most prosperous

and exclusive people patronize the tea room and must take the elevators here. Demonstrations are conducted here daily from 9.30 to 5 o'clock, and in addition a \$200 disc model is kept in the tea room for the entertainment of guests. Instrumental selections are played at request and the machine is in almost constant operation during lunch hours. Those who ask for vocal selections are requested to hear them in the demonstration parlors. Many sales have materialized from the interest aroused through these tea room demonstrations.

The phonograph department, wholesale and retail, is in charge of W. C. Wyatt, a real Edison enthusiast, and a firm believer in persistent demonstration at both store and home. He wants constant, creditable window display and he co-operates actively and interestedly with both dealers and individual purchasers toward obtaining perfectly satisfactory results. At present the greatest effort is given to the disc line, and it is being received with favor so marked that its immediate and immense success is assured.

There is a big difference in worrying about your work and being interested in it; the one gets you nowhere and the other somewhere.

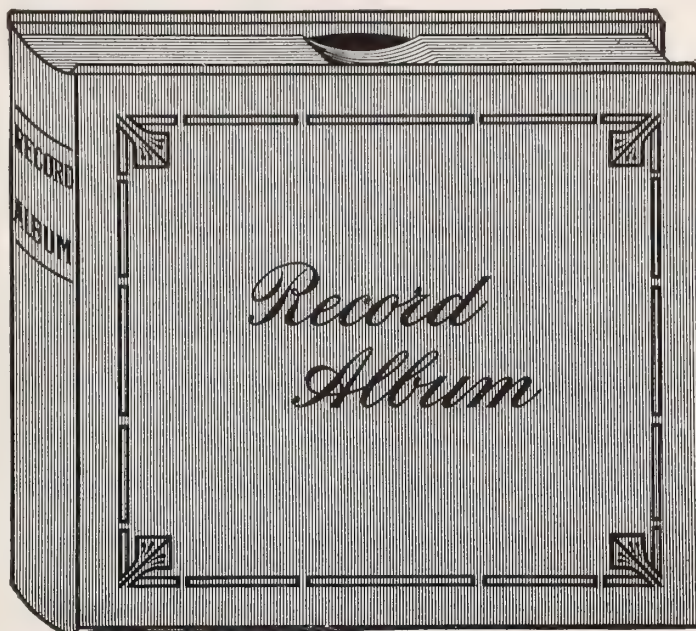
OUR DISC RECORD ALBUMS

ARE THE BEST FOR VICTOR, COLUMBIA
AND ALL OTHER TALKING MACHINES

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Record Albums will Pay for Themselves in a Short Time by Preserving Records.
When Full the Albums are Flat and Even Like Books. They will Fit in a Library
Cabinet or Book Case, or They will Lie Flat on One Another.

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workman, and are first-class in every particular. We sell them at very low prices to meet competition.



DISC RECORD ALBUMS

ARE WHAT EVERY
Talking Machine Owner
MUST NOW HAVE

With the index they make a complete system for filing away all disc Records, and can be added to, Album by Album, as Records accumulate, like books in a library.

Write for sample and prices of our Albums, which are superior to all others.

Address NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa.

LOOKS LIKE THE BIGGEST YEAR

In Talking Machine Trade Circles in Baltimore—Business with the Various Concerns Covering All Machines and Records Made Is of Much Larger Dimensions Than for the Same Period of Last Year—News of the Month.

(Special to The Talking Machine World.)

BALTIMORE, MD., November 10.—It looks very much as though 1913 will go down into Baltimore history as being the biggest year for sales ever experienced in this locality. Every month thus far has gone the previous month one better, and the reports have been to the effect that each succeeding month brought forth the largest amount of sales for any one month, excepting December, 1912. The same reports in most cases have been given out for October, while in one instance the figures show that October even surpassed those for last December.

W. C. Roberts, manager for E. F. Droop & Sons Co., stated that his sales even ran ahead of those for last December and, judging by the business done the first few days of the present month, that November will be a record breaker, and with the holiday trade the firm can look forward to the biggest year in their career. Mr. Roberts says that one of the reasons for the exceptionally good showing of the Victor and Edison lines is that most of the small dealers have been brought to realize that it is the better policy to lay in a good stock for the holidays ahead of time instead of waiting until the last minute and then being unable to fill rush orders during the holidays. As it is most of the small fellows this year have stocked themselves up sufficiently at present to tide them over until after the first of the year, when they will not have so much trouble to get in the required stock.

The same thing is to be said about the Columbia dealers, with the result that Manager Dennison, of the local branch of the Columbia Graphophone Co., has reports of big sales to make for October. The last month beat any previous month, and Mr. Den-

nison is looking for even larger results during November.

Hammann & Levin have had a good month with the sale of Victors, and they, too, anticipate a continuance of the good results which will make the present year one of the biggest from a sales view that they have had since entering business.

The Rosenstien Co. has also done well with the Columbia line, and has prospects which leads it to believe that it will also be a participant in the record breaking field.

Sanders & Stayman have made such good strides with the Victor and Columbia lines that they have

been compelled to enlarge their talking machine quarters. They now devote the entire second floor of their building to this line of their business, where they have put in several sound-proof rooms.

The Stewart & Co. department store has just opened a talking machine department. They have put in the Victor line and are extensively advertising this feature in the local papers.

The Fink Talking Machine Co., handling the Victors and Columbias, is in line with similar record-breaking statements. Mr. Fink, though the youngest dealer in the business, is a hustler and he is making rapid strides toward the front.

C. A. ROUTH AS EXPRESSMAN.

How Assistant Manager of Cleveland Store of the Columbia Co. Looks After Customers.

(Special to The Talking Machine World.)

CLEVELAND, OHIO, November 8.—The theory of C. A. Routh, assistant manager of the Cleveland store of the Columbia Graphophone Co., regarding



C. A. Routh Delivering a Grafonola.

salesmanship is to please and satisfy the customer and see that the goods are promptly delivered. He sold a graphophone to a suburbanite, promising

to visit the purchaser's home and install it, and shipped it by the trolley line. The next day, with his wife and two boys, Bob and Bill, aged five and nine, he reached "Stop 112," where he found the instrument had safely arrived, but could obtain no vehicle to take it to the purchaser's house. Hunting around he found an old over-all and wheelbarrow. Donning the overalls, he loaded the Grafonola, and just as he was about starting he looked so comical to his wife she kodaked him as he and their two boys appear in the picture. The machine was safely landed, and unpacking it he carried it into the house and with the man, his wife and children gathered around, explained its operation, the care that should be given it and ended with a demonstration of some of the records purchased with the instrument. He says there is one happy family down on that farm.

WHY SUCCESS IS POSSIBLE.

As long as we are plucky, hopeful, optimistic, so long success is possible, but if we lapse into discouragement, it will take a miracle to enable us to conquer. If we can meet discouragement and keep cheery, if we can face disappointment and smile, the chances are a hundred to one in our favor. But a person who cannot bear discouragement is of very little use in a world where things very seldom go right from beginning to end.

RECORD MUSIC AS A STIMULATOR OF MUSICAL TASTE.

The Important Part Which the Talking Machine and Records Are Playing in Increasing an Appreciation of the Best in Music.

By FREDERIC E. GOODWIN, Manager Educational Department Columbia Graphophone Co.

A grouch, a registered kick, a mumbled invective and a subsidence, would be the usual sky-rocket course of procedure during my earlier days whenever the subject of a musical America was discussed. You may easily identify the period, for it was when we had one symphony orchestra (the Boston) with perhaps two others trailing, one conservatory of music (the New England) and about four others sprouting, one grand opera company (the Metropolitan) with none worthy of mention in sight at that time. Our public school music was in a chaotic state, and as for composers, Chadwick, MacDowell and Parker were in the making. I write in this manner, in an off-hand way, simply to influence your mind toward contrasting then and now. While we have a few pessimistic writers with us to-day, a few high-brow musicians who look askance at America's revel in music, the thoughtful person, the person of wide activities and studious mind, looks with a wholesome joy on the wonderful status to-day, and is sympathetic with all the manifold steps of its evolution.

For the past five years music in America has been blossoming as it were; and a hasty glance over the field of magazine articles, a rapid glance at the stage, and we find that the graphophone is responsible for much that has been accomplished. We find the graphophone has blended the several ends of American music into what may be termed a homogeneous whole. Three different articles published within the last two months exploit "canned music" as the basic cause of this renaissance in American music. Those articles are the product of writers who have investigated. A summary of proof is not out of place.

Without being too specific, let us casually look over the field and see what has happened. Boston, New York, Philadelphia, Cincinnati, and a half dozen other large cities have excellent symphony orchestras. Almost every large city has its reputable conservatory of music, and corps of excellent teachers. The summer schools where public school music supervisors are trained, have been overcrowded this last season. This I can attest to, for I have visited many of them, demonstrating Columbia educational material. Five grand opera organizations, second to none in the world, have

homes whose owners have not yet been led to patronize concert and opera, and the very artists and their greatest musical selections are being played on records day after day, and night after night. It cannot be stopped. Record music has had its part, its great part in blending all of our musical activities.

As we look back upon the term a musical America and at the period quoted at the beginning of



Prof. Frederic E. Goodwin.

this article, the term musical America was at one time a joke. To-day it is a very serious thing. The truth is finding its place.

Record music is contributing more to the musical welfare of our people than any other one thing. Record music is inoculating (or blending) America's music system, and in speaking of record music—what began as a novelty has developed into a great serious business and is now a public necessity. I write authoritatively when I say that

those who have the public schools in charge have accepted with seriousness the necessity of record music for use in the class room. To-day, pupils in folk dancing and calisthenics step to the measures of record music. Classes march from the building, or to the assembly hall to the tune of stirring marches. Music lessons are conducted with the children listening to records, studying the printed

pages of music at the same time from their school books. The regular grade teacher is being assisted in her literature work. Analysis of songs, two part, three part, with vocal illustrations, teach enunciation, phrasing and expression. Analysis of the modern symphony orchestra, with the children learning to discriminate the individual tone qualities of each instrument, serious study of opera, librettos and scores, all testify to the truth of this statement: records are a necessity.

All of this musical awakening is placing more

and more a deeper responsibility on all who are engaged in the business and especially upon the dealer. The wide-awake dealer is being forced to know his record stock, and the companies are being called upon to furnish the dealers training in many directions. Dealers, the progressive dealers at least, are realizing that they are in the music business and must know musical literature or engage people who do. One of our most progressive stores has three graduates of a prominent conservatory of music on their selling force, helping customers select good music.

The educational department of the Columbia Co. with its spirit of optimism and success is co-operating with this movement in its plans and new literature. Our offering of twelve great grand opera selections, (double-disc records, that sell for seventy-five cents), made by singers who are in leading roles in "La Scala," that great temple of music in Milan, is a decided innovation in the talking machine trade. The Columbia co-operation with the new Century Opera Co. of New York by issuing English recordings of their great tenors, Kingston, Bardsley and Wheatley, is an educational feature much appreciated by students. Opera in English is only a step toward approaching a love of opera in the languages they were originally composed in.

In looking at the future, some city, seeking advertisement, or the human uplift and welfare of their citizens, will establish a municipal opera, and the ball once started will roll across the American continent. It will probably be some city in the west, for they are keen for the genuine thing. Opera in English in New York has revealed one important thing, and that is the artists of the future are going to pay as much attention to diction as to tone.

Gardner Lamson, who is an authority, writes:

Throughout our country we hear the English language at its worst; and these bad habits of speech are intensified in singing. Lack of proper training is the cause. Our singers must study and work to gain the use of a foreign tongue, because there is no alternative. But they take their mother-tongue for granted, as able to care for itself, instead of recognizing in it the need of redoubled labor in order to correct the bad habits of a lifetime. Our noble language, with its wonderful wealth of vocabulary, subtlety of word-meaning, strength of consonant and unmatched variety of vowel-sound needs no defense from us, no plea for its adequacy as a vehicle for song. Let us not be led by mistaken sentiment into crying "Opera in any kind of English—even in bad English—rather than in any foreign original, though the latter have literary merit!" But, provided it be good English, that fairly represents and reproduces the original, let us have it by all means, and at the same time let us insist that our singers make it wholly intelligible to our ears.

Record manufacturers are going to choose those artists in the future whose diction is impeccable, for the public will demand it.

Lois Ewell, the American soprano of the Century Opera Company who is destined to become one of America's greatest grand opera artists, writes:

It is not necessary any more to go to the other side to gain experience in Grand Opera roles, and I don't believe it has been necessary for many years to go over there for vocal instruction. If a great teacher—a genius—can bring out a voice and develop it to the fullest efficiency under his instruction in Europe, there is no reason why he cannot do the same thing in this country. They breathe no better air over there than we do here. The reason advanced is that the pupil is surrounded by an "artistic atmosphere" there. If this particular brand of atmosphere exists and is so important, why can't they find it in New York, Boston and Chicago, where three of the world's great opera companies are located every winter? I am certain that some of the best vocal instructors of the entire world are now established in those three cities.

If one has any doubt about the teaching ability of American artists, the two great quotations given above are evidence that no greater wisdom or no better pedagogy is possible on the other side.

The blending of the effort of students, orchestras, grand opera artists, teachers and public school instructors into a system that is destined to attract the attention of nations world-wide is a wondrous thing. We shall be called a "musical America."

Daily I think of the wonderful part a grafonola is playing in it all. I say grafonola advisedly, for from my position, I know it is doing its share. It is a great business, this record business.

BELIEVES IN WINDOW DISPLAY.

The E. W. Owen Co., of Mankato, Minn., an aggressive and successful Victor dealer, recently introduced a show window of exceptional merit, featuring Victor products. This company makes a specialty of presenting artistic window displays from time to time, which have won universal commendation.



Junior Class Studying History of Music, Central High School, Birmingham, Ala., Miss Handley, Teacher.

printed their season's programs, and regardless of the war that is being waged, Oscar Hammerstein, will give his program late in November which will make competitive opera schemes in the metropolis vie with each other for excellence, and the great public will thereby reap the benefit.

I will leave the public school question untouched until later, and direct your attention to a startling statement that must be recognized as the truth. While all of this that I have mentioned is transpiring, millions of records are being played in

MODERATION VERSUS SUCCESS IN INSTALMENT TRADE.

The Important Question of the Talking Machine Business Discussed from Various Angles
by Benj. Switky, the Well-known Victor Distributor—An Illustration of the Manner
in Which Instalment Accounts Can Be Handled Safely—Reserve Capital Necessary.

[There is no subject that lies closer to the heart of the talking machine dealer to-day than the "instalment proposition," and no trade subject that has been discussed to greater length, owing to the fact that it is so many-sided and that each angle presents an entirely different view of the question. Benjamin Switky, the well-known Victor distributor who has given considerable thought to the instalment proposition and kept in close touch with the opinions of various dealers regarding that subject, was asked by The World for his views on that matter, which appear below. Mr. Switky discusses some personal thoughts and experiences, and we would be glad to have the opinions of other jobbers and dealers for publication in The World. Any criticism, whether adverse or favorable, will be welcome.—Editor Talking Machine World.]

Before getting down to a serious study of the talking machine instalment proposition, it may benefit us to digress for a few moments, just long enough to realize that we are dealing with an abstract philosophic principle governed by natural laws; i. e., laws that teach us the value of moderation and the harmfulness of excesses. Many forces of nature are beneficent when applied or used judiciously, but become overwhelmingly dangerous or even fatal when indulged in excessively. For instance, morphine, alone or in compound, has proven one of the greatest boons to mankind, and is valued highly in the study of materia medica; yet we all know that its overuse enslaves and that it is poisonous if taken in an overdose. Fire and water are nature's greatest forces and mankind's best friends, indispensable to life and comfort, yet terribly destructive if allowed to go uncontrolled.

The instalment way is unquestionably beneficial to the talking machine dealer, but we must bear in mind that we are invoking the aid of a powerful force which, if not properly curbed and controlled, is capable of mastering its creator. If WE control the instalment business, it is well; but if the instalment business controls US, compelling us to adapt ourselves, willy-nilly, to its humors, then woe unto us.

That there has been need for instalment curbing or regulation during the past three or four years goes without saying. If I am not mistaken, it is this selfsame instalment proposition that is responsible for the birth and existence of the several dealers' associations. The dealers realize that very few of them can withstand the sledge-hammer competition of such terms as "thirty days' free trial of a Victrola XVI, after that \$10 down and \$10 monthly, without extras or interest"; or offers of "any \$15 or \$25 machine, nothing down and 50 cents a week." This is the harmful extreme which not only threatens to overpower the smaller dealer who chooses to be a mere bystander, but also bids fair to engulf those who started the rate war. It is a fact that most of the big dealers who are doing the terrible slaughtering have no heart for their work any longer, having learned the uselessness of such methods of merchandising. Some of them frankly admit that they do not attempt to live up to the letter or spirit of their offers, merely wording their ads thus in order to bait their hooks temptingly. Their position is very much like the membership of the Peace Congress at The Hague—all wishing for disarmament, but each afraid to trust the other. Unfortunately, every season sees the rise of a new giant who comes forth to battle with the mighty ones, and his weapons are "easier terms." Before long, when the proper time arrives, we hope to see a decided improvement in conditions, due to the conversion of much so-called and unnecessary instalment business into cash business, which will be brought about by a 10 per cent. difference between cash and instalment prices.

What Kind of Instalment to Do.

Fearing that I may have unintentionally conveyed the pessimistic impression that all installment business is bad, I hasten to assure you that the opposite extreme—i. e., the refusal to sell on easy terms—is neither wise nor profitable. It is just a question of finding out how much of it is stimulant and healthful—when it is a helpful drug, and when it becomes a poison.

To push the simile a little further, even at the risk of tiring you, the dose of instalments to be recommended will vary according to the strength (financial) of each individual dealer. While deploping recklessness, we likewise want to urge you against too much conservatism. As Louis F. Geissler, general manager of the Victor Co., once expressed himself in a letter to the writer, "Conservative" is often applied to a business dying of dry-rot."

In the light of present-day instalment competition it is imperative that every dealer take an active part, bearing in mind that it is safer to fall in with this method of doing business than to refuse altogether to participate and thus allow himself to be bankrupt and swept into oblivion by lack of business.

Jobbers should make it their duty to explain to every newcomer seeking a dealer's contract that there must be provided a reserve capital to be used for instalment investments; that it is not enough to be able to pay for fitting up the store and for part of the goods installed. Particularly in the case of new dealers, whose mailing list begins at zero and whose record business grows in proportion to the number of machines which they themselves issue, it is imperative that they should be made to see the futility of trying to succeed without doing some instalment selling.

The following is a little prescription which I have used effectively in popularizing \$1 down, \$1 a week instalment selling among dealers:

Buy a few Victrola IV's on the first of the month. This gives you eight and a half weeks' time to pay your bill, net.

EXAMPLE.

Deposit received on machine when sold.....	\$1.00
Payments received in 8½ weeks (allowing for some backsliding)	7.00
Profit on first four 10-inch D. F. records.....	1.00

Cash available in 8½ weeks.....	\$9.00
Amount due jobber in 8½ weeks.....	8.10

YOU ARE TO THE GOOD.....\$0.90

A Few Side Lights.

The customer still owes you on the ledger \$7.00—ALL PROFIT.

One thousand machines sold this way require no more investment than one.

Don't forget the record business which you build up in

the meantime. YOU CREATE TRAFFIC IN YOUR STORE.

Fifty accounts of this kind outstanding show about \$400 to \$500 due you on the ledger—ALL ASSETS AND NO LIABILITIES.

Your mailing list grows fast and healthy.

Victrola VI's can be handled about the same way.

Some customers pay up quicker, offsetting those who fall back.

MANY SMALL MACHINES ARE LATER EXCHANGED FOR LARGER ONES.

In many cases, where immediate delivery is wanted, people will pay from \$2.00 to \$5.00 deposit.

Fifty accounts on the books will do for you as follows: Minimum weekly receipts on 50 machines.....\$40.00 Extra record business from these customers..... 50.00

Improvement in your business, weekly, EXTRA...\$00.00

The proportion of record business increases steadily, because people buy more records after they have paid up the machine account.

DON'T BE AFRAID OF LOSSES. Your profit on returned machines (uncompleted accounts) will offset actual losses due to some buyer's dishonesty.

An effective, enthusiastic window display is absolutely necessary to the success of this plan.

IMAGINE HOW THIS WILL BOOM YOUR CHRISTMAS TRADE.

To the dealer with more capital and resources I would say, put out all the machines you can, on the best terms obtainable. It is good business. Put all your profits into good instalment accounts. But don't lose your head because someone richer than yourself is offering reckless terms.

To the dealer with limited means, who is determined to sell on the lowest terms offered by anyone, I would sound a warning. He cannot go very far. He will lose what he has, besides causing loss to others who have trusted him.

There are some dealers who cannot pay their jobber even a quarter of their statement when it is sixty days past due, yet they persist in putting out machines on easy terms right and left—until they cannot get any more goods. This is the beginning of the end for these dealers.

Let us—dealers and distributors—keep away from the high financing that obtains in the piano trade.

It is lucky for some dealers that there is such a thing as a credit limit and a time limit put upon them by their distributors.

Do not attempt to do an UNLIMITED instalment business on the strength of loans obtained from your bank. If you sell on LONG time and borrow on SHORT time, you will soon find that the notes mature faster than the instalments come in. If you borrow money to pay for money borrowed your interest charges will gradually consume your earnings. The next temptation will be to assign your instalment leases and pay usurious rates to bankers or loan sharks. BEWARE OF EXTREMES.

Real Talking Machine Service

To render this kind of service we have to be skilled traffic men; have to know all about express companies and charges; have to know not only the wholesale market and its many problems, but to possess a knowledge of retail distribution, general merchandising and business promotion.

Louis Buehn
Philadelphia, Pa.

We consider our clients members of the Buehn circle, and go far beyond the mere exchange of goods for money that ordinarily constitutes the work of the so-called "jobber." The Buehn Service is REAL. If you'll test it you'll know why.



Columbia Catalog, Page 23:
The Columbia Grafonola "Colonial" at \$150 —
as a table alone worthy of its price and as a
combined table and musical instrument, a trade
producer that no talking machine dealer can
very well do without.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NEW TRADE OUTLETS IN CININNATI TERRITORY

Important Piano Concerns Devoting Attention to Development of Talking Machine Business—The Phonograph Co. of Cleveland Opens Cincinnati Branch—Manager Whelen Descants on Columbia Popularity—Big Victor Business with Leading Houses.

(Special to The Talking Machine World.)

CINNATI, O., November 10.—For days there have been rumors of the Edison folks establishing a jobbing house in the Cincinnati territory. It is no longer a surmise, for the Phonograph Co., of Euclid and East Fourteenth street, Cleveland, has opened quarters here under management of E. O. Peterson. There are no Edison jobbers in this territory, and it is said that the progress made by the Victor and Columbia people has impressed the Cleveland house with the worth of Cincinnati from a business standpoint. The Phonograph Co., at the start, only expect to look after the wants of the retailers.

The talking machine business of Cincinnati is being practically rebuilt. During the past six months the industry has found several new outlets, and those already in the field are now giving it more attention than ever. For several years the Lyric Piano Co. had a talking machine department, and it was fairly successful. Now the front part of the place is to be given over to booths and stock rooms, the pianos being relegated to other portions of the building. Louis Ahaus, for years with the Aeolian Co., became the manager of this department last Monday.

Arthur W. White, who was with the talking machine department of the Forbes Co., Birmingham, is Ahaus' successor at the Aeolian Co. Mr. White is a former Cincinnati boy and is glad to get back to Cincinnati. General Manager Black has arranged to install additional sound-proof booths and aid White in numerous ways in making a success.

The Otto Grau Piano Co. is enthusiastic over the results being obtained from its Victor department. It has been found to be a paying proposition and is being encouraged.

The daily press of Cincinnati is the best criterion of the manner in which the buying public is being told of the merits of the talking machine. Seldom a day passes but what some attractive advertisement appears, calling attention to an improvement or a new list of records.

When Manager Whelen, of the Columbia store, was asked about business he said, in a very convincing manner: "I, for one, have no kick coming. If I did not have such implicit faith in the merits of the Columbia goods, I would say, 'The gods had been good to us,' but Columbia goods talk for themselves. The only drawback is getting enough goods to supply the demand. We had anticipated a tremendous business in December and made arrangements to take care of the volume, but the demand has so far outstripped that of last year that it has left us behind, making vain endeavors to catch up. The demand for the new "Leader" is phenomenal, and there is little doubt but that it has proven worthy of its name."

Manager Whelen further stated that from the way the orders are coming in from the dealers this fall, there are no "grouches" in the trade, and

it is very evident that they are looking forward to an exceptionally good holiday business.

Many Columbia dealers have visited the local store this past month for the purpose of ordering their holiday stock, and the shipping department of the Columbia store is doing "some work" at night.

Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., has the following to say this month: "It is with the greatest of satisfaction that we look forward to the next few months of Victor business. With our warehouse filled to capacity with recent shipments we can confidently go after Victor business for the first time in history in assurance of having stock to meet every demand, and the demand this year certainly calls for a large stock. Our November 1 shipment will be the largest that we ever made. Heavy orders placed in advance by our dealers the coming November and December are sure to surpass anything previously experienced by us.

"Dealers who have been on the dormant list since last winter are sending in unexpected orders for Victrolas and records, and, with more constantly getting into line, an immense volume of trade is in sight. Besides the advance orders which are a reality in the way of future business.

"The local business, under the stimulus of active work on the part of dealers, is responding very favorably, and prospects for Christmas trade are greater than ever in the past. While apparently there will be sufficient goods to meet the demand, still our expectations in this respect may be exceeded owing to the large number of new accounts which are again becoming active. Every dealer rejuvenated means a new stock of goods, and many of the numerous dead accounts are being rejuvenated every day by the retail demand for Victrolas and records. Our equipment is sufficient to meet present demands in the way of our retail trade, and our wholesale stock enables us to fill orders completely, and to promise the same service in the future, therefore we look with confidence to the coming busy season."

The past month at Aeolian Hall has been an extremely busy one. Business in both machines and records has been very satisfactory—far ahead of the same period of last year.

The regime of the new Victor department manager, Arthur W. White, has opened most promisingly. Mr. White is a veteran of the talking machine business, and is taking hold of the Aeolian Victor department with an intelligence and enthusiasm that assures a business increase even larger than any shown before. Changes have been made in the record stock, everything now being on the first floor. Other extensive improvements are planned for an early date.

A very attractive Victor sign has been put on the front window of Aeolian Hall.

The firm continues to feature Victrolas and Vic-

tor records strongly in its newspaper advertising, and looks for a very heavy December trade.

TO ENTERTAIN FACTORY FORCE.

Quaker Oats Co. Buys a Victrola and a Large Number of Records to Entertain Employees During Luncheon Hour and Other Times.

(Special to The Talking Machine World.)

FORT DODGE, IOWA, November 8.—The Early Music Co., the popular Victor dealer of this city, recently closed a sale of a Victrola XVI to the factory of the Quaker Oats Co., which will be used as a means of entertainment for the girl employees during their luncheon period. A comprehensive supply of Victor records was included in the order, and additional records will be ordered in the near future.

The Quaker Oats Co. has always worked on the idea of placing every possible comfort and convenience at the disposal of its employees, and when it was suggested by a number of the girl workers that a Victrola would afford entertainment during their lunch hour the suggestion was immediately carried out. The girls are enthusiastic in their praises of their new entertainer, and only regret that they did not make their suggestion earlier in the year.

CONDITIONS IN THE NORTHWEST

As Far as They Affect the Columbia Graphophone Co. in Fine Shape—Mr. Lyle Enthusiastic Over Spokane Store.

(Special to The Talking Machine World.)

SPOKANE, Wash., November 1.—George W. Lyle, general manager of the Columbia Graphophone Co., was a visitor here this week, being met by Walter S. Gray, Pacific Coast manager, and the local manager, Willis S. Storms. Mr. Lyle and Mr. Gray were quite delighted with the new Columbia store in this city, and Mr. Lyle said:

"I believe we have one of the finest stores in the service in Spokane. I am quite pleased with business conditions in the Northwest, and in view of the fact that Spokane seems to be the natural distributing point for the Northwestern territory, I am seriously considering annexing part of Montana and the territory controlled by Mr. Storms."

Mr. Lyle and Mr. Gray left for Seattle, Portland and other Coast cities.

NEW COLUMBIA AGENTS.

Recent additions to the lists of the Columbia Graphophone Co.'s representatives in near-by territory include Giosul Rossi, 689 East 187th street, New York, and Andrew Eckel, 6950 Third avenue, Brooklyn, N. Y. The George A. Cassidy Co. Schenectady, and M. Ehrenfeld, Passaic, N. J., who have been handling the Columbia line for some time, have both placed unusually large orders for immediate delivery for their holiday trade.

The Chalmers Co., which operates exclusive Victrola stores in Newark and East Orange, N. J., has just opened a new branch in Summit, N. J. The new store is handsomely fitted up.

EXPECT PROSPEROUS SEASON.

Cleveland Jobbers Report Great Activity Among Dealers—Augmenting Publicity Plans of Manufacturers—Euclid Music Co.'s New Quarters — Towell Optimistic — Columbia Co.'s Phenomenal October Business.

(Special to The Talking Machine World.)

CLEVELAND, OHIO, November 10.—Conditions in the talking machine trade continue unusually good, forecasting a prosperous season. Reports, especially from distributors, is that the holiday trade appears to be well under way and new records will undoubtedly be established in the sale of machines before the close of the year. The jobbers are very busy receiving and shipping goods, and the retailers are manifesting great confidence in the holiday prospects, their orders on all lines of goods being larger than usual, while some of the new models and records are having the most satisfactory sales.

The campaign of publicity by the manufacturers, augmented by local advertising by dealers, is largely aiding in extending business, manifesting an incentive to strenuous exertions on the part of local salesmen. The feeling among the talking machine dealers is unusually optimistic, as they are enjoying a very lucrative business.

One among the finest talking machine stores in the city is that of the Euclid Music Co., recently organized at 60602-4 Euclid avenue, in a central business section of the city. The store has a 40 foot frontage on the avenue and a depth of 100 feet. The reception room, 40 x 40, is beautifully finished and expensively furnished, and there are two large demonstration parlors and office in the rear. The rooms are finished in marine oak, with gilded cornice and lighted by the indirect lighting system. An innovation in caring for records has been introduced by installing a number of movable record racks, holding several hundred, in all the rooms, and so numbered and labeled as to be at once accessible for any record called for. The company carries a complete stock of the Victor Victrolas and records and the new Edison diamond point disc phonographs, with all the Edison records.

The manager states business has opened up most auspiciously, giving promise of unquestioned success.

It is quite evident from a look in at the store of the Eclipse Musical Co. that it is very busy these days. T. H. Towell, always well posted in the trade, says that it will be the biggest fall the talking machine business has ever experienced. P. J. Towell, who looks after the wholesale trade, says that the dealers everywhere in this section are preparing for a tremendous business, and with a smile of satisfaction said: "We are this season going to be able to supply them with the goods." The retail department, under the supervision of Fred E. Lane, is doing a splendid business, and he expresses the belief that for weeks to come it will be a period of rush every movement to take care of the big fall and winter demand. The company gave another complimentary Victrola concert November 5.

The month of October closed the transaction of the largest volume of business in the history of the local Columbia store, practically double that of any other month in its existence. The store in all departments is a constant scene of activity, and Mr. Madson, manager, wears an expressive smile of satisfaction.

The W. H. Buescher & Sons Co. are doing a large Victor business in both the wholesale and retail departments, the demand running more particularly to the higher class instruments and records. The company has scheduled and is booking a large number of holiday orders.

Phil Dorn is busy these days at the Collister & Sayles Co. Victor distributing store filling orders for Victrolas and Red Seal records. He reports increasing activity in both the wholesale and retail departments, with fine prospects ahead.

The numerous retail dealers are all busy and are making elaborate preparations in securing ample supplies for the approaching holiday trade.

Use your mind instead of your hands, and remember that the one person in the wide world who controls your sales, raises your salary, and who makes your work healthier, happier and pleasanter is yourself.

NEW EXPRESS RATES DECEMBER 1.

Companies Decide to Carry Out Commerce Commission's Order.

(Special to The Talking Machine World.)

WASHINGTON, D. C., November 10.—The new zone system of interstate express rates invented by the Interstate Commerce Commission will go into effect on December 1.

The commission to-day received a telegram from Walker D. Hines, representing the Adams, American, Southern, United States and Wells Fargo Express companies, in which he said:

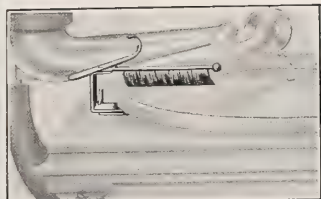
"The express companies have given the fullest consideration to the system of express rates framed and issued by the Interstate Commerce Commission, and, although they have grave apprehensions as to the outcome, they have concluded to put that system in force, hoping to receive the co-operation of the Interstate Commerce Commission, the State commissions and the public."

The Northern and Great Northern express companies also agreed to obey the commission's order.

PHONOGRAPHS IN THEATERS.

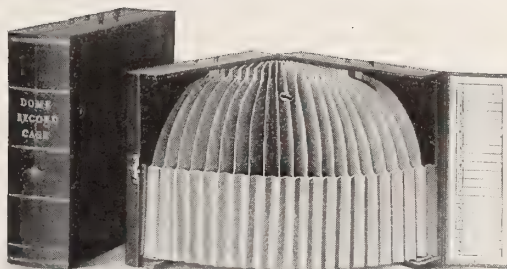
An Excellent Means of Publicity for Dealer and Instrument When Kept in Proper Condition.

The talking machine, in keeping with its growth and importance, is now finding its way into the theater in various capacities. It entertains not only on the stage, but at the recent production of the musical comedy, "Miss Caprice," at the Casino Theater, New York, an Edison cylinder phonograph occupied a prominent place in the lobby of the theater, and throughout the afternoon and evening played at regular intervals the leading selections from the opera, as well as the musical score. The fine tone quality of the Blue Amberol records was much admired. When the phonograph is utilized in this way, as it is in many of the high class moving picture theaters, it forms an excellent means of publicity for the instrument, and for the dealer handling it, provided he looks after it carefully, to the end that reproduction is up to par.



**This Brush Sweeps
the Entire Surface
of a Record**

The first brush of its kind. Easily attached. Dust and dirt are constantly gathering on the face of records and by the use of this brush, sweeping the entire record, quickly and easily, the life of a record is considerably lengthened. Send for further particulars.

**New! You've Never Seen This**

or a case anywhere near like it. Here is a magnificent record case that is made for both 10-inch and 12-inch records, designed principally to keep high-priced records. It is called the

Dome Record Case

It holds 20 records, which are readily accessible for instant use. A convenient index shows just where each record is. Notice how the case swings open so the repertoire is displayed. It is constructed along different lines, being reinforced at the bottom with a nickel-plated metal support to keep the records in position.

**Keeps Valuable Records
Under Lock and Key**

Made for the better class of trade. You should have no difficulty in selling a large number of Dome Cases, as you have many customers who want the best.

*Write for prices of
these specialties*

Cabinet Letter File Co.

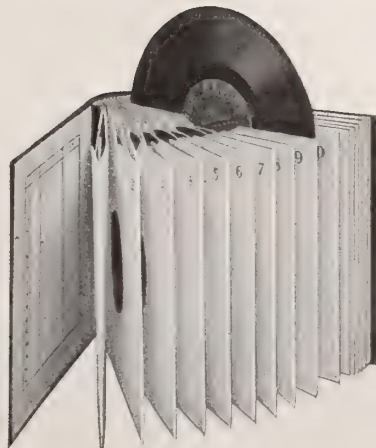
79 Reade Street

New York

**This Is a Quality Album
at the Right Price**

Individuality is reflected in this record album. Not only made of the best materials by skilled workmen, it has in addition the advantage of quick filing and securing of the records. Full index. Envelopes are of serviceable heavy paper stock so woven as to stand the maximum of hard wear. This album will last with excessive handling.

Absolutely the best album anywhere, and sold at a price that gives both jobber and dealer the proper profits. Your request for details will give you the full story. For both 10-inch and 12-inch records.



Talking Machine Men, Do You Want to Increase Your Income?



Talking machine dealers in every section of the country will find that pianos and player-pianos will blend perfectly with their business.

With pianos they will have a line of instruments which will materially aid them in increasing their business income.

Some of the largest houses in America have handled pianos and talking machines most successfully, and there is no reason why some of the young, energetic men of the present day should not take on pianos and build a most successful enterprise with them.

We are especially fitted by experience and resources to supply the needs of talking machine dealers in this particular. We can supply pianos and player-pianos of surprising value for a small outlay.

We are enabled to supply talking machine dealers with complete lines, and, better still, we are able to enter into arrangements with them so that a successful exploitation of pianos will require but a modest investment.

In other words, we can point the way for talking machine merchants of small financial resources to handle pianos most successfully.

Let us take up this subject with you and we will show you how piano selling can be made easy in connection with your present lines. We have built up a large trade through the delivery of large value to the dealer.

H. P. NELSON COMPANY

North Kedzie, North Sawyer, West Chicago Avenues and C., M. and St. Paul R.R., CHICAGO

PHILADELPHIA TRADE REPORTS SUBSTANTIAL INCREASE

In Business for the Past Month—Dealers Interested in Petition Whereby Signers Decide to Charge Interest on Deferred Payments—Talking Machine Co.'s Expansion—Buehn Decidedly Optimistic—Pennsylvania Talking Machine Co. Closing Its Best Year.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., November 10.—The talking machine business in October in Philadelphia was most excellent. It showed a substantial increase over last October both in the selling of machines and in the disposition of records. There was a corresponding advance over each of the previous months of the year, and if the same ratio is retained during the remaining two years, this is not only going to be a banner year, but it is going to far surpass even the fondest hopes of the dealers.

Nothing of moment has been done by the organization of talking machine retailers which was organized last month but the securing of signatures to a petition that was gotten out by the committee appointed for that purpose. This petition calls upon all of the signers to charge interest on deferred payments. It reads as follows:

"We do hereby agree to co-operate with the representative talking machine dealers in the City of Philadelphia for the purpose of fixing a definite time payment schedule and an interest charge on deferred payments, the understanding being that we are in no way obligated to follow said schedule or agreement unless every representative dealer in direct competition with us agrees to adhere to the same terms and conditions, which they will signify by the signing of a similar agreement."

Daniel O'Neill, who is at the head of this association, tells me that they have already secured the signature of all but three dealers that are included in the list embraced in this petition. Of these three they have practically the promise of two of them to sign the petition, and the hold-up is due to the fact that these two are connected with department stores where the firms must be consulted and where business of this character is somewhat slow in action. Mr. O'Neill is of the opinion that all the firms will finally sign, for he doubts that the one firm who seems to be holding out will want to take the position opposed to all of the fellow dealers. A meeting will be called on an early date of this month, when reports as to what has been done will be submitted, and if the project does not succeed an effort will be made to formulate some other plans of procedure.

As far as I can learn it is the impression that a number of the firms who have signed have done so feeling that there would not be a unanimous signing, and in that event the petition would not and could not be operative. The movement does not seem to be exactly a popular one, yet every one agrees that it would be a good thing. The

trouble seems to be that every dealer is afraid of the other and does not believe that the agreement will be kept even if passed unanimously. They say that even if this agreement does go through with all the signatures that there is nothing that will prevent its being broken except honor, and they doubt whether honor is going to always count when a sale is involved that could be effected otherwise than by charging interest and by making an unusually long extension.

The Talking Machine Co. reports that its business in October has been excellent, and that it has been very much better than last year. In fact during the entire year it has been running ahead of last year. This firm conducts three stores in Philadelphia, on South Broad street, Broad street and Columbia avenue, and Fifty-second and Chestnut streets, West Philadelphia. It has changed its management at the West Philadelphia store, Newton Bacharach being now in charge, with Robert R. Smith as his assistant. The store has been completely renovated and is fitted up in fine shape for fall business.

L. C. Wiswell, manager of the Lyon & Healy store in Chicago, was in Philadelphia last week.

Conner & O'Neill report that their business has been most satisfactory, but while their October business showed a good increase over last year, it was not to the same extent as did their September business. Mr. O'Neill attributes the difference to the fact that October of last year was an exceptional month with them. The firm has changed about its offices somewhat, which has made them larger and more commodious.

Fred Ferris, of the Heppie talking machine department, has been home ill for more than a week.

Manager Walter L. Eckhardt, of the Pennsylvania Talking Machine Co., says that the business of his house in October showed a tremendous gain over last October. "We have had a substantial gain all through the year, and in all of the departments," said Mr. Eckhardt, "and I never saw a time when business for November and December looked better. We are entirely sold up on our most popular lines, and I have been in New York several days this week trying to facilitate shipments. I believe in November we are going to exceed every record we ever had, and I feel that I now have goods enough in sight to do it. Following my visit to New York there are now more goods in transit to Philadelphia than there has been at any one time or in any one month in the history of the Columbia in Philadelphia, and

in spite of that we have two or three places for every piece of goods coming." In addition to the general Columbia publicity, Mr. Eckhardt has laid out a separate local campaign.

The Dictaphone business of the Pennsylvania Talking Machine Co. is heavy. It has closed important installations with the John C. Winston Co., book publishers; the H. K. Wampole Co., druggists, and has increased the installation with the Westinghouse Electric Co. A new agent for the Dictaphone in Wilkes-Barre, has already made a number of important installations. All last week Mr. Eckhardt had a "Caroline White Week" at 1107 Chestnut street, with daily concerts of records made by Miss White, who sings here in opera.

G. F. Wurtele, of the Gimbel Brothers talking machine department, says that their business was much better at the beginning than at the end of the month, and that they came out ahead of last year's October. David Davidson has again joined their outside selling force. Robert Hoffner has been taken from their sporting goods department and has been placed in the talking machine department to keep an account of all machines, that go out, are in stock, as well as records and the signing of leases. The department looks very attractive at the present time. They have a big stock on hand and have been accumulating it as fast as possible and believe that they have now sufficient instruments on hand to carry them through the year. Mr. Wurtele is a music composer of considerable accomplishment, and has placed on the market a great many first class sellers. Among these are "Laughing Frogs," "Queen of the Night Waltzes," "Dance of the Honeybells," "Dream Fancies Waltz," "Melody of the Flowers" and "Gleaming Star of Heaven."

Business has been very good with Louis Buehn & Brother, and it seems to be getting better all the time. October business was the largest they have ever had and was almost equal to their December business of last year. Mr. Buehn believes that their November business will be fully as large, as the conditions seem to be good for business generally in all lines. The Victor Co. has been shipping out machines as fast as possible, but there still seems to be a shortage on the small machines, the 8s, 9s and 10s, while they have plenty of the large machines. Their Edison dictating machine business has been most satisfactory in October, and they have placed machines the past month with the Marlborough-Blenheim at Atlantic City, who purchased a number of these instruments, with the Keystone Publishing Co., with Fleck Brothers, and have largely increased the machines used by the H. K. Wampole Drug Co., the Supplee Hardware Co., the Quaker City Rubber Co. and many other local concerns.

IN the clinches you can rely upon the Ditson Victor Service. Profits are contingent upon our fast work—and we know it.

STOP saying to your customers: "We haven't got it," because you can get it from DITSON.

FAST Victor service is our aim, and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor Styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company,

Boston, Mass.



Columbia Catalog, Page 17: The Columbia Grafonola "De Luxe," price \$200—a cabined instrument that can stand on its own four legs in more ways than one.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

BUSY TIMES IN NORTHWEST.

The Minnesota Phonograph Co. Doing Big Edison Business—Special Work During Teachers' Convention—Recitals with the Talking Machine Co.—Columbia Co. Reports Excellent Business and New Agents—Other Items.

(Special to The Talking Machine World.)

ST. PAUL and MINNEAPOLIS, MINN., November 8.—A talking machine store in the Twin Cities is something on the order of a gold mine, to hear the dealers tell their experiences of the past month. Victors, Columbias and Edisons in every form known to their originators are being scattered broadcast through the two cities and for hundreds of miles beyond their confines, and everybody is happy. The dealers say they have never seen such times and we fain must believe them.

"We are so busy selling phonographs that we haven't time to talk about them," announced Laurence H. Lucker, of the Minnesota Phonograph Co. "We have never had such business, and our October sales are far ahead of last year's corresponding month. We received last week a carload of \$30 and \$45 Edison machines, and all practically are gone, and this week we received a carload of Edison disc machines, nearly all of which have been spoken for."

During the convention of the Minnesota Teachers' Association the Minnesota Phonograph Co. had open house in a double room at the Radisson Hotel, where an exhibit of the new Edison educational or school phonograph was displayed. The little show was in charge of William Ives, of the Edison staff, and attracted general attention among the teachers.

Archie Matheis, who is the proprietor of the Talking Machine Co., a prosperous concern, is somewhat annoyed by the confusion arising from the suspension of the Minneapolis Talking Machine Co., an ephemeral business that arose and disappeared almost before anyone knew it was in existence. Mr. Matheis had no connection with it, and the Talking Machine Co. still is doing business, and much of it, at 928 Nicollet avenue. The volume is in excess of that of October, 1912, and he is pushing the Victrola machines and the Edison phonographs in all directions.

He has inaugurated a series of recitals which are proving popular and bringing considerable business as well. The Edison cylinder machines retain considerable vogue in Minneapolis, and the Edison end of his trade is of considerable dimensions.

Manager Jay H. Wheeler, of the Columbia Graphophone Co.'s Northwestern business, was in Duluth this week to look after the trade at the head of the lakes and found things in good shape, as the Columbia dealer at Duluth often is referred to as a "live wire." The local trade is reported as most excellent, the demand for the \$75 and \$100 machines being particularly brisk, and the Grands also going nicely. The jobbing department notes a great increase in the sales in North Dakota, as compared with the 1912 fall trade.

The North Dakota business was not of much account a year ago as a consequence of the poor crops, but conditions have changed. C. P. Herdman, manager of the Columbia St. Paul store, has the store full of buyers at every hour of the day.

Considerable missionary and educational work was done in and about St. Paul during the dull summer months, and he now is reaping the harvest which yields a hundredfold or more.

The experiment of installing talking machine departments in the Minneapolis Dry Goods Co. and the Powers' Mercantile Co. stores is reported to be a promising success.

HAS PROPER ASSISTANCE.

Business of Buehn Phonograph Co., Both in Sales and Stock Departments, Will Be Taken Care of by Henry J. Buehn and Andrew Hunt, Respectively—Business Excellent.

(Special to The Talking Machine World.)

PITTSBURGH, PA., November 8.—It has been said of successful business men that their success often



H. J. Buehn.

depends not so much upon their own direct efforts, as upon their ability to pick assistants who would give the proper amount of attention and direct their ability to the building up of the business. Based upon this theory, the Buehn Phonograph Co., Inc., 713 Penn avenue, this city, is well equipped to develop its business to the utmost.

Henry J. Buehn, traveling man for the company, while he has only been in the phonograph business for a short time, has taken hold of its details with a vim and at the present time is able to talk up his line like a veteran.

As a traveling man Mr. Buehn has had long experience and has covered practically every State in the Union. The knowledge of people and the business experience thus gained, is proving a valuable asset to him in his new line of work.

The right-hand man in looking after the running of the Buehn Phonograph Co.'s establishment



Andrew Hunt.

from the inside is Andrew Hunt, who has been with the company ever since it first opened for business in Pittsburgh. Mr. Hunt's intimate knowledge of every number and title in the Edison catalogue is one of his main assets in keeping things running with speed and precision.

Albert A. Buehn, treasurer of the company, in a chat with The World correspondent, states that the business is good and the outlook for fall is very promising, especially after the general announcement made by Thos. A. Edison, Inc., of the readiness of their new disc machines and records for the general market.

THE EDISON DISC PHONOGRAPH

Being Introduced to the Public in Some Splendid Advertisements in Leading Magazines.

Thomas A. Edison, Inc., Orange, N. J., made its formal announcement of the new Edison disc phonograph to the public last month through the medium of full-page advertisements in the Saturday Evening Post and Collier's, following a trade announcement in the October issue of The Talking Machine World. The magazine publicity was high class and dignified in every particular, and both in text and arrangement was worthy of the quality and merits of the instrument it featured.

The various selling talks on behalf of the new Edison disc product were presented in part, the most important sales arguments being introduced briefly though adequately. Among the merits of the Edison disc product mentioned in this advertisement were the fidelity of the recording and reproducing process, the elimination of mechanical timbre, and the preservation of every shade of volume and overtone.

The attention of the public was also called in this advertisement to the use of a diamond instead of a needle, the indestructibility of the Edison disc records, and the special motor featured in Edison disc machines. An illustration of one of the artistic disc machines completed this first public announcement of the Edison disc product.

STYLE MUCH IN FAVOR.

The Pooley Furniture Co., North Philadelphia, Pa., is having a great success with its style 15 cabinet equipped with the new self-opening envelope system, and it is looking for a large volume of business for this style during the coming year. In a recent chat with Earl Pooler, of the company, he said that business on the whole was excellent and the outlook all that could be desired.

Bill had a bill board. Bill also had a board bill. The board bill bored Bill, so Bill sold the bill board to pay his board bill. So after Bill sold his bill board to pay his board bill the board bill no longer bored Bill.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of Wax "P." the best recording material for Berliner-cut.

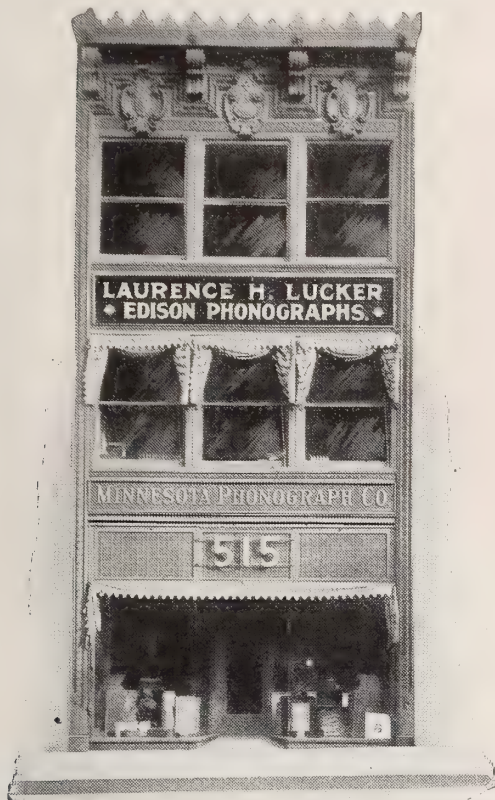
THE EDISON IN THE NORTHWEST.

The Success Met with by the Minnesota Phonograph Co. in Developing That Line and Those Who Are Responsible for Its Progress.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., November 8.—One of the interesting stories of talking machine business in this city is that of the development of the Minnesota Phonograph Co., of which Laurence Lucker is the proprietor, from an exceedingly modest beginning in 1902 to a point where at the present time the company is one of the most prominent concerns engaged in the phonograph or talking machine business in the Northwest.

The Minnesota Phonograph Co. was established in St. Paul in 1902 with a stock of only three Edison phonographs and 150 records. As the business



Laurence Lucker's Headquarters.

developed Mr. Lucker realized that Minneapolis afforded a better location for his enterprise, and therefore moved to this city and in 1905 branched out as a jobber of Edison phonographs, the business growing to such proportions under the new conditions that an entire four-story building was necessary to house it and the present quarters were leased for the purpose.

Milton Lowry, manager of the retail phonograph and musical merchandise departments of the store,



Milton Lowry.

has on the first floor twelve demonstrating booths with a large display and sales room in the front part of the store, with five inside salesmen and two outside men to follow up prospects.

Connected with the wholesale department there are five traveling salesmen who cover the States of North and South Dakota, Minnesota, Iowa, Wisconsin and Montana, and in the business office there is a staff of eighteen bookkeepers and office assistants. An elaborate repair department is also maintained. The advertising department of the company is under the management of J. R. De Saxe.

Mr. Lucker has been a tireless advocate of the Edison phonograph for many years and has seen the development of that machine and the accompanying records from soon after their introduction to the trade to the present state of perfection. He has handled all the leading makes of machines and records but for some time past has devoted his efforts to the Edison line exclusively.

At the present time Mr. Lucker is most enthu-

siastic regarding the volume of Edison business being done by his company and the excellent prospects for the development of that line.

INAUGURATE FALL RECITALS.

John Wanamaker's Fall Concerts Now Inaugurated and Well Patronized.

The Victrola department of the New York store of John Wanamaker has started its annual fall series of recitals, featuring each day the Victrola with the organ. Regular concerts are given in the rotunda of the Stewart Building, and the popularity of the Victrola and Victor records with Wanamaker patrons is well evidenced by the enthusiastic audiences that gather each day to listen to these concerts.

In order that visitors to the Wanamaker store may be in close touch with all details of the daily recitals, four-page programs are distributed to all visitors to the store. This program presents in detail the records that will be played, together with the time of the day that the record will be presented, the name of the artist or artists who produced the record, and the record's number in the Victor catalog. These concerts, which are changed each week, are undoubtedly the ideal method of presenting the Victrola, and coupled with energetic publicity and soliciting, cannot fail to produce excellent results.

A SPEAKING BURGLAR ALARM.

French Detective Proposes Use of Talking Machine to Frighten Away Intruders.

A French detective proposes a new way of putting burglars to flight. In the room where valuables are kept one should, he says, place a phonograph wound up. The starting key of the speaking instrument, having been attached by a string to the door knob, the phonograph starts yelling, "Stop thief!" The unwelcome visitor, frightened out of his life, flees immediately—perhaps!

EDISON DISPLAY AT BUSINESS SHOW.

Thomas A. Edison, Inc., presenting the Edison dictating machine, occupied one of the most attractive booths at the Business Show which closed a week ago in New York. A complete line of the various models of Edison dictating machines was prominently displayed, and as the location of the booth was excellent, a crowded house was the order of the day during the course of the show. Several sales of importance were reported by the Edison sales staff at the close of the show, and prospects for many more sales of interest are on the books as a result of the display.

EDISON DISC PHONOGRAPHS SOLD

In Large Numbers by the Tower Mfg. & Novelty Co. at Its Booth in the Business Show and at Its Warerooms on Lower Broadway.

The Tower Manufacturing & Novelty Co., 326 Broadway, New York, the prominent manufacturing stationers, who conduct an attractive Edison department, report a steadily growing demand for the Edison disc phonographs and records. The Tower Co. occupied a very large booth at the recent Business Show, and one of the features of its display was a \$450 Edison disc phonograph.

This beautiful instrument was demonstrated before enthusiastic audiences by A. Ralph Steinberg, manager of the Tower Co.'s Edison department, and the expressions of approval regarding the musical qualities of the Edison disc product were hearty and sincere. A large number of new Edison disc records was part of the Edison disc display, and Mr. Steinberg reports the closing of a number of sales of various types of Edison machines sold direct from photographs of the machines, in addition to securing the names of many interested prospects.

TAKE ON COLUMBIA LINE.

Ludwig Baumann & Co. and John J. Rooney Are Recent Accessions to the Roster of Columbia Agents in New York.

Ludwig Baumann & Co., 500 Eighth avenue, New York, the prominent furniture and housefurnishing establishment, has arranged to open a large Columbia department next week, featuring Columbia machines and records. A comprehensive initial order of machines and records has already been placed, and the company is planning to conduct an energetic campaign in behalf of the Columbia products.

John J. Rooney, 193 Broadway, New York, a well-known talking machine dealer, is another addition to the list of Columbia boosters, having joined the ranks of Columbia agencies this week.

HAROLD W. LYLE TO WED.

Harold W. Lyle, a son of George W. Lyle, vice-president and general manager of the Columbia Graphophone Co., was engaged last week to Miss Frances Ogden, a popular leader of the younger set in Hackensack, N. J. Harold W. Lyle was formerly connected with the Chambers street store of the Columbia Co., and accompanied Mr. Lyle on his recent trip abroad. No date has been announced for the wedding.

The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

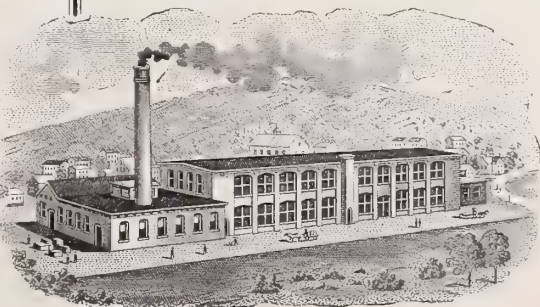
FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us:

Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business.

Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.



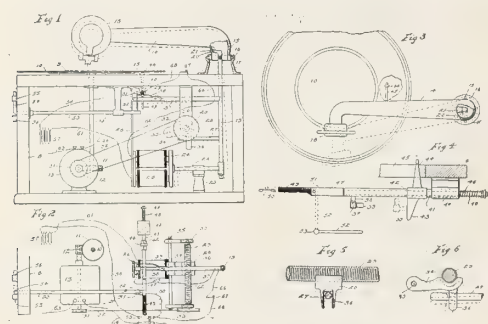
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., November 8.—GRAMOPHONE. Gustav Meling, Chicago, Ill. Patent No. 1,072,346. This invention relates to machines for reproducing sound, such as gramophones, graphophones or the like, and is particularly directed toward providing means for operating such devices, so that they may be caused to repeat the piece or tune which is being produced as many times as may be desired.

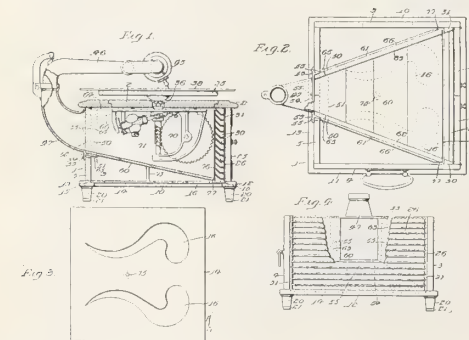
The objects of this invention are to provide a simple and efficient operating mechanism for gramophones including means for causing said gramophone to repeat one or more times; means for causing the gramophone to repeat a portion of the piece being produced; means for causing it to stop automatically after a piece has been completed; means for causing it to repeat automatically.

In the accompanying drawings illustrating this invention, Figure 1 is a side view of a gramophone embodying the same, the side of the box



or casing being removed and parts being broken away or shown diagrammatically for convenience in the illustration; Fig. 2 is a plan view showing the principal operating mechanism, parts also being omitted or shown diagrammatically; Fig. 3 is a plan view showing certain details of construction; Fig. 4 is an enlarged detail view of the wiper and controlling devices for controlling the current to the magnet; Figs. 5 and 6 are enlarged details of the screw and nut used for returning the reproducer device to starting or other desired position.

TALKING MACHINE. Eldridge R. Johnson, Merion Station, N. J. and John C. English Camden, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,072,854. This invention relates to certain new and useful improvements in talking machines. In the accompanying drawing, Fig. 1 is a side elevation partially in ver-

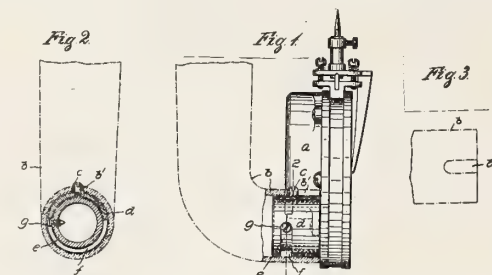


tical central section of a talking machine constructed in accordance with this invention; Fig. 2 a top plan view of a portion of the same, and Figs. 3 and 4 are a top plan view and a fragmentary front elevation, respectively, of the machine with parts removed.

TALKING MACHINE. Gustave Thiel, Berlin, Germany. Patent No. 1,072,529. The invention has particular reference to the connection of the sound box to the sound arm by eccentrically connecting the box to the sound arm.

Heretofore, in order to permit the sound box and needle to rise and fall to follow closely the record groove, it has been customary, for instance, to either pivotally connect the inner end of the

sound arm to the horn, construct the sound arm of two lengths and pivotally connect one to the other longitudinally or, in some similar manner, provide for vertical movement of the sound box and needle together with a portion of or the whole of the sound arm. It is well known that in talking machines the interposition necessary in the common forms of construction, of loose joints, curves or any other obstruction that breaks the desirable continuity of smooth surface of the sound arm between the sound box and the horn injures the quality of the sound by breaking up the regular formation and transmission of the sound waves; such construction also diminishes the force of the sound waves. There is also another serious objection to the common forms of construction above referred to and that is, the weight of the sound arm which is carried by the needle, causes the needle as it travels over the record groove, to produce the disagreeable scratching sound which is so noticeable in machines of this construction. Consequently, it is desirable to effect a construction free, if possible, from the above defects, and the inventor succeeded in largely accomplishing this purpose by securing the sound box to the sound arm in such manner, as by eccentrically mounting it thereon, that it will rotate freely thereon, thus permitting the needle to rise and fall in response to any irregularities in the bottom of the sound groove and also permitting the needle to adjust itself to any variation in the plane of rotation of the record. Owing to this arrangement, no separate link is required between the sound arm and the sound box or between two sections of the sound arm itself, or between the sound arm and the horn, thus providing a sound arm with a continuous smooth inner surface and therefore free from the objec-



tions above referred to. Owing to the eccentric mounting, the sound box, under the action of its own weight, will be pressed against the record disk.

The construction is carried out in practise in such manner that a branch is mounted on the sound box and introduced into the sound arm, so that the sound box and branch can rotate on the sound arm. This construction is improved according to the present invention by arranging over the branch of the sound box a rotatable sleeve for increasing the mobility of the sound box and for improving the tight joint for the sound. The said branch is provided with a pin guided in the slot of the sleeve. This sleeve is provided with a pin which is introduced into a slot of the sound arm.

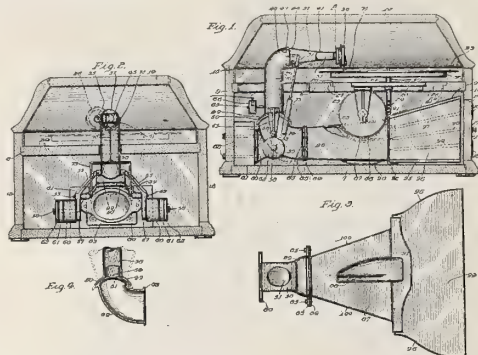
In the accompanying drawing Fig. 1 is a side elevation of the sound box with the sound arm in section; Fig. 2 is a section on the line 2-2, Fig. 1, through the sound arm and the branch of the sound box, and Fig. 3 is a plan of a portion of the sound arm with the slot.

TALKING MACHINE. Eldridge R. Johnson, Merion, N. J., and John C. English, Camden, N. J., assignors to the Victor Talking Machine Co., same place. Patent No. 1,075,288. This invention particularly relates to the sound conveyer comprising a swinging arm and the parts operatively connected therewith.

The principal objects of this invention are, to provide a sound conveying arm co-operative with a sound record disk, to direct the point of a stylus

needle in a rectilinear path, radial with respect to the axis of the sound record disk, and operative to maintain the vertical plane of the stylus needle at an invariable angle to a radial plane, and tangent to the respective convolutions of the spiral groove of the record disk, to reduce the wear upon the walls of the record groove, incident to the usual turning action of the needle relative to said walls; to provide a sound conveyer comprising relatively movable sections and having means to prevent leakage at the joints between said sections; and to provide means to reduce the height of the operative mechanism.

The form of this invention, provides a talking machine with a sound conveyer, comprising a mounting for the sound reproducer; a movable sound conduit or swinging arm connected with said mounting by a relatively movable tapered



hollow connecting arm, and a stationary sound conduit having an elbow connecting a sound amplifier with said movable conduit or swinging arm; trunnions supporting said movable conduit on said elbow; trunnions supporting said tapered connecting arm with said movable conduit; a link connecting said tapered arm with said conduit elbow, operative to maintain said arm in a substantially horizontal plane; a motor operative to rotate a record disk in co-operative relation with a stylus needle carried by said sound reproducer; a recess in said stationary conduit arranged to receive said motor, to reduce the height of the operative mechanism and the casing inclosing the same; and balancing mechanism operative to counterbalance the weight of the movable parts of said sound conveyer.

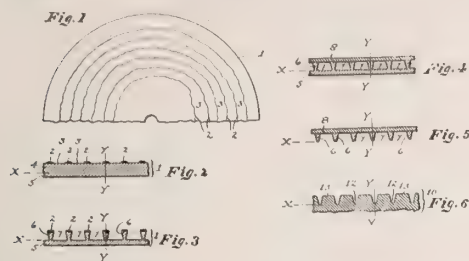
In the accompanying drawings, Figure 1 is a central vertical longitudinal sectional view of a talking machine constructed in accordance with this invention, showing the inclosed mechanism in elevation, for convenience of illustration; Fig. 2 is a transverse vertical sectional view of said machine taken on the line 2-2 in Fig. 1; Fig. 3 is a plan view of the stationary part of the sound conveyer and its amplifier; Fig. 4 is a fragmentary vertical longitudinal sectional view of the conduit elbow and the movable conduit or swinging arm carried thereby, showing the intermediate position in full lines, and the opposite extreme positions in dot and dash lines.

PHONOGRAPHIC RECORD. Isidor Kitsee, Philadelphia, Pa., assignor to the Cort-Kitsee Co., New York. Patent No. 1,074,873. This invention relates to an improvement in phonographic records, and may be practised with records of different types, but it is here described the same as being adapted to the disk type and wherein the lines of record are traced on such disk, the undulations representing the sound waves.

For the purpose of this invention, it is immaterial if the disk is covered with an etch-resisting material and the lines traced by exposing the underlying metal, or if the lines of record are traced with an etch-resisting material on the surface of a material adapted to be etched. But this invention is described as being applied to a record in the shape of a disk consisting of an etchable material, such as metal, and on which the lines of record are traced with an etch-resisting fluid, such for instance as dissolved resin, etc.

In the production of sound records for commercial use, it was found that the original record could only be etched a very minute depth if copies therefrom should be taken, for the reason that during the process of etching, the acid attacks the metal not only vertically but also horizontally in

all directions and, therefore, instead of having a groove with perpendicular or parallel sides, these grooves are "under cut," so to speak, that is, they branch out and produce a wedge-shaped space with inclined sides. An original with shallow grooves produces copies with shallow indentations and the stylus, therefore, running in these shallow indentations or grooves cannot exert strong pressure on the diaphragm in accordance with the undulations of the grooves and the end of the stylus has to be of such thinness that a frequent change

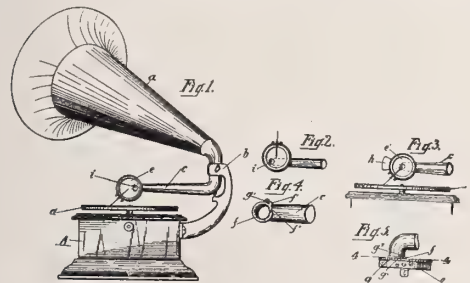


is necessary. Some manufacturers have, for this reason, abandoned the etching process and substituted therefor an electroplating process, but this process does not overcome the shallowness of the grooves and is, therefore, in this respect as defective as the etching process.

In this drawing; Figure 1 is a plan view of part of a plate or disc provided with the lines of record; Fig. 2 is an enlarged sectional view of Fig. 1 showing the lines of record in relief; Fig. 3 is an enlarged sectional view showing the material etched out between the lines of record; Fig. 4 is a similar view as Fig. 3 showing the lines of record with a new surface or plate; Fig. 5 is a similar view of Fig. 4 showing the original support removed and Fig. 6 is a sectional view of a commercial record as formed or model from the master record. All of these views are, as said above, enlarged so as to clearly bring out the different phases of the process.

TALKING MACHINE. Reinhold Fromholz, Box-hagen, Germany. Patent No. 1,075,708. This invention relates to talking machines and aims to provide an improved means for attaching the sound box to the sound arm, and also aim to improve the quality and increase the volume of sound.

While it is desirable that sufficient weight or pressure should be applied to or carried by the needle to cause it to follow accurately all the indentations both vertical and lateral, of the sound groove, in the sound record, in order that an accurate and satisfactory reproduction thereof may be produced, the common construction of talking machines, wherein the sound arm is adapted for both lateral and vertical movement is unsatisfactory because the weight of the sound arm upon the needle is usually more than is necessary to cause the needle to follow the sound groove



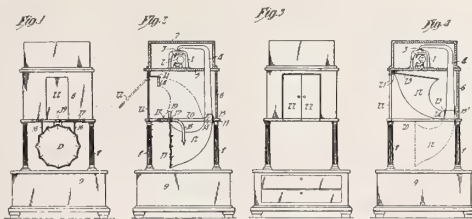
properly and is, in part at least, the cause of the loud scratching noise which is so noticeable while the machine is in motion and which is so disagreeable. This trouble may be obviated to a large degree by so constructing the sound arm that it is capable of horizontal or lateral movement only, thereby removing the weight of the arm from the needle, and by providing the small end of said arm with an angular section capable of a vertical motion relative thereto, and to which the sound box may be attached. This construction, however, still leaves a section of the sound arm capable of free vertical movement and the weight of said section is carried by the needle as it travels over the record, producing to an undesirable degree, the scratching noise referred to.

This invention aims, so far as possible, to re-

lieve the sound box of all unnecessary weight thus reducing to a minimum the scratching sound which has been referred to as so objectionable and thereby improving materially the quality of the sound.

In the embodiment of this invention. Figure 1 is a side elevation of a talking machine, Fig. 2 a detail of the small end of the sound arm showing how the position of the sound box may be adjusted for more convenient removal and insertion of the needle therein, Fig. 3, a modified construction of the invention, Fig. 4, a vertical end view of the sound arm on the line 4-4, Fig. 5, and Fig. 6 a plan of the small end of the sound arm and sound box.

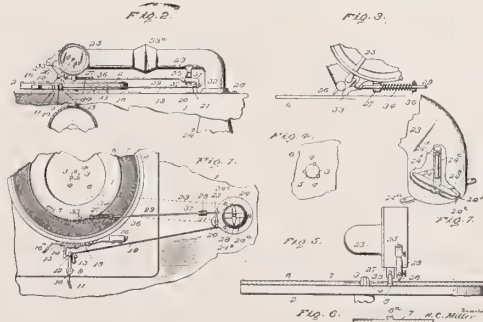
PHONOGRAPH. Frank L. Dyer, Montclair, N. J. assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,075,771. This invention relates to phonographs, and the object thereof is to provide an improved mounting for the phonograph horn, and more particularly to provide such a mounting for the horn in connection with an inclosing cabinet, whereby the horn, when the machine is in operation, may be positioned in an open part of said cabinet or outside of the same and connected to the reproducer of the phonograph, while when it is desired, the horn may easily be disconnected from the reproducer and swung about a pivot, or otherwise moved within the inclosing cabinet where it is entirely concealed, and in which position it is retained until it is again desired to place it in operative position. Preferably, the closed cabinet is elevated to leave an open space below the same, and the horn is adapted to be positioned within this space with its mouth forwardly directed below the cabinet when it is desired to operate the phono-



graph, the horn being swung up through an opening in the bottom of the cabinet to be entirely concealed by the same when the machine is not in operation.

Referring to the accompanying drawings forming part of this specification, and in which similar parts are denoted throughout by the same reference characters, Fig. 1 represents a front elevation of a cabinet equipped with this invention; Fig. 2 represents a side elevation of the same, part of the cabinet being shown in section, the horn being shown in full lines in operative position and in dotted lines in inoperative position; Fig. 3 represents a front elevation of a cabinet equipped with another form of this invention; and Fig. 4 represents a side elevation of the same, parts of the cabinet being shown in section, and the horn being shown in full lines in inoperative or concealed position, and in dotted lines in operative position.

AUTOMATIC STOPPING DEVICE FOR SOUND-REPRODUCING MACHINES. Henry C. Miller, Waterford, N. Y. Patent No. 1,076,385. This invention relates to an improved automatic stopping device for use in connection with talking machines.



According to this invention it is proposed to provide means carried by a record to co-operate with the mechanical mechanism carried by the sound box supporting arm, to operate a device

which controls a brake, and stopping mechanism, whereby to stop the motor at the termination of a selection, irrespective of its length.

The invention also comprehends improvements in the specific means employed for holding a record to the platform to prevent dragging, etc., so common in present known talking machines.

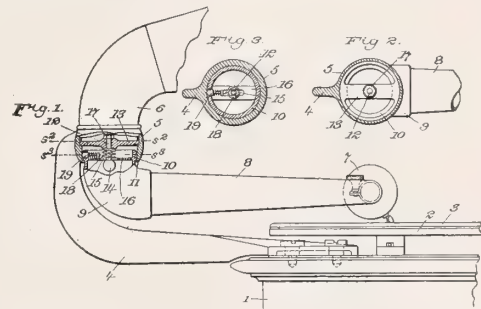
In the drawings—Fig. 1 is a plan view of a portion of a talking machine, showing the improvement applied thereto. Fig. 2 is a side elevation of the same. Fig. 3 is an enlarged detail view of one end of the brake controller. Fig. 4 is an enlarged detail view of the means employed for holding the record on the motor rotating disc. Fig. 5 is an end elevation. Fig. 6 is a detail view of a record having a lug, instead of an opening to operate the automatic stopping mechanism. Fig. 7 is a detail view of a coupling employed between the sound conveyer and the horn.

TALKING MACHINE. Henry Blake Babson, Chicago, Ill., and Andrew Haug, Caldwell, N. J., assignors by Mesne assignments to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,076,621.

This invention relates generally to talking machines and has particular reference to the mounting of the sound conveying tube connecting the reproducer and horn, and this application is a division of application, Serial No. 248,872, filed March 7, 1905, and renewed January 25, 1911, bearing Serial No. 604,656.

The sound conveying tube or taper arm, as it is generally known, is ordinarily mounted to permit free movement of the reproducer in planes parallel and at right angles to the surface of the record. Many constructions heretofore produced, designed to provide for such movement, have been found objectionable owing to complication and the resulting cost of manufacture, the accuracy of adjustment required and liability to get out of order, the difficulty in assembling and removing parts, etc.

The present invention is designed to overcome the objectionable features above pointed out, by producing an extremely simple and effective form of mounting, employing a minimum number of parts of inexpensive construction, so arranged as to be entirely concealed from view and capable of being assembled or taken apart by the average user



of a machine without requiring the aid of a skilled workman or special tools.

In the drawings, Fig. 1 is a view inside elevation with parts in section, showing the invention applied to a well known type of talking machine. Fig. 2 is a sectional view on the line s-s, of Fig. 1, and Fig. 3 is a similar view on the line s-s, of Fig. 1.

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RECORD BULLETINS FOR DECEMBER, 1913

VICTOR TALKING MACHINE CO.

No.		Size.
17398	Ship of My Dreams (Lamb-Solman).....Hayden Quartet	10
	Snow Deer—Indian Song. (Mahoney-Wenrich) Albert Campbell-Henry Burr	10
17445	He Wants Someone to Call Him Papa (Gilbert Muir).....Ada Jones-Billy Murray	10
	Curley Head (Lewis-Meyer).....W. J. Van Brunt	10
17451	Ish ka Bibble—I Should Worry (Lewis-Meyer) Eddie Morton	10
	Noodle Soup Rag (Morton).....Eddie Morton	10
17453	The Pullman Porters on Parade (May-Abrahams) William J. Halley	10
	My Lovin' Melody Man (Ward-Cunningham-Glogau).....Peerless Quartet	10
17460	How Long Have You Been Married? (Brown-Cormack).....Billy Murray	10
	Kiss Me Good-Night!—Out of the Window You Must Go. (Goodwin-Brown).....Billy Murray	10
17461	If a Table at Rector's Could Talk, from "Follies of 1913" (Cobb-Hubbell).....Nat M. Wills	10
	New York, What's the Matter With You?—Good-bye, My Tango, from "Follies of 1913" (Hobart-Hubbell).....Nat M. Wills	10
17467	Sing Me the Rosary—The Sweetest Song of All. (Lewis-Klickmann).....Orpheus Quartet	10
	Dear Rose Marie (Havez-Barron).....Peerless Quartet	10
17468	There is Nothing, Dear, I Wouldn't Do for You, from "Low Fields" "All Aboard" (Buck-Stamper).....Elsie Baker-Frederick Wheeler	10
	The Girl in the Gingham Gown, from "America," Produced at New York Hippodrome. (Klein) Orpheus Quartet	10
17421	I Want to be Somebody's Baby Girl (Greene-Motzan)....."That Girl" Quartet	10
	Love Me While the Lovin' is Good (Murphy-H. Von Tilzer).....Peerless Quartet	10
35319	Miss Caprice—Waltz Boston (Lieber Augustin) (Leo Fall).....Victor Military Band	12
	Marriage Market—Waltz Boston (On melodies from the musical play) (Jacobi).....Victor Military Band	12
17465	Peg o' My Heart—One-step or Turkey Trot (Fischer).....Victor Military Band	10
	Pullman Porters on Parade—Medley One-step or Turkey Trot (Abrahams) Victor Military Band	10
17466	Santley Tango, from "When Dreams Come True" (Hein).....Victor Military Band	10
	Dreams of Childhood—Waltz Hesitation (Wald-teufel).....Victor Military Band	10
35333	When It's Apple Blossom Time in Normandy—Medley One-step, Two-step or Turkey Trot (Gifford-Trevor-Gumble) Victor Military Band	12
	The New York Hippodrome—Medley Two-step (Klein) Melodies from "America,".....Victor Military Band	12
17444	Comin' Thro' the Rye—Humoresque (Bellstedt) Conway's Band	10
	The Tearin' o' the Green (Humorous paraphrase and variations on "Wearin' o' the Green") (Douglas).....Conway's Band	10
17454	Humoreske (Op. 101, No. 7) (Dvorak) (violin-cello-harp).....Venetian Trio	10
	Berceuse from "Jocelyn" (Godard) (violin-cello-harp).....Venetian Trio	10
17457	Blood Lillies—Two-step (Pryor) (Xylophone Solo).....William H. Reitz	10
	The Lamb's Gambol—Eccentric Dance. (Bendix) (Banjo).....Fred Van Eps	10
17458	Come Unto Me (Coenen).....Helen Clark	10
	My God and Father While I Stray (Marston).....Helen Clark	10
17459	Adele, from "Adele" (Herve-Briquet-Philipp).....Olive Kline	10
	My Fairy Prince, from "Her Little Highness." (Pollock-Wolf-de Koven).....Olive Kline	10
35335	Ring Out, Wild Bells—Christmas Song. (Tennys-Gounod).....Percy Hemus	12
	Christmas Light, Behold—Christmas Anthem. (von der Mehden).....Peerless Quartet	12
35326	The Great Judgment Morning—Revival Hymn. (Pickett).....Homer Rodeheaver	12
	Mother's Prayers Have Followed Me—Revival Hymn (de Armond-Ackley).....H. Rodeheaver	12
17455	De Brewer's Big Hosses—Temperance Song, with Male Chorus. (Taylor-Herbert) H. Rodeheaver	10
	The Old-Fashioned Faith—Revival Hymn, organ accomp. by Mr. Ackley. (McAuley-Ackley).....Homer Rodeheaver	10
17456	The Unclouded Day—Revival Hymn (Alwood).....Homer Rodeheaver	10
	If Your Heart Keeps Right—Revival Hymn. (de Armond-Ackley).....Homer Rodeheaver	10
35327	Gems from "The Three Twins" (Hoschna).....Victor Light Opera Company	12
	Gems from "The Golden Girl" (Howard).....Victor Light Opera Company	12
35329	Gems from "The Red Mill" (Blossom-Herbert) Victor Light Opera Company	12
	Gems from "The Prince of Pilsen" (Luders).....Victor Light Opera Company	12
35330	Luke—Recitation. (Bret Hart).....Harry E. Humphrey	12
	The Old Man and Jim—Recitation. (James Whitcomb Riley).....Harry E. Humphrey	12
35331	Tannhäuser Selection (Wagner).....Arthur Pryor's Band	12
	Madame Butterfly Selection—No. 2 (Puccini).....Arthur Pryor's Band	12
35332	Gems from "The Doll Girl" (Smith-Kern).....Victor Light Opera Company	12
	Gems from "Miss Caprice" (Lieber Augustin) (Leo Fall).....Victor Light Opera Company	12
45054	Venetian Love Song (Canzone Amorosa) (Ethelbert Nevin).....Victor Herbert's Orchestra	10
	Minuet Op. 14, No. 1. (Pawerewski).....Victor Herbert's Orchestra	10
	NEW DOUBLE-FACED RECORDS.	
17446	The Rosary (Ethelbert Nevin).....Alan Turner	10
	Tannhäuser—The Evening Star (Act III, in English.) (Wagner).....Alan Turner	10
17447	Hello, Central! Give Me Heaven—Child Ballad. (Harris).....Byron G. Harlan	10
	Can't You Take It Back and Change it for a Boy (Chattaway).....Byron G. Harlan	10
35324	In a Clock Store—Descriptive Fantasia. (Orth).....Victor Orchestra	12
	A Hunt in the Black Forest—A Descriptive Musical Episode. (Voelker).....Victor Orchestra	12
17245	When It's Apple Blossom Time in Normandy, from Weber-Field's "Roly Poly".....Dunlap-Macdonough	10

Don't Turn My Picture to the Wall, from "The Girl from Montmartre" (Smith-Kern).....Clark-Van Brunt

RED SEAL RECORDS.

	Nellie Melba, Soprano and Jan Kubelik, Violinist (In Latin.) Pianoforte by G. Lapierre.	10
89073	Ave Maria.....Bach-Gounod	12
	Nellie Melba, Soprano, accomp. by Gabriel Lapierre.	12
88449	Comin' Thro' the Rye—Scotch Air; in English.....Burns	12
	Jan Kubelik, Violinist; pianoforte by G. Falkenstein.	12
74365	Romance in E flat.....Rubinstein	12
74366	Spanish Lance (VIII) Op. 26.....Sarasate	12
	Ernestine Schumann-Heink, Contralto.	12
88448	My Heart Ever Faithful (Mein glaubiges Heize) from the cantata Also hat Gott die Welt geleibt. In English.....Johann Sebastian Bach	12
	John McCormack, Tenor	12
64375	I'll Sing Thee Songs of Araby—In English.....Wills-Clay	10
64340	I Hear a Thrush at Eve—Serenade.....Eberhart-Cadman	10
	Maud Powell, Violinist; piano accomp. by George Falkenstein.	10
64373	Salut d'amour (Love's Greeting) Op. 12.....Elgar	10
	Vladimir de Pachmann, Pianist.	10
74318	Etude in E Minor Op. 25, No. 5.....Chopin	12
	Emilio de Gogorza, Baritone.	12
74359	The Lost Chord. In English.....Proctor-Sullivan	12
	Clarence Whitehill, Baritone.	12
74364	Thais—Voilà donc la terrible cité (That Awful City I Behold) (Act I) In French.....Massenet	12
	NEW EDUCATIONAL RECORD.	
35279	Hymn to Apollo (Composed in year 278 B. C.). Harp accomp. by Emma Rous.....Elsie Baker	12
	1. Summer is A-Coming In (Round.) (Composed A. D. 1226).....Victor Mixed Chorus	12
	2. Oh, Willow, Willow. (Harp accomp. by Lapittino).....Olive Kline	12

THOMAS A. EDISON, INC.

BLUE AMBEROL CONCERT.

28180	O, Wert Thou in the Cauld Blast (Mendelssohn). Contralto, with 'cello obligato, piano accomp. Eleonora de Cisneros and Paulo Gruppe	10
28181	Coppélia—Entr'acte and Waltz (Delibes).....Vecsey's Orchestra	10
28182	Angel of Light—Spirto Gentil—La Favorita (Donizetti). Tenor, orch. accomp.....Orville Harrold	10
28183	Cavalleria Rusticana—Mother, You Know the Story—Voi lo sapete (Mascagni). Soprano, orch. accomp.....Marguerita Sylva	10
TEN SPECIAL HITS FROM BROADWAY SUCCESSES.		
2066	Come on Over Here—The Doll Girl (Walter Kollo). Soprano and tenor, orch. accomp.....Elizabeth Spencer and Billy Murray	10
2068	When Dreams Come True—New Musical Comedy (Silvio Hein and Roy Webb). Baritone, orch. accomp.....Thomas Chalmers	10
2070	Adele, from the Comic Opera Adele (Briquet and Philipp). Soprano, orch. accomp.....Elizabeth Spencer	10
2071	Ragtime in the Air—America (New York Hippodrome) (Manuel Klein). Comic, orch. accomp. Billy Murray and Chorus	10
2076	The Horse Trot (Uriel Davis). For dancing.....National Promenade Band	10
2077	If We Were on Our Honeymoon—The Doll Girl (Jerome D. Kern). Contralto and tenor, orch. accomp.....Elsie Baker and Royal Fish	10
2084	"Aisha" Indian Intermezzo—Weber and Fields "All Aboard" (J. Lindsay). Edison Concert Band	10
2085	Lieber Augustin, from the Comic Opera Lieber Augustin (Carl Weber). Soprano, orch. accomp.....Elizabeth Spencer	10
2086	Look in Her Eyes—Lieber Augustin (Jerome D. Kern). Baritone, orch. accomp.....Vernon Archibald	10
2088	The Girl in the Gingham Gown—America (N. Y. Hippodrome). Tenor, orch. accomp.....Harvey Hindermeyer and Chorus	10

BLUE AMBEROL REGULAR.

2064	Hail! Hail! Day of Days—Christmas Number (J. H. Meredith). Sacred. Edison Mixed Quartet	10
2065	Thy Sentinel Am I (Michael Watson). Bass, orch. accomp.....T. Foster Why	10
2067	That Tango Tokio Medley—Turkey Trot. For dancing.....National Promenade Band	10
2069	I Wish That You Belonged to Me (Raymond A. Prowse). Conversational duet, orch. accomp. Ada Jones and Billy Murray	10
2072	Liebesied (Fritz Kreisler). Violoncello, piano accomp.....Hans Kronold	10
2073	In the Shadow of the Pines (G. O. Lang). Baritone and tenor, orch. accomp.....Hans Kronold	10
2074	The Hotel Porter and the Traveling Salesman. Vaudeville sketch.....Billy Golden and Joe Hughes	10
2075	Dear Old Girl (Theodore F. Morse). Counter-tenor, orch. accomp.....Will Oakland	10
2078	The International Rag (Irving Berlin). Comic song, orch. accomp.....Billy Murray	10
2079	Those Ragtime Melodies (Gene Hodgkins). Male voices, orch. accomp.....Peerless Quartet	10
2080	Maria Padilla (Donizetti). Flute and clarinet, orch. accomp.....Julius Spindler and Anthony Giammatteo	10
2081	We Have Much to be Thankful For (Irving Berlin). Tenor, orch. accomp.....Manuel Romain	10
2082	Cross the Mason-Dixon Line (Henry I. Marshall). Male voices, orch. accomp.....Premier Quartet	10
2083	Farewell Marguerite (Geo. Boardman). Tenor, orch. accomp.....Charles W. Harrison	10
2087	Ever Since You Told Me That You Loved Me (Jean Schwartz). Comic song, orch. accomp. Billy Murray	10
2089	Hungarian Rag (Julius Lenzberg). N. Y. Military Band	10
2090	Bells of Christmas (Meredith-Ecke). Christmas number.....Edison Concert Band and Chorus	10
2091	Ring Out the Bells for Christmas (Williams-Ecke). Christmas, song.....Edison Concert Band and Edison Mixed Quartet	10
2092	Old Jim's Christmas Hymn (Wm. B. Gray). Descriptive song, orch. accomp.....John Young and Frederick J. Wheeler	10
2093	The Musical Wizard and the Bell Boy (Spencer). Musical act.....Len Spencer and Albert H. Campbell	10
2094	Song-Bird—Intermezzo (Harry L. Alford). Bells solo, orch. accomp.....Charles Daab	10
2095	Lizabeth Ann (Theodore Morse). Tenor duet, orch. accomp.....Albert H. Campbell and Irving Gillette	10
2096	Valse Boston (Dirigo-Lumby). For dancing.....National Promenade Band	10
2097	Cradle Song (Kate Vannah). Contralto, orch. accomp.....Elsie Baker	10

2098	Every Little Movement—Madame Sherry (Karl Hoschna). Soprano and tenor, orch. accomp. Marie Narelle, Frederick H. Potter and Chorus	10
2099	Burlesque Opera (Wills). Comic song, orch. accomp.....Nat. M. Wills	10
2100	Selection from "Rigoletto" (Verdi).....Edison Concert Band	10
2101	The Two Poets. Vaudeville sketch.....Billy Golden and Joe Hughes	10
2102	Romance from L'Eclair (Halévy). Violin, flute and harp.....Venetian Instrumental Trio	10
2103	I'll Take You Home Again, Kathleen (Thomas P. Westendorf). Counter-tenor, orch. accomp.....Will Oakland and Chorus	10
2104	Stars and Stripes Forever March (John Philip Sousa).....Sousa's Band	10
2105	The Bird on Nellie's Hat (Alfred Solman). Comic song, orch. accomp.....Ada Jones	10
2106	The Lost Chord (Sir Arthur Sullivan). Tenor, orch. accomp.....Reed Miller	10
2107	Amoureuse Waltz (Rudolphe Berger). Accordion.....Frosini	10
2108	Uncle Josh in a Photograph Gallery (Stewart). Talking.....Cal Stewart	10
2109	The Broken Melody (Auguste Van Biene).....American Standard Orchestra	10
2110	Gypsy Love Song—The Fortune Teller (Herbert). Baritone and chorus, orch. accomp.....Frank Croxton and Mixed Chorus	10
2111	The Premier Polka (Edward Llewellyn). Cornet, band accomp.....Arthur S. Whitcomb	10
2112	A String of Laughs (Hill). Vaudeville specialty. Murry K. Hill	10
2113	The Owl in the Old Oak Tree (Benj. Hapgood Burt). Female voices, orch. accomp.....That Girl Quartet	10
2114	Southern Dream Patrol (Franz Mahl).....N. Y. Military Band	10

COLUMBIA GRAPHOPHONE CO.

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	A New Record by Bonci.	
	10-INCH RECORDS.	
A1418	Manon Lescaut (Puccini). "Donna non vidi mai" (So fair a maiden ne'er I've seen). In Italian, with orch. Mignon (Thomas). "La tua bell' Alma." In Italian, with orch.	10
	Two Arias from Italian Opera by Henri Scott.	10
	12-INCH RECORDS.	
A5504	Don Giovanni (Mozart). "Madamina, il catalogo e questo" (Dear lady, this catalog I show you). In Italian, with orch. La Sonnambula (Bellini). "Vi ravviso o luoghi Ameni" (Oh, lovely scenes, long vanished). In Italian, with orch.	12
A5503	Der Wanderer (Schubert). David Bispham, Baritone, orch. accomp. Down Among the Dead Men (Old English). David Bispham, Baritone, orch. accomp.	12
	10-INCH BLUE LABEL DOUBLE-DISC RECORDS.	
	Chauncey Olcott Sings Hits of His Latest Production.	
A1410	Too-Ra-Loo-Ra-Loo-Ral (Shannon). In English, with orch. Dream Girl of Mine (Freeborn). In English, with orch.	10
A1411	Peggy Darlin' (Stewart). In English, with orch. My Little Duden (Ball). In English, with orch.	10
A1415	Birthday of a King (Neidlinger). Andrea Sarto, Baritone, and Columbia Mixed Quartet, orch. accomp. Brightest and Best (Mendelssohn). Columbia Mixed Quartet, orch. accomp.	10
	12-INCH BLUE LABEL DOUBLE-DISC RECORDS.	
	Two "Messiah" Solos by Reed Miller.	
A5506	The Messiah (Handel). Comfort Ye My People. In English, with orch. The Messiah (Handel). Every Valley Shall Be Exalted. In English, with orch.	12
A5508	Rob Roy (De Koven). Vocal Gems. Columbia Light Opera Company, orch. accomp. Rob Roy (De Koven). Selections. Prince's Orchestra.	12
	10-INCH DOUBLE-DISC RECORDS.	
A1413	The Snowy Breasted Pearl (Robinson). William Thomas, Tenor, orch. accomp. Barney, Take Me Home Again (French and Persley). William Thomas, Tenor, orch. accomp.	10
A1412	Boy Scout March (Prince). Prince's Band. Shoulder Arms March (Pond). Prince's Band.	10
A1372	Whistling Lover (Strauss). Ellery Band; Taddeo di Girolamo, Conductor. Madonnina—Mazurka (Pepe). Ellery Band; Taddeo di Girolamo, Conductor.	10
A1414	Stand Up, Stand Up for Jesus (Webb). Trinity Church Chimes. Great God, What Do I See and Hear? (Luther's Hymn). Trinity Church Chimes.	10
A1390	Two Eyes of Grey (McGeoch). John Bardsley, Tenor, orch. accomp. Love Me (Tosti). John Bardsley, Tenor, orch. accomp.	10
A1416	Around the Christmas Tree (Prince). Prince's Orchestra. Descriptive record, with mixed Quartet. Christmas Joy (E. D. Wagner). Violin, Flute and Harp trio; George Stehl, Marshall Lufsky and Charles Schuetze.	10
	12-INCH DOUBLE-DISC RECORDS.	
A5507	Reminiscences of Wagner (Arr. by A. W. Ketelbey). Cello solo by Jean Schwiller. Reminiscences of Italian Opera (Arr. by A. W. Ketelbey). Cello solo by Jean Schwiller.	12
A5505	The Old Man and Jim (James Whitcomb Riley). Recitation by Harry E. Humphrey. Buck Fauschaw's Funeral (Mark Twain). Recitation by Harry E. Humphrey.	12
	10-INCH DOUBLE-DISC RECORDS.	
	With Orchestra Accompaniment.	
A1417	Morse Medley (Morse). Fred Van Eps, Banjo. The Junk Man Rag (Roberts). Fred Van Eps, Banjo.	10
A1423	Adele (Philipp). Agnes Kimball, Soprano. If We Were on Our Honeymoon (Keen). Edna Brown, Soprano, and James F. Harrison, Baritone.	10
A1419	What Do You Mean, You Lost Your Dog? (Daly). Ed. Morton, Baritone. On the Old Fall River Line (H. Von Tilzer). Arthur Collins Baritone; Byron G. Harlan, Tenor.	10
A1425	He Wants Someone to Call Him Papa (Muir). Ada Jones, Soprano, and Irving Gillette, Tenor. Ragging the Nursery Rhymes (Brown). Albert Campbell, First and Henry Burr, Second Tenors.	10
A1420	On the Honeymoon Express (Kendis and Stilwell). Arthur Collins, Baritone, Byron G. Harlan, Tenor. Kiss Me Good Night (Goodwin and Brown). Ada Jones, Soprano, and Irving Gillette, Tenor.	10
A1421	Underneath the Tango Moon (Carroll). Arthur Collins, Baritone, and Byron G. Harlan, Tenor. Somebody Loves You (Brown). Ada Jones, Soprano.	10
A1424	Noah's Ark (Havez). Arthur Collins, Baritone. Two Jolly Sailors (Israel and Porter). Byron G. Harlan and Steve Porter.	10

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READ your trade paper! Get The Talking Machine World regularly—It is worth many times to you its annual cost.

There is but one talking machine paper covering this entire industry, and it is admitted by all that it is of great aid to the dealers in every part of this country.

New economic conditions make certain knowledge necessary on the part of merchants, and in every issue of The World there is contained educational matter, instructive service, business news and technical articles which are worth many times the cost of the paper.

Thousands have been benefited by the business articles which appear in The World, and every talking machine dealer should receive it regularly.

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PUBLISHER

373 Fourth Avenue,

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The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, December 15, 1913



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Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the January List.

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This is the oldest music trade publication in this country, having appeared without interruption since July, 1879.

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It is conceded to be the most influential paper representing the music trade, and if you are interested in the topics with which it deals, do not fail to receive this paper regularly.

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EDWARD LYMAN BILL
EDITOR AND PROPRIETOR

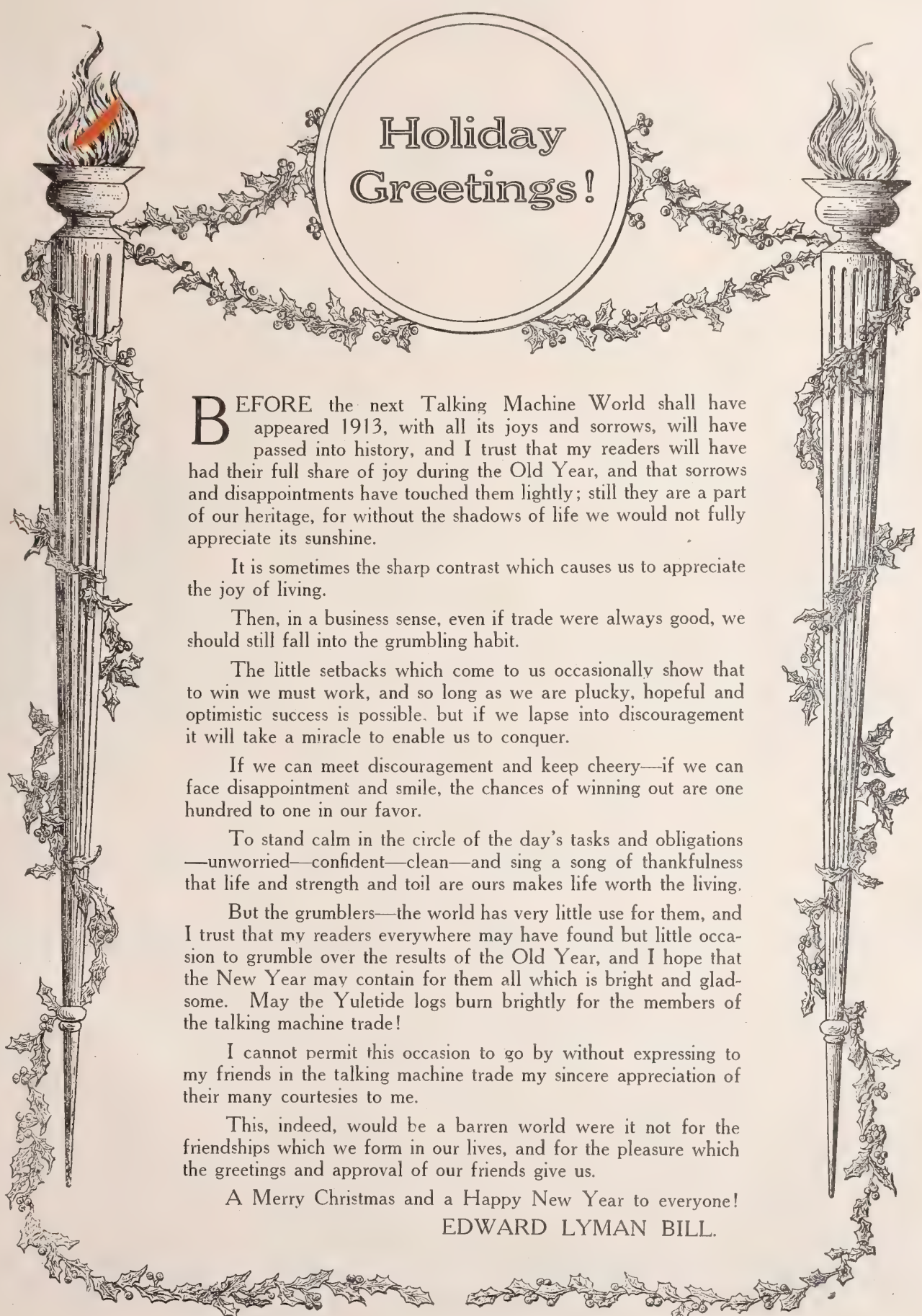
373 Fourth Ave., New York

The Talking Machine World

Vol. 9. No. 12.

New York, December 15, 1913.

Price Ten Cents



Holiday Greetings!

BEFORE the next Talking Machine World shall have appeared 1913, with all its joys and sorrows, will have passed into history, and I trust that my readers will have had their full share of joy during the Old Year, and that sorrows and disappointments have touched them lightly; still they are a part of our heritage, for without the shadows of life we would not fully appreciate its sunshine.

It is sometimes the sharp contrast which causes us to appreciate the joy of living.

Then, in a business sense, even if trade were always good, we should still fall into the grumbling habit.

The little setbacks which come to us occasionally show that to win we must work, and so long as we are plucky, hopeful and optimistic success is possible. but if we lapse into discouragement it will take a miracle to enable us to conquer.

If we can meet discouragement and keep cheery—if we can face disappointment and smile, the chances of winning out are one hundred to one in our favor.

To stand calm in the circle of the day's tasks and obligations—unworried—confident—clean—and sing a song of thankfulness that life and strength and toil are ours makes life worth the living.

But the grumblers—the world has very little use for them, and I trust that my readers everywhere may have found but little occasion to grumble over the results of the Old Year, and I hope that the New Year may contain for them all which is bright and glad-some. May the Yuletide logs burn brightly for the members of the talking machine trade!

I cannot permit this occasion to go by without expressing to my friends in the talking machine trade my sincere appreciation of their many courtesies to me.

This, indeed, would be a barren world were it not for the friendships which we form in our lives, and for the pleasure which the greetings and approval of our friends give us.

A Merry Christmas and a Happy New Year to everyone!

EDWARD LYMAN BILL.

1913 A RECORD YEAR IN THE TALKING MACHINE TRADE.

General Reports from All Sections of the Country Indicate Unprecedented Volume of Business—Marked Developments in All Branches of the Trade During the Year—Many Piano Houses Fall in Line—Advertising Campaign of Leading Companies Notable.

The members of the talking machine trade are, with very few exceptions, confirmed optimists, for business has developed in a manner that affords them every reason to have full confidence in what the future holds for them as talking machine men.

At the opening of the present year predictions were freely made by manufacturers and jobbers, as well as retailers, that the talking machine business done during 1913 would surpass in point of volume and value all previous annual records. The reports made at the beginning of December, and with the holiday trade yet to come, indicate that the predictions made in January last were no idle boasts. For those who were even with last year's records at or before the first of December—and according to reports they were in the majority—much comfort was taken in the thought that although in some sections there was a scarcity of machines, the supply for the holiday trade this year is better than it has been for many years past, which means fewer lost sales and consequently a bigger business record for that season.

A careful review of the trade shows that the past year has been the most prosperous and successful that the talking machine industry has ever enjoyed. This same statement was also true in a review of business conditions in the industry a year since, but the year of 1913 has broken all records, including the figures set by the record-breaking year of 1912.

Every phase of the talking machine industry has shown a distinct advance or improvement over all previous years, and from the financial stability of the trade down to the development of the best selling ability of the retail salesmen, some detail either large or small has been accomplished for the betterment of the talking machine business during the past twelve months. The most important problems of the trade, such as quality of product, perfection of advertising and similar momentous phases of the industry have received careful attention this year, and judging from all indications the thought and consideration given these problems have produced results far in excess of all expectations.

The musical standing of the talking machine has received a greater impetus during the past year than it has ever received in any previous three years. As an aid in the schoolroom the talking machine now ranks foremost, and in addition the talking machine is to-day recognized as the greatest assistance in acquiring a true

understanding of music that has ever been introduced. The layman with a home of refinement who considers music a necessity and not a luxury, no longer looks upon the talking machine as a possible amusement or means for entertainment, but recognizes in it a powerful factor for the cultivation of a true love for beautiful music.

From a commercial viewpoint, probably the most important development in the talking machine industry in the past year has been the very large number of piano houses throughout the country which consummated arrangements to open talking machine departments since the first of the year. Many of these piano concerns are rated among the best known and strongest in the piano industry, and their recognition of the value of the talking machine is decidedly gratifying. There is no doubt but that the piano and talking machine offer the piano dealer an ideal combination for the development and cultivation of a musical clientele, and the marked success scored by those piano houses which have had talking machine departments for a number of years is reflected in the large number of new accounts recently opened with piano concerns.

The advertising end of the talking machine business has more than kept pace with the rapid strides in popularity made by the talking machine product the past year. The advertising of the talking machine manufacturers is generally commended by advertising experts as symbolic of the very highest type of modern publicity, and in view of the consistent, forceful and impressive national and newspaper advertising carried on by all the manufacturers it is not to be wondered at that the sales of talking machines and records during 1913 have already reached a high-water mark.

From the standpoint of co-operation, the talking machine industry may well be used as a pattern by other lines of mercantile endeavor. Every possible detail that would tend to assist the dealer is gladly extended by the manufacturers, and many talking machine dealers owe their present success to the individual and personal co-operation extended them by the manufacturers whose products they handle.

No review of current conditions in the talking machine industry would be complete without some reference to the personality and depth of character of the men who are really directing the fortunes of the trade. This is best summed up by the fact

that talking machine manufacturers, distributors and dealers undoubtedly represent a modern type of American progressiveness and energy that accounts for the wonderful growth of this country as a commercial and political power.

LICENSED TO MAINTAIN PRICES.

The Plan in Vogue by the Victor Talking Machine Co. the Subject of an Article in the New York Times of Recent Date.

Commenting on the Victor Co.'s plan of maintaining selling prices by license arrangement, the New York Times in a recent issue said:

"Following the recent decision of the United States Supreme Court to the effect that it is illegal for manufacturers of any article to set a retail selling price for it, one of the prominent talking machine companies has adopted a new selling scheme. The idea of the new scheme is apparently to maintain retail selling prices by a license arrangement with dealers and consumers. Under this plan both the dealer and the ultimate user are licensed only to use the company's products, their title remaining permanently with the company. The agreement gives the company the right to repossess and retake at any time the patented goods upon the payment to the user of the royalty paid him for the use of these goods, less 5 per cent. per annum of the list royalty as to machines, and 10 per cent. per annum of the list royalty as to records, for each year or fraction of a year, the user shall have had the use thereof.' The use of other supplies with the products patented by the company in question constitutes an infringement of the patents and a violation of the agreement. Dealers are required to keep complete lists of patented goods in the hands of users."

SOME VERY EFFECTIVE PUBLICITY.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 9.—The Stewart Talking Machine Co., of this city, the prominent Victor distributor, recently inaugurated two concerts daily in the Keith theater, at which an Auxetophone was featured. These concerts, which proved very successful, lasted from 7:45 to 8:10 in the evening and from 1:45 to 2 in the afternoon. They appeared in the program as the first number of the regular entertainment. The name of each selection and of the artist was printed on a large card and exhibited on the stage while the record was being played. This is the sort of publicity that cannot fail to be productive of gratifying results.

The Square Deal is just the Golden Rule's twin brother—and you don't need to worry yourself trying to tell them apart!

"There'll Come A Time Some Day"

(APOLOGIES TO CHAS. K. HARRIS)

When you will want goods and your regular source of supply will fall down; that is the time when, perhaps (notice, perhaps), we can be of service to you; it won't cost much to find out, and if our stock permits and the filling of your order does not interfere with our supplying the wants of our regular dealers we will be glad to serve you. Right here is an argument in favor of your being numbered among our regular dealers and have first call on goods at the time the demand exceeds the supply. This is one of the fundamental principles of Eastern Service—loyalty to the loyal.

Eastern Service Is Good Service and It Is Just Service

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR

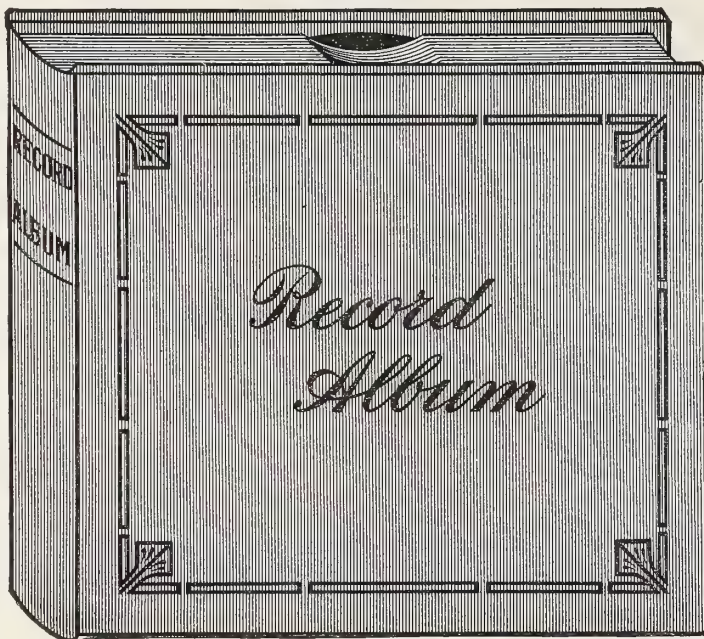
OUR DISC RECORD ALBUMS

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AND ALL OTHER TALKING MACHINES

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Record Albums will Pay for Themselves in a Short Time by Preserving Records:
When Full the Albums are Flat and Even Like Books. They will Fit in a Library
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For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workman, and are first-class in every particular. We sell them at very low prices to meet competition.



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ARE WHAT EVERY
Talking Machine Owner
MUST NOW HAVE

With the index they make a complete system for filing away all disc Records, and can be added to, Album by Album, as Records accumulate, like books in a library.

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SAVES EVERY WORLD.

Will Give Up a Whole Lot Before He Will
Give Up His Favorite Paper.

From Monongah, W. Va., H. C. Faber writes: "I have the honor to inform you that I have been a continuous subscriber to the only reliable 'talker paper' ever since 1906. I have every copy preserved and put away, from the very first one that I received. I have also been responsible for adding eight subscribers to its list in the past six years, and all from outside of this ornery State.

"The Talking Machine World has good writers on its payroll, its editorials are in a class all by themselves, and all I have to say, that every dealer in talking machines, records and the like that is not a subscriber to it is either a damp hule or dead, preferably the latter.

"I may have to give up my business; I hope not; I may get to the poor-house, I may get sick, and a whole host of other 'maybe's,' but I never want to miss getting The World as long as I live and it is published.

"I wish you the compliments of the season, a Merry Christmas and a Happy New Year."

RECEIVE CARLOAD OF VICTROLAS.

Schiller Piano Co., of Davenport, Ia., Gets Big Shipment of Victrolas from the Mickel Bros. Co.—A Productive Territory to Work.

(Special to The Talking Machine World.)

DES MOINES, IOWA, December 8.—The Mickel Bros. Co., of this city, the well-known Victor distributor, recently shipped a solid carload of Victrolas to the Schiller Piano Co., of Davenport, Iowa. This is said to be the first shipment of this magnitude made to an Iowa dealer.

This territory is proving a most productive one for the talking machine trade, and energetic distributors and dealers report the closing of a business far in excess of that closed last year. The Mickel Bros. Co. is one of the many Victor en-

thusiasts to report the best year in its history, and with carload orders of Victrolas being shipped the last two weeks, there is no predicting how heavy the business may be before the year is closed.

MCCREERY CONCENTRATION.

Victrola Department in 23d Street Store Removed to New Store on 34th Street.

James McCreery & Co., the prominent New York department store with stores on Thirty-fourth street and Twenty-third street, has closed its Twenty-third street store and the stock and staff of employees have been moved to Thirty-fourth street, which has been enlarged considerably. The Victrola department in the Thirty-fourth street store has scored a marked success since it was established early in the year, and its amalgamation with the Victrola department in the Thirty-fourth street store will greatly enhance the success of the latter department. Both of these departments are under the jurisdiction of the Musical Instrument Sales Co., New York, as James McCreery & Co. are members of the Claffin chain of stores.

EDISON CYLINDER PRODUCT

The Basis of Some Striking Advertisements in The Saturday Evening Post.

In connection with its campaign in the national magazines on behalf of the new Edison disc product, Thomas A. Edison, Inc., has supplemented this campaign by the addition of a series of advertisements featuring the Edison cylinder line, both machines and records. The first advertisements in this series appeared in a recent issue of the Saturday Evening Post, and in text and appearance was in complete harmony with the usual high-class Edison publicity.

This advertisement, by the way, served as the first formal announcement to the public that the Edison cylinder line would hereafter consist exclusively of cabinet models without exposed horns,

Attention was called to the wide range of prices offered by the Edison cylinder line, and an excellent cut of diamond cylinder Amberola No. IV, price \$100, completed a distinctly high-grade piece of advertising copy.

COLUMBIA LINE WITH WISSNER.

Wissner Piano Houses in New York and Brooklyn to Handle Columbia Products.

The Columbia Graphophone Co. closed arrangements last week with Otto Wissner, the prominent piano house with stores in Brooklyn and New York, whereby the Columbia products will be handled by the Wissner store on Thirty-fourth street, New York, which was recently opened. An unusually substantial initial order is now being shipped to this Wissner store.

OPENS NEW STORE IN MADISON, WIS.

Aton Piano Co. Formally Throws Open Doors of Handsome New Quarters to Public—Great Stock of Talking Machines on Hand.

(Special to The Talking Machine World.)

MADISON, WIS., December 8.—The Aton Piano Co. recently opened its new business home at 27 West Main street, formerly occupied by W. W. Warner. In the talking machine department, on the second floor, Edison, Victor and Columbia machines are well represented. The Aton Co. occupies the entire first floor and a large part of the second floor, and offers for public inspection one of the most complete stocks of pianos and all other musical instruments that is to be seen anywhere in this section.

OPENS STORE IN ANNISTON, ALA.

W. H. Perry, who was connected with the E. E. Forbes Piano Co. for eight years, has opened a store of his own at 1029 Noble street, Anniston, Ala. In addition to pianos and player-pianos, he will handle Columbia Grafonolas.

EDISON RECORDS BY MARY JORDAN.

Celebrated Contralto of Century Opera Co. Makes Her Debut in Edison February List.

One of the artists of the Century Opera Co. who has made a most favorable impression is Mary Jordan, for she possesses a contralto voice of great richness and power, combined with histrionic ability of no mean order. Miss Jordan is widely popular in Greater New York, having been soloist of the Lafayette Avenue Presbyterian Church, Brooklyn, for many years. In sacred music, concert work, and grand opera she is equally at home, and is an enthusiast in her art. Her singing in English is noted for its perfect enunciation, and she has proven one of the most valuable members of the Century company.



Mary Jordan

It is therefore interesting to know that Miss Jordan will be represented in the February list of Edison records by "My Heart at Thy Sweet Voice" from "Samson and Delilah," one of Massenet's most popular operas, and in which Miss Jordan has appeared at the Century in the role of "Delilah."

Miss Jordan has a splendid recording voice, and the acquisition of this charming artist to the Edison recording forces will be welcomed by her many friends. For Miss Jordan has been heard in prominent musical festivals and other affairs throughout the country.

ANNOUNCES HIS ENGAGEMENT.

C. Raymond Hutchings, who has been connected with the Victrola department of the Stoll Stationery Store in Philadelphia for quite a time, has announced his engagement to Miss Nellie Mills, of Camden. Mr. Hutchings, who is prominent in musical circles, will shortly take a positino of the Estey Piano Co. of that city.

RUSH TIMES IN THE NORTHWEST.

Columbia Co. Manager Bemoans Shortage of Machines—Big Edison Shipment for Minnesota Phonograph Co. Victrolas Popular.

(Special to The Talking Machine World.)

ST. PAUL AND MINNEAPOLIS, December 8.—Only superlatives can be used to relating all the talking machine stores heard on all sides in St. Paul and Minneapolis. Every house is doing the biggest, grandest, finest business in its history, the outlook is the brightest ever and the talking machine men are just the happiest in the world.

"Our talking machine department has grown to tremendous proportions" declared W. J. Dyer, head of the veteran house of W. J. Dyer & Co. "It increases so rapidly that we hardly are able to keep up with it." This company makes a specialty of the Victor products, but also handles other lines and its travelers cover the entire northwest.

"We would be much happier if we could get more goods" almost wailed Jay H. Wheeler, northwestern manager for the Columbia Graphophone Co. "We have lost sales aggregating thousands of dollars only this fall, because we had not the goods in stock. If that would not aggravate a saint, I don't know what would. Aside from our disappointment in this respect, everything is satisfactory. The instruments are sold as soon as we get them and as for records, they do not stay at all."

Four carloads of instruments left the Edison works on December 1, for the Minnesota Phonograph Co., in Minneapolis. There were three carloads of the high-class goods from \$150 and upwards and one carload of small instruments. "We did not double our business this fall" remarked President Laurence H. Lucker, "but it has increased in a wonderful manner, quite beyond our expectations. We are concentrating all our talking machine department on the Edison instruments. Our jobbing trade has grown even faster than the retail end and it seems as if everybody in the northwest wants a talking machine—and an Edison at that."

Archie Matheis, who controls The Talking Machine Co. likewise is a happy man, for he is putting out Victor and Edison machines indiscriminately,

but in constantly greater quarters. The Christmas rush is in sight and his only worry is that he will not be able to get the goods to meet the demands on him. In fact the Columbia business in this section is simply amazing.

Something more than forty per cent. is the increase in the volume of business for November compared with its namesake of 1912, reported by C. P. Herdman, manager of the St. Paul branch of the Columbia Co. His display windows this week are filled with the petite Jewels and these are making a great hit.

The Dictaphone department places twenty-seven instruments in the freight claim department of the Northern Pacific railroad, and this is said to be only one of the stunts that it is doing right along.

DON'T GET THE GLOOMS.

Cheer Up, Brother—Optimism is a Better Asset Than Pessimism.

A man who has been there, to others who are getting there:

So you feel that you're a failure because you don't measure up to your own standards every day in the week?

Buck up, brother! That's the way all good, go-ahead men feel sometimes!

If they weren't dissatisfied with their performances as well as their promises, they'd be trotting around in a circle; and that means business dry rot, if anyone asks you.

A certain amount of self-dissatisfaction is the best tonic in the world for the *genus*, man. It keeps him from broodin' on bein' a man—like David Harum's flea-bitten dog, you know!

As long as you can find fault with yourself and your works, you're alive, my friend.

When you get to the point where you feel sorry for other men because they aren't such good salesmen, or managers, or presidents—or porters—as you, then is the time for the doctor to put you on a diet and prescribe perfect quiet—to keep you from going crazy about yourself!

Don't get the glooms over self-distrust. Ambition and dissatisfaction are half brothers, anyway!

Other Dealers Are Making Money Selling The

MASTERPHONE

A Perfect Clarifier for Talking Machines

A SIMPLE DEVICE INSTANTLY ATTACHED TO ANY SOUND BOX WITHOUT TOOLS

BECAUSE a demonstration is so convincing that it requires no explanation—no stretching of the imagination. The customer hears everything there is in the record free from all muffled and mechanical tones. The sound is no longer confined in the machine. Each word and note is clear and distinct—no aftertones.

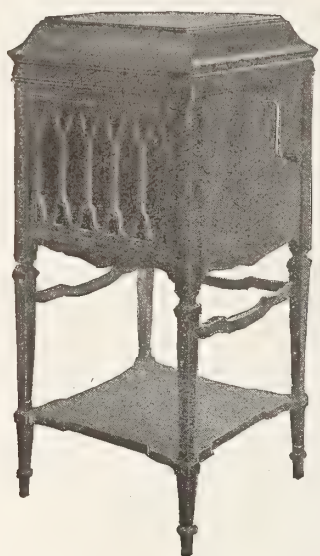
The MASTERPHONE which is used with a fine, soft tone needle produces a volume of sound equal to a singer's natural voice, but does not destroy the record.



The Masterphone
Retails for
\$1.00

Write to-day
for
Trade Discount

THE MASTERPHONE CORPORATION, 187 Broadway, New York City



Sell Edison on a basis of

THE FIRST IMPRESSION—and the last one—that a prospective buyer receives from the new Edison instruments is one of music. You can't put too much emphasis on it.

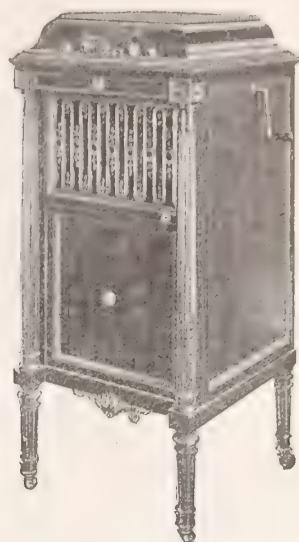
When a customer comes to look at phonographs, don't talk improvements right away. Just put on one of the new disc records—or a Blue Amberol, if your patron's preference leans toward the cylinder types—and let the Permanent Diamond Point Reproducer do the first talking for you.

Play several records, and let the sheer beauty of the music sink in deep. Leave it to your customer's ear—the decision is sure. The more he knows about music, the quicker will come his decision.

Then quietly call his attention to the absence of mechanical timber. Tell him about the composition of the records

Thomas A Edison
INCORPORATED

Phonographs pure music



—made from a substance new to chemistry—and how this substance is so hard that it registers and reproduces with absolute fidelity the infinite shades of volume and niceties of overtone that heretofore have been blurred.

Give the instrument a hard test—pick some record of exceptionally good music that does not get justice from any other phonograph.

Then crowd in your other arguments. Talk about the new motor and how it governs the pitch with absolute precision. Talk about what a stamp of excellence the name Edison is on any invention—and say that Mr. Edison considers the final perfection of the phonograph as a musical instrument.

Don't drop music out of sight, for a minute, harp on it first and last.

Isn't that a new trump card for you to play?

59 Lakeside Avenue, Orange, N. J.

HOLIDAYS INTERFERE WITH PACIFIC COAST TRADE.

Strong Early Shopping Campaign for Christmas, However, Enables Talking Machine Men to Build Up Good Month's Average—What the Prominent Houses Are Doing With the Various Lines—Interesting Personal Items.—The Emporium Combines Departments.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., December 4.—Election and holidays cut into business in some lines to a considerable extent the past month, but the talking machine trade, according to reports from various sources, did not suffer. November proved equally as good as October in the wholesale quarters—and October was one of the best months ever experienced here—and was somewhat better at the retail departments. The shop-early campaign, which has been waged quite strenuously here in the last two years, has been emphasized even more strongly this year than previously, and the response has proved gratifying to dealers in talking machines, as well as other branches of business catering to holiday trade. All the talking machine departments for the past month have been setting aside machines for holiday delivery, and some now have a large list in reserve. With increased interest in machines the record business has also gained impetus, and a very brisk month's business, both wholesale and retail, is reported during November. The wholesale orders were especially heavy, as dealers are now anticipating the large record business which is bound to come in January following the big holiday distribution of machines.

Sherman, Clay & Co.'s Heavy Victor Business.

A. G. McCarthy, of Sherman, Clay & Co., who devotes particular attention to the talking machine department, reports a banner business to date this holiday season in the distribution of Victor products. Notwithstanding the fact that much larger stocks were available this year than heretofore, it looks now as though the first of the year would find this company entirely sold out. They are coast distributors of Victor goods, besides maintaining retail departments at all of their stores, and they report a steady increase in business all this year over corresponding periods of last year.

The two-story addition to their building here is nearing completion, and will be ready for occupancy by the first of the year, which will give them a ten-story music establishment, comparing favorably with any in the country.

The Emporium Combines Music Departments.

For the further development of the music part of its business the Emporium has combined its piano, talking machine, and sheet music departments, under the general supervision of A. A. Schell, who is well known in the trade, having been general sales and advertising manager of Eilers' Music House in the northwest for a number of years. Later he rendered very good publicity service for the Alaska-Yukon Pacific Exposition in Seattle. Mr. Morgan continues with the talking machine department, which handles Columbia products exclusively, and under the new arrangement for expansion expects increased business. He reports a steadily increasing demand for the new "Leader" machines.

Higher Priced Machines in Demand.

P. H. Beck, of the Kohler & Chase department, says the principal feature of holiday trade in this department is the big demand for the \$100 Victor Victrolas. The reason for this is perhaps largely because that style machine is featured very strongly by Mr. Beck, and at all times is a big factor in the business.

Byron Mauzy's Good Trade.

Byron Mauzy reports holiday business in all departments fully up to expectation at his establishment, and particularly good in the talking machine and player-piano sections.

Increasing Demands for Edison Products.

At the local branch of Babson Bros., J. S. Baley says that business has been better the past month

in Edison products than in a long time, and not only is disc business looking up, but the demand for cylinder products is also greatly improved, especially for the hornless machines. The \$30 machine of this type is particularly popular at the present time.

E. I. Jessen on Honeymoon Trip.

The Wiley B. Allen Co. received a visit a short time ago from E. I. Jessen, manager of the talking machine department at their Portland store. He was en route home after getting married in San Jose, Cal., and the news of the wedding reached here before he did, so he was greeted befittingly.

Visits Many Columbia Dealers.

W. S. Gray, local manager for the Columbia Graphophone Co., was out of town the greater part of the month. After returning from the northwest, where he met Geo. W. Lyle, general manager of the company, he accompanied him to the southern part of the State, and since that time has made a few short trips to nearby points. He considers the prospects for future business bright all along the coast, in California general conditions being greatly improved since the rains, which have given the State a good soaking since the first of November. The rain was needed quite badly in some sections, and was the occasion for great rejoicing all over the State. Mr. Gray says that the special demonstration record put out by the Columbia Company a short time ago has attracted much attention in this section, and has been in great demand. He has been devoting particular attention to the record end of the business for some little time, and reports very satisfactory results from the campaign.

Secures Long Leave of Absence.

While in the northwest Mr. Gray arranged that A. Glenn, manager of the Columbia headquarters in Portland, Ore., should take a three months' leave of absence for the benefit of his health, as he was on the verge of a nervous breakdown. During his absence L. D. Haeger, formerly traveling representative for the company in Oregon and Washington, is acting manager. Mr. Glenn will probably make a trip to the factory before assuming his regular duties again.

Working Hard on Edison Disc Line.

A. R. Pommer, manager of the Pacific Phonograph Co., reports a rush the past month in getting out shipments of Edison disc products. J. E. McCracken, traveler for the Pacific Phono. Co., is calling on the trade in the northwest, and Mr. Pommer says is sending in some fine business from that section. E. V. Chandler, special representative of Thomas A. Edison, Inc., has been working the northern part of the State the past month with very good results.

Talking Machines for Barker Bros.

It is reported here that Barker Bros., of Los Angeles, Cal., who are large furniture and piano dealers, have taken on the Edison line of talking machines, and will feature them extensively.

Pleased with Holiday Business.

Peter Bacigalupi, Jr., manager of the Bacigalupi talking machine department, is well pleased with holiday business in Edison disc products.

Eureka Phonograph Co. Sold.

W. B. Coombs has sold the Eureka Phonograph Co., at Eureka, Cal., to W. B. Baley.

COMMENTS ON EDISON PUBLICITY.

Commenting on Edison advertising in the daily papers, Printers' Ink says: "Thomas A. Edison, Inc., has adopted a combination reader and display style of copy for exploiting the 'New Edison.' A one-column reader headed 'Success Again Crowns the Labor of Edison' appears alongside a five-column display advertisement illustrated with pictures of Thomas A. Edison and the new Louis XV. Style Edison phonograph. As an inducement to get people to bring old disc records of any make to the stores and hear them on the new instrument a free concert is advertised from 11 a.m. to 6 p.m. The concerts have been well attended because the copy emphasizes these points: 'Absolutely no obligations—hear your old records on a new instrument even if you don't intend to buy—we want you to come so you will tell others'."

Stagnation and lack of progress are degeneration.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

"NOTE THE NOTES"

This is the trade mark music lovers are looking for—and *asking for*. Are you benefiting by its display?

Columbia Graphophone Company
Woolworth Building, New York

AN IMPRESSIVE INDICATOR OF BUSINESS VOLUME.

Lyon & Healy Check for \$120,375.95, Covering Purchases of Victor Machines and Records for a Fifteen-Day Period, Speaks for Itself—A Business That Has Grown Steadily.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 4.—Below appears a fac-simile reproduction of the check given by Lyon & Healy to the Victor Talking Machine Co. for

as while they are one of the largest, they are only one of the many Victor distributors throughout the country. Lyon & Healy have been identified with the talking machine business practically since its

No. 167814

Lyon & Healy

\$120,375⁹⁵/₁₀₀

CHICAGO,

Nov 15th

1913

PAY TO THE ORDER OF

Victor Talking Machine Co

One Hundred Twenty Thousand Three Hundred Seventy Five ⁹⁵/₁₀₀ DOLLARS

\$120,375⁹⁵/₁₀₀

LYON & HEALY

Paul J. Healy

TO FIRST NATIONAL BANK, CHICAGO.

OR NATIONAL BANK OF COMMERCE IN NEW YORK.

\$120,375.95 in payment for Victor-Victrolas and records received in fifteen days. This check certainly furnishes most dramatic evidence of the remarkable extent of the talking machine business,

inception, and the wonderful growth of this department of their great business has been a constant subject of amazed comment among other members of the trade.

RECORDS FOR CHRISTMAS GIFTS.

A Factor of the Talking Machine Trade During the Holidays That the Live Dealer Cannot Overlook—How a New Yorker Emphasized the Practicability of Sending Records by Post.

How many talking machine dealers have taken full advantage of the existence and operation of the parcel post to develop a new line of Christmas business? How many are emphasizing to their customers the desirability of buying a certain favorite record as a suitable present for a friend with similar musical tastes who owns a talking machine? Proper attention to that detail in holiday selling means stretching out the territory and getting business that in the ordinary case would go to a competing dealer in another town. Several of the local talking machine men have gone after the Christmas record business from the viewpoint of the gift given and are getting results. Benj. Switky, the well-known Victor distributor, recently filled one of the windows of his store at 9 West Twenty-third street with a number of attractive packages containing records carefully packed in excelsior for shipping and bearing parcel post stamps all ready for the mail man. One package was open at the end to show how the records were packed for safe carriage and the entire exhibit was calculated to remind that a talking machine record was both a desirable and a practical gift for a distant friend. The suggestion has been taken advantage of by many people.

A business man of modern times must make advances to get new business and at the same time must be doing something to hold his old business.

NEW COLUMBIA RECORD CATALOG.

Lists of Records Presented in a Most Comprehensive Manner—Some Pleasing Improvements Noted—Over Four Hundred Pages.

The Columbia Graphophone Co. has just issued a new record catalog, listing all Columbia records published up to November, 1913, which embodies a number of distinct improvements in Columbia record catalog production never heretofore presented. Those members of the Columbia clientele who have received their copies of the new Columbia record catalog are enthusiastic and emphatic in their statements of approval regarding its general arrangement and design.

Contrary to former editions of its record catalog, the Columbia Co. eliminated the index that it formerly used in order to locate a desired record. With the new arrangement no index is required, as the records are listed under the name of the selections and the name of the artists, and in addition are classified under the various classifications that are essential in locating a desired record.

The new Columbia catalog contains over 400 pages, and the size and price of each record listed accompanies the name of the selection. Neat and dignified cuts of the various artists recording for the Columbia Co. are scattered throughout the catalog, adequately relieving the monotony of 400 pages of solid text. A special section in the front of the book gives a partial list of grand opera and concert selections listed in the general catalog, accompanied by a short resume of the accomplishments of the various artists featured.

The new Columbia catalog should prove indispensable to Columbia dealers and customers throughout the country.

OFFICIAL DICTATING MACHINE.

Important Letter from President Moore Testifies to the Selection of the Dictaphone for Use at Panama-Pacific Exposition.

The Columbia Graphophone Co. recently sent out to its various distributors a fac-simile letter from Charles C. Moore, president of the Panama-Pacific International Exposition, certifying to the adoption of the dictaphone as the official dictating machines for the use of the exposition authorities. Because of the prominence of this world-wide exposition, this letter has exceptional interest and the dictaphone staff is using the letter to excellent advantage.

Written under date of November 3, this important letter, which is signed by all the officials, reads as follows: "This is to certify that the Dictaphone, manufactured by the Columbia Graphophone Co., is the official dictating machine of the Panama-Pacific International Exposition and is the only dictating machine employed in dictating and transcribing the correspondence of the Exposition. (Signed) Charles C. Moore, President."



built like a watch
artistiC, cleveR, compacT
toggle joint, powerfuL
iT doeS noT sheer
iT cutS
retainS chips

noW iN the hands
of youR jobber

**Standard Gramophone
Appliance Co.**

173 Lafayette St., New York



EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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HENRY S. KINGWILL, Associate.

Philadelphia: R. W. KAUFFMAN. Minneapolis and St. Paul: ADOLF EDSTEN.
San Francisco: S. H. GRAY, 88 First St. Cleveland: G. F. PRESCOTT.
St. Louis: CLYDE JENNINGS. Cincinnati: JACOB W. WALTER.
London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Manager.

Published the 15th of every month at 373 Fourth Ave., New York.

SUBSCRIPTION (including postage), United States, Mexico, One Dollar per Year; all other countries, \$1.25. England, and her colonies, five shillings.

ADVERTISEMENTS: \$3.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$100.00.

REMITTANCES: should be made payable to Edward Lyman Bill by check or Post Office Money Order.

NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, DECEMBER 15, 1913.

WHILE complaints from the general merchants in various parts of the country over business conditions are frequent, yet the fact remains that the talking machine merchants are enjoying a mighty good sales activity which is most gratifying, and all indications point to a Christmas trade of unsurpassed magnitude.

Business is limited by the ability of the physical properties of the manufacturers to produce, but of course there will be hard hustling for trade just the same, because every wide-awake talking machine man naturally desires to make as good a record, and to keep his assets up to the highest possible figure.

Business conditions are not so bad in any trade, as some of the pessimists allege, and an analysis of conditions showing why business should be good will prove interesting.

Many of The Talking Machine World readers have read in certain newspapers that the corn crop for 1913 will be only two billion, three hundred million bushels, as against three billion one hundred and twenty-four million bushels for 1912.

That is true so far as it goes, but does it tell the whole facts?

These newspapers might state that the farmers got but forty-nine cents per bushel for their corn last year, while this year they will receive seventy cents per bushel.

The same papers do not relate that the money paid the farmers last year for the entire corn crop was one billion, five hundred and thirty million, while this year for the same crop they will be paid one billion, six hundred and ten millions of dollars.

While there is a shortage of bushels, there is an increase of dollars.

Let us go further!

The money which the farmers will receive for their increased crops has other advantages—the labor bill and expense for harvesting and marketing this year's crop.

Then, there is a decrease of about fifty million tons in the weight of the eight staple crops produced this year.

This enables the railways to move the crops of 1913 without the demoralization of the entire transportation system, which has occurred some years.

SUMMING up, we may say that five thousand millions of dollars will be paid to the farmers of the United States for their eight staple crops produced this year, and last year the farmers received for the same crops four billion, seven hundred and thirty-one million, yet the total weight of these crops for 1913 will be only one hundred and eighty million tons, compared with two hundred and thirty million tons for the same crops last year.

IN brief, the total value of these eight staple crops this year is 6 per cent. greater than last year, although their quantity is 22 per cent. less, and insure prosperity to American agriculture as a whole. Therefore, the agricultural districts of America should afford the best possibilities for luxuries and those home accessories which make life enjoyable, and of course in this latter reckoning comes talking machines, and we believe that the dealers located in the great farming districts of America will find that their holiday sales will loom up bigger than ever before.

There is no doubt of it, because the fundamentals are there and they only need careful treatment on the part of the dealers themselves.

Of course they cannot sit down and expect that the sales will come to them without effort. That is impossible, but the possibilities for returns on account of good, active hustling are extremely large.

The question of how to increase sales is a vital one. It is fundamental in all business establishments. Therefore, every man engaged in the sale of talking machines should figure to increase his selling powers, for, automatically, with the increase of his selling powers his money powers are increased.

AT frequent intervals The Talking Machine World has suggested that salesmen's schools of instruction should be established in different stores throughout the land—that these schools would enable every sales force to increase its business getting powers, and a good many people have endorsed our suggestions.

We shall, from time to time, emphasize the advantage of this, because we believe that there are many men engaged in selling talking machines who fail to appreciate the benefits which would come through co-operative work in an educational sense.

If anyone believes that the talking machines salesmen of the country have reached the high-water mark of activity, let him visit a few stores and critically study the local situation.

Then propound a few clean-cut questions and see if they are answered intelligently or not.

Of course there are intelligent, ambitious, well-posted salesmen, but there are many of the other kind, and these men who need the education unquestionably have the mental ability, but they lack instruction. Therefore, if the talking machine dealers themselves would take up the question of establishing a regular school of instruction in their own establishments they would be making a move which would immediately bring their organization together in a healthful and helpful manner.

The better educated the selling staff, naturally the more business will follow, and that is what all men are in business for.

SOME speculative men are frequently attracted to a new industry, because through a superficial observation they believe it a possible field in which they can make abnormal profits on an extremely limited investment.

In this particular, the talking machine industry has not been largely invaded, though we have had few cases of misfits. It should be distinctly understood that in order to compete successfully with the established institutions, even provided that all difficulties were removed from the patent situation, it will be necessary to have ample capital, because the talking machine manufacturers to-day have marvelous business organizations. They possess splendidly equipped factories—in fact, their factory organizations are a wonder and a surprise to the uninformed.

We should say to the jobbers and dealers that they ought to exercise exceeding care in listening to the promises of people who allege that they can deliver products of kinds to suit the trade demands.

As a matter of fact, it takes capital—energy and organization, and the people of the talking machine industry should not be misled by those who have none of the requisite essentials behind them.

START the New Year right. Mr. Talking Machine Jobber, if you have not been represented in the advertising columns of The Talking Machine World this year, why not start in the New Year with a good business announcement in its columns?

It is working for you and with you, and if you believe in the work it is doing, support the enterprise by showing that you are

with The World in its educational work for the development of trade.

The charge for advertising space is reasonable and the values delivered are large.

Start the New Year with The World habit!

PPRICE maintenance is a trade principle in which every merchant should be interested, for price maintenance means that uncertainty and haggling are eliminated, likewise unjust discrimination among customers.

It likewise guarantees to the purchaser a standard of quality, and there is no other way in which a full standard of value is secured everywhere in the retail world than through a uniform selling price.

The national advertising of a trade-marked article naturally creates a reputation for the article and a universal knowledge of its rightful price and value.

For years the editor of The Talking Machine World has steadily advocated the one-price system in the music trade field.

As it stands to-day in many trades, the transaction of buying and selling is a contest of wits. The seller gives in many instances as little value and gets as much money as he can. Within ample limits the seller might legally lie with impunity; and, almost without limits, he might legally destroy by silence a really good bargain.

But that condition is wrong, because it creates a widespread system of cut-throat prices which in the end does not deceive anyone.

New methods of doing business in a thoroughly up-to-date manner are essential.

When the one price is established by the manufacturer the unscrupulous merchant is forced to abandon his plan of the substitution of cheap and inferior products for the standard articles. In this way the producer will secure in a larger degree his rights as a manufacturer, and the retail purchaser will have the guarantee of protection in so far as the price and quality are concerned, and the whole system of bartering and haggling, which almost amounts to a battle of wits, will be done away with.

AND yet the Supreme Court says that a contract by which a manufacturer binds a retailer to maintain or establish a selling price on his trade-marked article is void, because it prevents competition between retailers of the article and restrains trade.

In other words, the United States under this ruling denies to makers of copyrighted or patented goods the power to fix by notice the price at which each article should be retailed. The court in this ruling has interpreted the patent and copyright laws and declared that they did not confer such special privileges as are recognized by the courts of Great Britain. In other words, in this country, under the Supreme Court ruling, price maintenance of copyrighted goods is not allowed on the ground that it prevents competition between the retailers of the article.

The Supreme Court says that a contract which prevents a dealer of a trade-marked article from cutting the established selling price restrains trade.

Following out this line of reasoning, is not every contract in a degree a trade restrainer because it imposes certain conditions; but there is a difference between a reasonable and unreasonable contract—a contract which insures stability to the product itself and a guarantee to the purchases.

In the talking machine field it is universally conceded that the contractual relations which have existed between the manufacturers, the jobbers and dealers have been the bulwark of the industry and have saved it at all times when there has been a severe strain, or when there has been an inclination on the part of some to dispose of talking machines at cut prices.

NO stronger argument could be made in favor of price maintenance than is illustrated in the history of the talking machine business, and facts can always be relied upon to tell us whether a trade practice is consistent with the general trade welfare or not.

Abundant experience establishes the fact that the one-price system, which marks so important an advance in the history of the trade, has also increased the efficiency of merchandising, not

only for the producer, but for the dealer and consumer as well.

If it were possible for a purchaser to enter a talking machine store in New York and purchase a standard talking machine at less than the established price, conditions would shortly be created which would threaten the stability of the trade in a degree which would be unprofitable and unreliable, and the manufacturer who has expended vast sums to create a demand for his product would find that the values which he has created and the standard which he has guaranteed would be shaken and destroyed almost through the medium of cut-throat prices.

If a dealer is selling unknown wares or products under his own name, he has a perfect right to set a price; but when he is using somebody else's name in order to sell the goods, a name perhaps the owner of which may have spent millions to establish, then there are other rights involved, and the owner of that name has, by his investment, created in it certain property rights, certain guarantees to the public, and these rights should be respected.

Why should anyone have the power to depreciate in the public mind the value of a name upon which millions have been spent to create a demand for it and create a value for it in public opinion?

THE practice of price-cutting on standardized articles would mean ultimately driving that name out of the industry, or depreciating it to such a degree that it would be unprofitable, because cut-throat prices mean eventually the lowering of a standard and by and by the name would become depreciated to such an extent that its value would be lost. Then the public would suffer because certain standards, representing the highest type of workmanship, backed by the manufacturers' guarantee, would disappear.

Along these lines of reasoning, it will be observed that in all the advertisements of the stores where cut prices are used there appear the names of certain standard articles.

This is done for what purpose? Simply to attract persons to the store by offering a bait, by giving the idea to purchasers that such a store is enabled to give lower prices than others, and, to prove it, puts forth a standardized article at a cut rate.

Possibly it is sold at cost, but the impression is created that if one house can afford to do it others can; this really is not legitimate merchandising.

No merchant can have the desire to sell articles on which he must lose money. He advertises the sale obviously to attract trade, with the hope that readers and customers will be impressed with his ability to supply cut rates on other lines of merchandise than those advertised.

The greater the name advertised, the greater the temptation to the price-cutter to secure some products of this particular line in order to cut prices and to fool the people.

SOME of the superficial thinkers allege that price cutting on a trade-mark article injures no one, and that the producer is not injured, since he has received the full price in the original sale to the jobber and retailer. And some argue that the lowering of prices mean a wider market. A false reasoning, because no price cuts can be made on standardized articles without impairing the reputation of the article, and a lessening reputation means a shortening of the demand, and in time the manufacturer's market is destroyed and demoralization exists in trade circles where his products may have had previously a steady and reliable demand, affording a reasonable profit to jobbers and dealers.

We have always believed that price maintenance on patented articles was not a monopoly. On the contrary, it affords a protection to the trade and to the public.

The manufacturer knows the value of the article which he has labored to create, and wherein does he seek special privilege when he makes contracts to prevent retailers from slashing a price which he knows to be fair and just to the public?

In order that business may be conducted along sound and progressive lines, it is necessary that the customer have confidence not only in the quality of the article, but in the fairness of the price which he pays. What an element of strength the talking machine dealers have in standardized prices, and what protection is afforded them by the maintenance of those conditions!

BUYS OUT INTEREST OF G. W. SALTER

John F. Mortenson Now Sole Owner of Salter Manufacturing Co.—Connected With the Business for Over Twenty-six Years.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 6.—John F. Mortenson, for many years joint owner with George W. Salter of the Salter Manufacturing Co., manufacturers of talking machine record and music cabinets, has bought out the latter's interest and is now sole owner of the business.

Mr. Salter has not been in good health for some years, and as it became necessary for him to



John F. Mortenson.

relinquish business responsibility it is naturally a matter of great satisfaction to him that the future of the business to which he devoted the best years of his life is to be in such excellent hands.

Mr. Mortenson has been associated with the business of which he is now the head for twenty-six years. He started with Mr. Salter as an office boy when he was fourteen years of age, later worked at the bench, and went through every department of the factory, soon becoming Mr. Salter's principal source of help in the conduct of the business.

When the business was incorporated fourteen years ago Mr. Mortenson bought a half interest and was made secretary and treasurer of the company. He now assumes the official title of president and treasurer. For several years past Mr. Mortenson has had both the management of the factory and the selling end of the business in his hands. He has personally designed practically all of the

Salter cabinets and is the originator of the company's specialty, the felt-lined shelf interior, a separate compartment for each disc record which, because of the maximum of protection afforded by it, prevents all scratching and warping.

He has a host of friends in the trade who will congratulate him on the success that has crowned his years of hard and intelligent work.

Mr. Salter expects to leave early in the year for a trip to Europe, and upon his return will probably make his home in California.

BIG RESULTS FROM ADVERTISING.

H. A. Yerkes Reports Many Orders from Saturday Evening Post Publicity—An Experience in Denver Which Is Most Illuminating.

"The tremendous demand for our new advertising record, announced in a recent Saturday Evening Post ad, has exceeded all our expectations," stated H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., "and we have received numerous letters of commendation from our dealers and Columbia owners relative to the merits of this record. As an example of these letters the following one received this week from a Denver dealer is interesting:

"To back up the Saturday Evening Post pull on the advertising record, we ran the attached advertisement in our local newspapers Thursday. We had received 300 records of the lot we ordered. Friday we disposed of 200 on our retail floor; to-day, Saturday, it would seem to us that all Denver except the 200 who were in yesterday have been in to get that record. We consider it a great asset to secure the names and addresses of the talking machine owners in Denver, and acquaint them with the quality of Columbia records."

"From an enthusiastic talking machine owner the following letter was received: 'I received your advertising record and we are all delighted with same. To say that the quality and tone and sweetness of this record has surpassed my fondest expectations is putting it mildly. I have placed an order with my dealer for a half dozen Columbia records of our selection. Thanking you for the record, and past and future favors, I remain.'"

NEVER REFORM THEMSELVES.

Some reformers are so unselfish they never think of reforming themselves until they have corrected the faults of everyone else they know.

Give the devil his dues. But don't hang around afterwards getting points from him how to spend 'em.

NOTED ARTISTS MAKE THEIR DEBUT.

In the Edison List for February—These Include Mary Jordan, Operatic Contralto, Geo. W. Ballard, Tenor, Harry Heidelberg, Piccolo Soloist, and E. S. Wright, Reader.

The February list of records to be issued by Thomas A. Edison, Inc., will contain not only the first contribution from Mary Jordan, the celebrated contralto of the Century Opera Co., referred



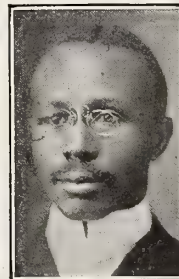
Geo. W. Ballard.



H. Heidelberg.

to elsewhere, but George Wilton Ballard, a leading concert and church tenor, will make his debut, singing that favorite old ballad "When the Twilight Comes to Kiss the Rose Good Night." Mr. Ballard is at present choir soloist at the Calvary Methodist Episcopal Church, New York, and his enunciation and phrasing—two qualities so necessary in phonograph work—are especially commendable.

Two other numbers of interest in the February list will be records by Harry Heidelberg, piccolo soloist and Edward Sterling Wright, the famous negro reader and impersonator. Mr. Heidelberg is widely known as one of the most famous piccolo soloists in America, having



E. S. Wright.

been associated with the Innes and Sousa's bands, the New York Philharmonic Orchestra, and the orchestra of the Manhattan Opera House. He will make his debut in the Edison February list, playing Mollenhauer's famous "Nightingale Song." Edward S. Wright, who occupies high rank as a reader and impersonator, has made two unique records for the Edison Co. His selections include four characteristic negro dialect poems from the works of the late Paul Lawrence Dunbar, the well-known negro poet. These are "A Little Christmas Basket" and "Howdy, Honey, Howdy!" on one record, and another containing "When De Co'n Pones' Hot" and "Possum", rendered in the true Southern dialect. These two records are especially artistic.

BELIEVES IN PUBLICITY.

Thomas Edens Osborne Conducting a Lively Campaign in the Belfast, Ireland Papers.

Thomas Edens Osborne, the enterprising talking machine dealer of Belfast, Ireland, is carrying on a very active campaign in the local papers in which he is attracting attention to the great possibilities for shipping records and machines to far-away points in Ireland by means of the parcel post. He is also carrying well-written paragraphs in the local papers calling attention to the latest records of the Edison, Gramophone, Columbia, and other records which he handles. A specially forceful "reader" recently was that devoted to Alice Nielsen, whose success at Covent Garden was so marked. In this connection Mr. Osborne gives the titles of six "de luxe" disc records which Miss Nielsen has made for the Columbia Co. Mr. Osborne's publicity work is always of a high order. He is an indefatigable worker who believes in the efficacy of printer's ink, backed by reliable products as a means of stimulating business.

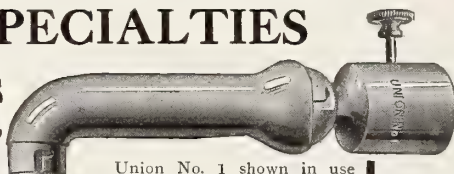
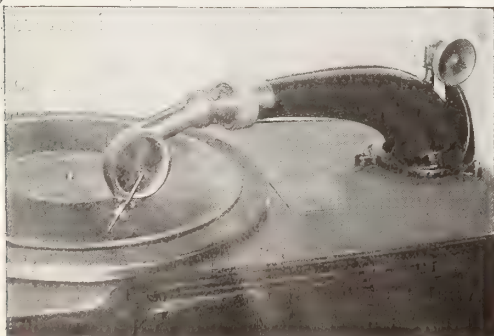
R. R. Souders, manager of the Columbia Graphophone Co., sent a new Columbia grand to the First Baptist Church Choir, Dallas, Texas, of which Will A. Watkin is organist and director, for an evening recital. A nice letter was received from the secretary of the choir by Mr. Souders thanking him for this courtesy.

3 EASY SELLING SPECIALTIES For Edison Machines

STILL TIME FOR XMAS ORDERS

EXTRA PROFITS are waiting for you, because every Edison owner can be interested in these attachments. Union No. 1 enables him to play Columbia and Victor records—the Union Modifier enables him to regulate the tone without changing needles—the Union Sound Box is designed to eliminate scratching.

UNION PHONOGRAPH SPECIALTIES



Union No. 1 shown in use with Sound Box in lower corner. Gold plated, \$5; nickel or oxidized, \$4.

Pat. Pend.

Union Modifier (quick attachable). Gold plated \$1.50; nickel or oxidized, \$1.

Union No. 1 and Sound Box in use. Union Sound Box, gold plated, \$5; nickel or oxidized, \$4.

Pat. Pend.

WRITE for our new completely illustrated catalog describing seven big sellers.

"Two Phonographs in One" AND DEALERS' PRICES. SENT FREE ON REQUEST.

The Union Specialty & Plating Co.

409 Prospect Ave., S. W.

Cleveland, Ohio



The one big purpose of the new Columbia 25 cent Advertising Record is to secure the names of talking machine owners—and it is performing its work beautifully.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

AN EDISON INNOVATION.

Short Story of the Opera and Sketch of Singers History to be Placed on Reverse Side of All Edison Disc Grand Opera Records for Convenience and Education of Users.

In order that the Edison disc phonograph owner may have the greatest benefit from the possession of the Edison disc grand opera records, the reverse side of the record will contain a short story covering not only the particular opera from which the record selection is taken, but a brief sketch of the singer's life. Thus will an owner not only have a complete disc selection covering part of the opera, but he will have authentic information in relation to the character of the opera as well as interesting data regarding the singer. This additional feature is given without additional charge, which lends further value for the new line.

All one has to do in order to learn the conditions existing in the country with reference to the demand for the new Edison disc phonographs and records is to ask any Edison dealer or jobber, for no doubt their statements can be taken as truthful if they say that "business is rushed," for hundreds of letters from all over the country express this opinion with plenty of writing which, when summarized, means: "Rush more goods." The factory is behind the orders, there is no question about that, but no doubt with the additional equipment planned the output will begin to offset the orders.

F. K. Dolbeer, sales manager, left on the 6th for San Francisco, arriving there on the 11th, which is the fastest possible schedule between the Pacific and Atlantic oceans. Not that he was in any special hurry, but it is the way Mr. Dolbeer likes to work.

A recent caller at the Edison plant was "Ink" Scott, the pen artist, known in Maine as "Scotty," and in Massachusetts as J. W. Scott, the Edison man.

REISSUE POLK MILLER RECORDS.

Well-Known Negro Impersonator Who Passed Away Recently to Be Represented by Four Records in the February Edison List.

Few Southerners had a better conception of the negro, his merits and his weaknesses, than Polk Miller, who died at his home in Richmond, Va., last October. His rendition of the songs, recitations and stories of the negro in dialect, true to life, have been preserved in record form, and four of Mr. Miller's best selections will be issued in the February Edison Amberol list. These are, "The Bonny Blue Flag," "The Laughing Song," "What a Time!" and "The Watermelon Party." The first song is accompanied by the banjo, and the rest by the guitar. It is said that Mr. Miller was the best delineator of the old Southern plantation negro that has ever appeared on the public stage, and these records will act not only as a memorial of Mr. Miller, but they will afford delight to many.

Bitter experiences are just underscored life sermons, delivered without invitation. But they are as valuable as quinine to the sufferer from malaria.

RENTING TALKING MACHINES

Not Looked on With Favor by Canadian Dealers—Damage to Machine May Often Exceed Profits of Records Sold—Instances Where It Pays to Rent Machines.

(Special to The Talking Machine World.)

TORONTO, CAN., December 8.—The renting of talking machines is a branch of the business not strongly featured in Canada. Apart from whatever stipulations the manufacturer's contract may contain pertaining to this particular branch, some dealers have already strongly disapproved of the placing of machines out on rental, even though it should result in an increased record business, which of course would be the primary idea of renting. The idea of those who favor the renting scheme is that machines taken in exchange or even new ones would not only earn a good revenue on rental, but would have the effect of opening up a more profitable trade in records, similar to the business that typewriter firms expect in supplies as a result of renting out the machines.

In this connection a salesman referred to these opinions of two retailers which were quoted some time since in The Talking Machine World: "That scheme does not strike me as real good business. The chances of injuring a machine, in my opinion, are too great, and the loss exceeds the profit, because the machine becomes second-hand. Although I must admit that if a stock, limited of course, is accumulated, possibly it would work out all right, and be a feeder for the sale of records. I have no objection to loaning a machine, providing records are bought, otherwise not."

Another shrewd dealer, who had been listening, remarked: "I can bear that. If a church, or a social gathering, or a club are figuring on a little entertainment with a talking machine, I gladly furnish everything free and have a bright young man play the records, answer questions, and be all around agreeable; and let me tell you I have sold many a machine in just that way. It pays every time, and you bring the line to the attention of

people who perhaps have heard of its wonders as a means of entertainment and diversion, but have never had the opportunity of having it placed before them without, as they think, placing themselves under obligations to buy on the spot. There are a lot of desirable prospects who are rather backward about going into a store and asking to have a lot of records run off unless they possess a machine and go in to select records. At these semi-public gatherings they feel at liberty to ask questions, get interested, and the first thing you know they walk in your place some day and place a nice order."

STRENGTHENS HIS EDISON LINE.

W. Stewart Adds Disc Machines to His Extensive Cylinder Line in Franklin, N. H.

(Special to The Talking Machine World.)

FRANKLIN, N. H., December 8.—W. S. Stewart of this city, for years an enthusiastic Edison specialist, has recently closed a contract by which his Edison stock was brought thoroughly up to date.

By the addition of the new Edison disc line and a complete stock of the new Edison Amberolas and Blue Amberol records, Mr. Stewart now takes the lead as one of the best equipped Edison dealers in this section of the State. Mr. Stewart states that on the first Saturday he had the new instruments on display, his store was crowded and he heard nothing but the most favorable comments. He anticipates an usually good holiday trade as a result of his latest progressive move. An active campaign of advertising and other publicity is promised.

PUTTING FORCE IN A SALES QUERY.

The manager of a prominent piano and instrument store in a southern city built in his display window a large clock face about four feet high. A small motor connected up to the hour and minute hands made them spin around at a lively rate. Such an unusual flight of time attracted the crowds, who were asked by a sign on the clock, "Isn't it about time you were buying a — talking machine? Come in and let us show you one."

"DUSTOFF" RECORD CLEANERS

Get into the minute sound grooves of the record as nothing else can because of the peculiar high-nap special processed cleaning fabric and

ADD LIFE TO RECORDS

KEEP THE TONE PURE AND CLEAR

Two models: De Luxe, 50c., beautifully made.

Regular 15c. "Dust-off"—a popular seller.

Liberal trade discount.

Jobbers everywhere Can Supply You
Columbia distributors

SAMPLES Sent on approval if you give your jobber's name

Do You Want
A "live" mailing list? Write for details, giving jobber's name.

SPECIAL NOTICE TO ALL DEALERS AND JOBBERS

The Simpson Record Cleaner brush marketed by the MINUTE SHINE CO., of Providence, R. I., as the "Dustoff" de Luxe Record Cleaner.

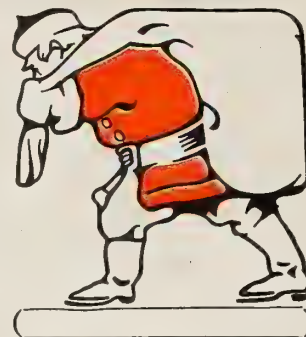
WARNING

These de Luxe, or so-called record cleaners, are universally protected by letters patent and no others can be made without being an imitation and infringement. Makers, Sellers and Jobbers of every other so-called record cleaners or record dusters embracing this idea will be proceeded against to the full extent of the law.

Patent No. 659,029, filed Nov. 7th, 1911

MINUTE SHINE CO., 174 Minute Shine Bldg., Providence, R. I., U. S. A.





DECEMBER

That Glorious Month of
the Year for all of Us

CLOSING 1913

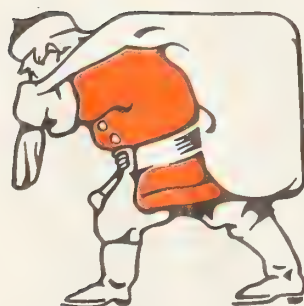
The Most Wonderful Year of Talking Machine History Proves Service—"OUR SERVICE"—the Largest, Most Potent and Productive Factor in VICTOR Distribution.

THE WARMEST CHRISTMAS
GREETING TO YOU WHO HAVE
MADE OUR SUCCESS POSSIBLE

NEW YORK TALKING
MACHINE COMPANY

81 CHAMBERS STREET

NEW YORK CITY



LOCAL TRADE WELL PREPARED FOR HOLIDAY BUSINESS.

Christmas Sales Bid Fair to Break Records of Previous Seasons—Special Attention Being Directed Toward Selling the Higher Priced Outfits—Increase in Volume of Advertising—What Some Prominent Houses Have to Report—Other News of the Month.

With Christmas trade now at its height, and many of the local stores keeping open evenings to adequately handle their trade, the long-awaited Christmas season has not produced any surprises as far as reversals of form are concerned, but from all standpoints and in all sections of the greater city has proven very satisfactory. The talking machine trade in New York is in the envious position of having no complaint to make regarding existing business conditions, and in this respect it differs from many other branches of mercantile endeavor which are not enjoying the wave of prosperity that usually is scored in the Christmas season.

The firmness and stability of the local talking machine trade was never more convincingly illustrated than during the past few months, when, during a temporary setback in various lines of retail trade the great majority of talking machine dealers reported a substantial increase over last year's business. Piano houses and department stores with talking machine departments in addition to the regular talking machine stores joined in this optimistic report, incidentally emphasizing the fact that the demand for talking machines at the present time is so steady and natural that competition merely strengthens the industry instead of injuring the smaller dealer who must compete with the piano house or department store.

As was expected a few weeks since, there is a pronounced shortage of stock in various types of machines in the three different lines. This shortage is practically confined, however, to the more popular priced machines, and considering the exceptional prosperity of the talking machine trade this season and the marked increase registered over last year's business, the shortage of stock is no more than might have been expected. The factories have been working day and night to prepare for this Christmas season, and their frequent suggestions to the trade to place their holiday orders earlier than usual met with a ready response that minimized the effect of this shortage of stock. As the situation now stands, the trade is finding it very difficult to fill the orders for machines priced at less than \$100, and this stock shortage will probably continue until well after the Christmas season, as the factories are now working to their utmost capacity to turn out sufficient products for their customers.

Higher Priced Outfits Being Featured.

It is an ill wind that blows nobody good, however, and this scarcity of stock in the cheaper machines, although annoying and the cause of considerable inconvenience, has impressed the dealer with the fact that a little extra work in the realm of machine sales will sell a higher-priced machine just as quickly as a cheaper one. Many of the local dealers have realized this fact for some time past, but as long as there was a plentiful supply of the cheaper priced machines they did not feel any real need for giving any impetus to the trade in the more expensive machines, and were satisfied to sell the more popular priced types. The shortage of stock, however, has served to act as a stimulant to the sale of machines priced at \$100 and more that augurs well for the future trade in these models.

Heavy Trade in Records.

The trade in records the past month has been splendid, and in this end of the business the factories have been unusually prompt in their deliveries. The opera season, which started in real earnest late last month, has, of course, boomed the sale of the more expensive records, and dealers who have given a little personal effort to the cultivation of their record trade have achieved gratifying results in this phase of their business. The power of the talking machine as an aid in the development and cultivation of a true love for music is being recognized to a greater extent day after day, and opera-goers who thoroughly appreciate the beautiful in music fully realize that the talking machine offers them the best and practically

only means of enjoying operatic music by real opera stars in the quiet and comfort of their own homes.

The advertising of the talking machine trade the past month was thoroughly in accord with the season of the year, and the excellent business closed by the members of the industry. High grade in every detail and conceived along the lines of the best types of modern publicity, the advertising of the talking machine fraternity is well worth the commendation and approval that is bestowed upon it by advertising experts and the public in general.

Record Year for Landay Bros.

Landay Bros., the prominent Victor distributors, with headquarters at 563 Fifth avenue, New York, and three handsome stores in the best shopping districts of the city, are closing the best year in their history, and this report is given added strength by the fact that the year 1912, which was a record breaker, was far ahead of the previous year's business. This enterprising and aggressive concern is one of the most consistent advertisers in the newspapers of any firm in any line of retail trade, and its advertising is of the kind that adds prestige to their establishments in addition to closing sales. One recent advertisement of Landay Bros., appearing on the back cover of the Saturday Evening Mail in an artistic ensemble of many colors, was one of the very few advertisements of such size and prominence ever published by a local talking machine house. This advertisement was intended, of course, as a direct appeal to the lover of music, who appreciates the beauty of music on Christmas day.

Columbia Business Booming.

"Our business continues to break all previous records," states R. F. Bolton, manager of the Columbia Graphophone Co.'s store at 89 Chambers street, wholesale and retail. "Our only trouble at the present time is a pronounced shortage in stock in various types of machines, and if we had sufficient stock there is no saying how big an increase we could report over last year. Our dealers are enthusiastic over the many merits of our new types of machines, and judging from the orders we are receiving from all our clients, this year will certainly be a banner one in Columbia history. In addition to our new 'Leader' at \$75, 'Favorite' at \$50, and 'Jewel' at \$35, one of the most popular machines with our trade is the 'New Mignonette' at \$100. This handsome machine is selling far beyond all our expectations."

Shortage of Cheaper Machines.

In connection with the continuance of a gain over last year's business that is really phenomenal, the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor, is one of the many Victor enthusiasts that reports a pronounced shortage in machines retailing at less than \$100. Discussing current business conditions, V. W. Moody, sales manager of the company, recently remarked as follows: "This shortage in the more popular priced machines in the Victor line serves to impress the wideawake dealer with the force and value of the argument of the distributors the past year that the dealer should give careful consideration to the pushing and developing of his clientele for higher-priced machines. The customer cannot help but feel more satisfied with a higher-priced Victrola, in addition to evidencing a pride in it that cannot fail to stimulate the sale of records and future machine sales."

Advertising Record in Demand.

The large and attractive store of the Columbia Graphophone Co. at 35 West Twenty-third street, New York, is one of the many Columbia stores that have experienced a remarkable demand for the company's new advertising record. This advertising record has scored a truly wonderful success, and Manager Cleveland of this store is finding it difficult to secure sufficient records to take care of the demand. The Twenty-third street store continues to establish a gain over each succeeding month of last year, and contrary to the opinions

of many members of the local business world Twenty-third street still offers an excellent field for the live-wire and up-to-date retail establishment, as evidenced by the busy and hustling appearance of the Columbia Twenty-third street store day after day.

Living Up to Blackman Policy.

With its increased facilities and general efforts to take adequate care of its many customers, the Blackman Talking Machine Co., 97 Chambers street, New York, the well-known Victor and Edison distributor, is giving excellent service to the dealers that have remained loyal to it throughout the year. Mr. Blackman is strongly opposed to the policy of "robbing Peter to pay Paul," and those dealers who have evidenced their appreciation of the Blackman policy have naturally been taken care of first during the holiday season.

Progress of Edison Disc Phonograph.

The Edison disc phonograph trade was one of the chief topics of discussion in the trade during the past month, and the acquisition of this high-class line by the prominent piano house of Hardman, Peck & Co. was one of the most important news items of the past few weeks. This piano house is prominent throughout the country, and its location in the heart of Piano Row certainly augurs splendidly for the development of an extensive Edison disc business.

The Tower Mfg. & Novelty Co., 326 Broadway, New York, the first Edison disc dealer in the city, is experiencing a holiday trade that is far ahead of all its expectations. The company is devoting a considerable portion of its handsome show window to the display of the Edison disc and cylinder product, and this publicity is being fraught with excellent results. Dana F. Parkhurst, formerly connected with the Santa Fe Watch Co., Topeka, Kan., the well-known Victor and Edison representative, was this week appointed manager of the Tower Co.'s Edison department. Mr. Parkhurst is already meeting with splendid success.

New Booths at Wanamaker's.

The Victrola and Edison section of John Wanamaker, New York, is being remodeled somewhat for the holiday season. New booths of an artistic and attractive design are being constructed, and when all are completed the department will be equipped with twenty demonstration booths, which is one of the largest number in any talking machine department or store in this country. This department is scoring the best year in its history, and rapidly extending its list of patrons among the high-grade Wanamaker clientele.

The Brooklyn talking machine trade honors among its members Simon D. Paddock, the "millionaire kid" who, a few years since, spent a fortune of \$50,000 in a period of twelve months. Popular reports state that this young man is shortly to inherit another fortune of \$160,000, but this report is probably slightly exaggerated. Mr. Paddock is now connected with the repair department of the Columbia division of F. G. Smith, 60 Flatbush avenue, Brooklyn, N. Y., and incidentally does his repair jobs with the aid of a high-power automobile. He states that he is working on an invention to revolutionize the talking machine trade.

Among the many stores that reported the closing of an excellent business the past month are the following: Greenhut-Siegel Cooper Co. (Victor and Edison), Gimbel Bros. (Victor and Columbia), F. G. Smith, Brooklyn and New York (Columbia), Aeolian Co. (Victor), Krakauer Bros. (Edison disc), Pease Piano Co. (Victor and Columbia), and Benj. Switky, the well-known Victor distributor, who is closing a business that is record breaking and bears concrete evidence of the popularity of Mr. Switky's advanced ideas as to the proper co-operation to be extended to Victor dealers.

ISSUES A NEW MACHINE SHEET.

A new machine sheet has just been issued by the Columbia Graphophone Co. This sheet, which is used to excellent advantage by the trade, presents the complete line of Columbia machines, accompanied by detailed information as to price and cabinet finish. This attractive sheet is finished in a high-grade and attractive manner, presenting on its reverse side one of the most popular drawings from the superb Grand publication, and leaving space for the dealer's name and address.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., December 8.—The talking machine business is booming in this city, and the holiday customers, a large proportion of them new names on the company's books, are besieging the warerooms in large numbers. Those owning machines are buying records heavier than ever, which in part may be due to the superior quality of the new records, and those not possessing them are purchasing outfits, for the most part the more expensive ones, too. One interesting feature is that many patrons are exchanging their machines for the newer styles, for some of those put out by the companies are the superior of anything seen since the business started. So large has the business with some stores become that enlarged quarters and extra clerks have had to be employed, and many dealers are finding it most difficult to procure goods.

Advertising Brings Results.

George Lincoln Parker, in the Colonial building, is one of those who has had to increase his accommodations. Lately he put out almost a page advertisement in one of the Sunday newspapers, and from that time on business began to develop rapidly. He especially featured the new Edison disc phonographs, and the result has been that he has had to lease two large rooms on the Boylston street front of the floor below him. This suite is now being fitted up for the display and demonstration exclusively of the Edison disc proposition. Rugs are being laid on the floor and the handsomest line of machines that the factory puts out are to be placed about, and when completed the rooms will resemble more a handsome comfortable salon than a suite of warerooms. Before Mr. Parker hit upon this plan to meet the demands of his growing business he already had rearranged his third-floor suite so as to give more room to his Victor and Edison and Columbia lines.

Exhibition of Folk Dancing Interests.

The exhibition of folk dancing given to the accompaniment of the Columbia Grafonola in the Columbia Grafonola parlors on a Saturday forenoon lately proved a success far beyond the expectations of Manager Arthur Erisman. Invitations had been sent out to 150 teachers in Boston and the suburbs, and 137 of them responded. The chairs were set in the parlors in a semi-circle so that the audience had an excellent opportunity of seeing the movements of the twenty-one girls whom Mrs. Soule, of the Carr School, Somerville, had selected from the ninth grade. The children wore sailor suits,

with red ties, sashes and slippers, and the program consisted of thirteen numbers, which the girls executed in the most delightful manner. The regular school outfit of the Columbia was used for music, and for each number there was the most enthusiastic applause. Manager Erisman is planning to have a series of these dances throughout the winter.

Handle Edison Disc Phonographs.

The Office Specialty Co., of 220 Devonshire street, which has been doing a large business for some time in the Edison business phonographs, or dictating machines, has decided to branch out, and it has taken on the Edison disc phonographs. The company has a large suite of offices on the third floor of the building, but larger quarters have become necessary with the increased line.

Victrola Supplied the Music.

At the military funeral of Colonel Robert Ball Edes, which was held at the family home in Newton, the only music was that provided by a Victrola, which the deceased had played every Sunday morning. The one record used was a singing version of "Abide with Me."

Active in School Work.

Billy Fitzgerald, of the Eastern Talking Machine Co., continues to "make good" with the school proposition, and the Victor goods are daily being shipped out to many schools in Greater Boston. Mr. Fitzgerald, in interesting principals and teachers, is having valuable assistance from Ed. Welch, whose ten years with the Eastern Co. has made him a valuable man in selling the Victor line.

Elsie Janis a "Talker" Enthusiast.

As soon as Elsie Janis, the star of musical comedy, appeared in town to keep her engagement in "The Lady and the Slipper" at the Colonial Theater, she came in touch with the Eastern Talking Machine Co., and a handsome Victrola was accordingly sent up to her apartments at the Hotel Lenox. By the aid of this machine Miss Janis has been learning a number of new dancing steps, and she has found the instrument a valuable adjunct to her practice. Dave Montgomery and Fred Stone, who are Miss Janis' co-stars in "The Lady and the Slipper," have visited the Eastern Co.'s quarters several times since being in town and enjoyed the latest Victor records.

Boston Talking Machine Co. Affairs.

For the present the Boston Talking Machine Co., now in the hands of a receiver, is not doing any business, and some of the leading members of the staff have gone to other places. Charles Hibbard,

the recorder of the company, has gone back with the Keenophone Co., with which he previously had been employed; Mr. Kramer, the factory superintendent, has gone back to Orange, N. J., and Mr. Sheble, the general manager, has returned to New York. President Corbett, who was named as receiver of the company, is in Chicago. In the meantime one of the large retail department establishments of the city has been advertising talking machines which have been given demonstrations in the "bargain basement." The machine is called "The Little Wonder," and quantities of them are being sold at a low price. The machine has a jewel-point needle and the records, to be had at a price that is lower than any other first-class records have been sold in a long time, are ten-inch and double-faced. Upon inquiry it is found that these talking machines are the output of the Boston Talking Machine Co., though this fact is not mentioned in the advertisements. A large number of these were completed and ready for sale at the time of the recent embarrassment.

McCormick Picture Appreciated.

Billy Fitzgerald, of the Eastern Talking Machine Co., was the recipient lately of a large family picture of John McCormack, the singer, whose records on the Victrola always find a ready sale. In the frame is a picture of John himself, one of himself and wife, and one each of the two lovely children, Gene, aged five, and Cyril, six and a half. The group was in the window for a time and attracted so much attention that several persons inquired where they could get copies, some of them claiming to be friends of John McCormack.

A. L. Bailey Tells of Big Business.

A. L. Bailey, who is known the length and breadth of Vermont and in northern New Hampshire, and who runs a chain of fifteen stores known as Bailey's Music Rooms, with headquarters at St. Johnsbury, was in town yesterday, paying a visit to Manager Erisman of the Columbia Co. Mr. Bailey reported that the talking machine proposition up his way was just booming and he came to town primarily to place orders for Columbia and other goods. Outside of New Hampshire and Vermont Mr. Bailey also conducts a store at Glens Falls, N. Y., which is highly successful.

Stage for Grafonola Parlors.

The Columbia Grafonola parlors are being fitted up with a pretty little stage on the street front of the apartment, and when completed this promises to be something quite unusual. A slightly raised platform has been erected in front of the bow

1914 Will Be the Biggest Phonograph Year

Look at the character of houses who get the new line of Edison disc goods. There is such a demand for locations that they have to be placed with care. In a retail way thousands of people want to secure one of the

New Edison Disc Phonographs

Now what does this mean in your city? It means that a big demand already awaits your initial announcement that you are the Edison Disc Man. It means if you don't do it the trade is going to the next city, because such a tremendous interest has been aroused that they MUST HAVE an Edison. Then comes the large and profitable sale of Edison disc records, month in and month out—wonderful business building levers. If you want the truth about this business, ask us for it.

The Pardee-Ellenberger Co., Inc.

**66 BATTERYMARCH ST
BOSTON, MASS.**

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

window, and this has been curtained off and draped with curtains of dark green and gold, and an artistic canopy top completes a pleasing arrangement. On this stage for most of the time there will be a grafonola grand, which is about the last word in Columbia machines. As the holiday season draws near these Columbia parlors with their choice exhibit of handsome machines promises to be one of the most popular places in the city.

Enormous Victor Business.

Manager Erisman, in discussing the business of the Columbia a few days ago, told your correspondent that he has seen nothing like it since he has been in the business. Urgent letters are coming in for the quick delivery of goods that it is impossible to get, and he in turn is sending teleggrams to the factory in an effort to get even a proportion of orders started off. On his desk reposed long lists of unfilled orders, and it appears that the call for machines has been about three times what the factory has been able to supply. As an indication of the difficulty of delivering goods, friend Getchell has had to come in from the road as there is no promise that orders he could get can be filled before Christmas. Meantime the local demand for records is something phenomenal.

Buying High-Priced Edison Disc Phonographs.

At the Pardee-Ellenberger Co.'s Boston establishment Manager Erisman states that every one is being rushed to the full capacity of his endurance and the Edison disc phonographs are being called for from all over New England. He says, moreover, that it is not the cheaper outfits that people want but the high-priced ones, and several of the newest styles of Circassian walnut have been ordered on a first hearing.

Looking Over the Situation.

George P. Metzger, manager of the advertising department of the Columbia Co., was a visitor in Boston a few days ago. He came over to study the situation with regard to the new Columbia demonstration record, which Manager Erisman lately advertised, and which has brought thousands of requests for it. The calls for this has increased the following of the Columbia products.

Most Attractive Quarters.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., has lately had his attractive quarters all done over with a view to better accommodating his large and growing clientele. Two private rooms for those who wish to enjoy a demonstration privately are comfortably fitted up and these are occupied most of the day. Mr. Sylvester has a large stock of various makes of machines and records and his staff of clerks are kept on the jump all the time.

Busy Times With Ditson.

Manager Winkelman's staff is kept busy now that the holidays are drawing near and the Victor

quarters at the Oliver Ditson Co. presents quite a scene of activity.

Eastern Co. Traveler Makes Good.

William Veale, who is with the Eastern Talking Machine Co. is meeting with fine success as he travels about the country in the interests of the company. Mr. Veale gets into Boston about once a fortnight if he is in the east.

Steinert Quarters Remodeled.

One would scarcely recognize the second floor of the Victor department of the M. Steinert & Sons Co. in Arch street as the large stock has been completely reconstructed. A large partition of rippled glass now separates the front of the store from the rear, where Manager Royer's large staff of clerks may work without interruption. Manager Royer's office has been newly decorated. Mr. Royer this winter is conducting a series of "store talks" which are proving extremely popular, and the advice and suggestions he gives his "boys" are quickly put into practical application. Mr. Royer is planning to give his staff a banquet when the holiday rush is over.

EDISON DISC FOR EX-GOVERNOR.

(Special to The Talking Machine World.)

RUTLAND, VT., December 8.—The first Edison disc instrument sold in Rutland was placed in the home of ex-Governor Mead by W. M. Bradley, of this city. This was an instrument of the A-250 type, and was placed at the time of the recent visit of ex-President Taft, who was reported to have been very much pleased with Edison's new marvel.

Mr. Bradley has but recently installed the new Edison disc, though he handled the Edison cylinder for years with great success. He has been handicapped by the illness of his phonograph manager, Dana Pierce, but reports good progress nevertheless. Mr. Pierce is now back at his desk.

NEW DEALER IN MONTPELIER, VT.

(Special to The Talking Machine World.)

MONTPELIER, VT., December 8.—Ed. S. Seguin, the progressive phonograph and news dealer, has just completed plans for the installation of the complete Edison disc line. Mr. Seguin says that he will remodel the rear of his store on Main street in the near future so as to give his patrons every comfort and convenience.

Mr. Seguin has been carrying a complete Edison cylinder stock and, with the addition of the disc, proposes to confine his energies to the Edison products. He also carries the Edison dictating machine and has placed several instruments in this vicinity.

THE EDISON IN NEW ENGLAND.

Special Representative Robert C. Peck Conducting Strenuous Campaign—Many Prominent "Exclusive" Dealers Appointed.

(Special to The Talking Machine World.)

BOSTON, MASS., December 8.—Robert C. Peck, special representative for Thomas A. Edison, Inc.



Robert C. Peck.

and Pardee-Ellenberger Co., Inc., in New Hampshire and Vermont, has returned to his territory after a week's visit at the Edison factory, brimful of ginger.

Mr. Peck has spent six months in those two States in a thorough canvass in the "Edison" interests. He reports that conditions are vastly improved and that all indications point to a large winter business, especially in the northern sections of the States.

Unusual interest is being displayed, so Mr. Peck states, in the new Edison cylinder and disc products. A number of new "exclusive" Edison dealers are reported throughout the territory and many whose seal had shown signs of flagging have been inspired to new efforts by Mr. Peck's strenuous campaign.

Mr. Peck reports business conditions in Vermont as being very favorable. Prior to his visit to the factory he had spent three weeks in that State with most gratifying results. He states that there are more people showing a disposition to buy high priced instruments than ever before. In fact, so he says, the tendency seems entirely toward instruments costing not less than \$60.

HANDSOME PARLORS NEARLY READY.

(Special to The Talking Machine World.)

HARDWICK, VT., December 8.—One of the finest phonograph parlors in the State of Vermont will soon be ready for the convenience of the people of Hardwick.

James H. Clark has been remodelling his building and has arranged a display room for his Edison products that will be second to none. Mr. Clark plans to maintain a large and complete stock and to give frequent recitals in his new rooms. He states that he looks forward to the best winter business of his career.

1913 has been a big needle year but 1914 will be larger. The sales increase in Bagshaw-made needles shows one positive thing—that the class of people who demand the best needles is growing fast.

The coming year will give another good test. Every department in the Bagshaw plant is working on an absolutely HIGHEST QUALITY schedule and many in the trade know it.

We Guarantee Bagshaw-made needles to be the best for any record. Made-in-America by American brains under American conditions, Bagshaw needles are accepted all over the world as THE needles

W. H. BAGSHAW

Lowell, Mass.

SALTER MFG. CO.

**337-43 North Oakley Boulevard
CHICAGO**

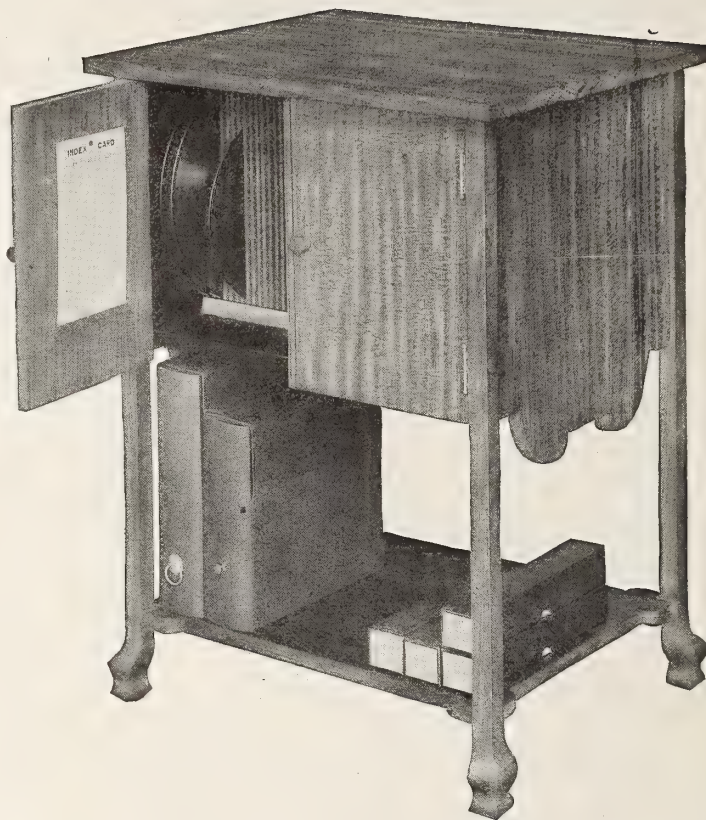
Here is a cabinet-table that has been one of the most popular features of the Salter Line. It is a striking combination of utility and beauty, and makes an instant appeal to the prospective purchaser.

The top is of Solid Mahogany or quarter-sawn White Oak. Sides are of select veneer. Corner columns are of one solid piece. Fifty-two compartments lined with green felt accommodate either 10 or 12-inch records, and the spacious shelf below can be used for record albums or for player rolls. There is also a 4-pocket needle holder and a simple and accurate index.

Our catalogue gives the details and prices of the entire Salter Line.

Just write to the above address and ask for it.

Salter Manufacturing Co.



NO. 103—SIZE 33" HIGH. TOP 24 1/4 x 20 1/4"

Will hold any make of Columbia, Victor or Edison Disc Machine

EDISON ENTHUSIAST IN VERMONT.

A. L. Bailey, with Chain of Eleven Piano and Phonograph Stores in Vermont and New Hampshire, Strongly Featuring the Edison Cylinder and Disc Lines—The Mistake of One Society Lady in Airing Knowledge.

(Special to The Talking Machine World.)

ST. JOHNSBURY, VT., December 8.—No greater Edison disc enthusiast exists in this whole territory than A. L. Bailey, sole owner of a chain of eleven fine piano stores throughout Vermont and New Hampshire. Mr. Bailey sings the praises of Mr. Edison to all comers, and his representatives in this city. E. Peterson and George Littlefield are rapidly turning their enthusiasm into coin of the realm, to Mr. Bailey's immense satisfaction.

Mr. Bailey relates an amusing occurrence at a recent public demonstration in St. Johnsbury. A gushing society lady of this city, who talks largely in terms of grand opera, approached him with loud commendation of the superb record by Madame Schumann-Heink, which she had just heard upon his Edison Diamond Disc. At great length she elaborated upon the great contralto's opulence of tone, and wound up by asserting that that voice could never be duplicated—she'd know it anywhere. Mr. Bailey who appreciates gospel hymns more than opera arias, was too good a piano salesman to inform the good lady that the record she had listened to was made by Miss Christine Miller.

Bailey's music rooms in Burlington afford a good illustration of the argument that the phonograph has won a new position in the talking-machine field. Their superb display in their beautiful store in the Y. M. C. A. building lends a tone and distinction to that branch of their business. A complete equipped music or recital hall in miniature is to be found on the lower floor, where frequent concerts are given and every provision is made for the comfort of patrons. W. P. Walker, who is in charge of this department, says that the musical public of Burlington is showing unusual interest in the Edison Diamond Disc and reports several sales of the larger instrument. Mr. Walker is well fitted

for this work, being a musician of ability and discernment, and his personal popularity will do much to win friends for the new instruments. He is ably seconded by R. E. Tally, whose knowledge of this branch of the trade has enabled him to place a larger volume of business.

Bailey's music rooms in Littleton, N. H., have recently installed the Edison Disc line, under the supervision of Miss Grace V. Applebee, a musician of some considerable local repute. Hiram W. Gardner, the local manager is driving his sales force to the limit, and reports very satisfactory results. He has conducted several public demonstrations at which the Edison factory representative Robert C. Peck has given personal assistance. He states that local interest in the new Diamond Disc has been correspondingly stimulated.

O. M. Prescott, manager of the Bailey Music Store, in Laconia, N. H., has been having unusual success with his new talking machine department. Mr. Prescott is one of the "exclusive Edison" enthusiasts and reports that his sales of the new Edisons in Laconia and its environs have been exceptionally satisfying. He is placing the new diamond disc instruments just as fast as he can get them from the factory; he has also had good success with Amberolas VI, VIII and X. In the near future he contemplates some store improvements that will make his phonograph department much more attractive and convenient.

NEW VICTROLA SPEED INDICATOR.

Important Letter of Instruction and Explanation Sent the Trade by the Victor Talking Machine Co.—The Necessity for Careful Adjustment of the Indicator Fully Explained.

In connection with its new style speed indicator and regulator on the latest models of Victrolas XIV and XVI, the Victor Talking Machine Co. issued this week the following interesting letter of instruction and explanation:

"We desire to explain more fully the purpose and adjustment of the speed indicator used on the latest Victrolas XIV and XVI. The indicator

hand, when properly set, is intended to only show the exact speed of the turntable, which should be seventy-eight revolutions per minute.

"This indicator hand, however, does not regulate the speed of the motor—that is to say, if, by accident, this indicator hand is moved to the left on its shaft, the hand might be pointing toward seventy, but this does not indicate that the motor is running seventy revolutions per minute. As a matter of fact, the motor would in all probability be running at the correct speed of seventy-eight revolutions per minute.

"Evidently the part of the instruction book treating of the speed indicator has been overlooked by some, and for that reason we are repeating the instructions herewith.

"First. Determine whether or not the turntable is revolving at seventy-eight revolutions per minute by (a) placing a piece of white paper under the edge of the record, and with the turntable at full speed count the revolutions per minute; (b) if the turntable does not revolve at exactly 78 revolutions per minute, move the speed regulating screw to the right or left until the correct speed is obtained.

"Second. As soon as the turntable is found to revolve at 78 revolutions per minute, note whether or not the indicator hand points to 78. If the indicator hand does not point to 78 with the turntable revolving at 78 revolutions per minute, stop the machine and remove turntable.

"Third. Move the indicator hand to the right or left until the end of the indicator hand points to 78 on the dial while the motor is running.

"Fourth. Look at your indicator hand occasionally, and if it is not pointing to 78, it shows that the speed should be again tested and adjustment made as above. This is all the indicator hand is supposed to accomplish.

"Fifth. It is well to keep the friction leathers of the governor and the regulator well oiled with neat's-foot oil, so that they will run smoothly on the friction plate.

"A slight quiver of the pointer is a sure indication that the governor is working properly, and the quiver is no detriment."

IMPORTANT NOTICE.



The public are rapidly learning this:—
that all Columbia Records can be played
on Victor Talking Machines—likewise
all Columbia instruments will play
Victor Records.



(Write for "Music Money," a book "full of meat" for those
dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

WASHINGTON HOUSE CELEBRATES.

Percy S. Foster Piano Co., Victor Dealer,
Marks Third Business Anniversary in Fitting
Manner with Special Recitals at Which
Victrola is Used—A Popular Washingtonian.

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 10.—Yesterday
and to-day were extremely busy ones for the Percy
S. Foster Piano Co., at 1330 G street, this city,
which, besides handling the Cable Company's line of

NO COMPLAINTS IN TOLEDO.

Talking Machine Dealers Taking a Very Optimis-
tic View of Conditions—New Manager for
Columbia Branch—Big Christmas Business
Developing—Attractive Sales Room in J. W.
Greene Co. Store—Other News of Interest.

(Special to The Talking Machine World.)

TOLEDO, O., December 9.—Every firm inter-
viewed early in December by a representative of
The Talking Machine World expressed the opinion

that business was good
and that the year 1913,
now drawing to a close,
would be the best in
their history. Toledo is
very fortunate in being
one of the greatest cen-
ters for interurban traffic
in this country. It is
the focus of 1,546 miles
of interurban trackage,
while 576 interurban
cars arrive and leave
there every day. Its
own population is ap-
proximately 200,000,
but there are at least
50,000 suburbanites who
visit there daily. The
beauty of suburban busi-
ness is that invariably
the people come to buy.

The Hayes Music
Co., 422 Superior street,

report that the Edison disc machine is making a big
hit.

The Talking Machine Shop, owned by J. and
F. W. Frame, who have just completed one year
as proprietors, reports business to be on the in-
crease. They make a feature of the Victor line.

The Toledo branch of the Columbia Graphophone
Co. is now in charge of Frank Flightner, who suc-
ceeded W. L. Sprague transferred to the wholesale
department at the Buffalo branch. Miss Kittie
King, who has been connected with the Columbia
people for nine years, recently coming from Lin-
coln, Neb., is now in charge of the office in Toledo.
H. Morey, auditor for the Columbia Co., has just
finished a complete audit of the Toledo business.
Mr. Flightner said that trade was exceedingly good,
and that sales are exceptionally brisk on the new
twenty-five cent records.

The Whitney-Currier Co., dealers in high-grade
pianos and talking machines, announce that they
will be in their new building by January 1.

A representative of The World spent a very
pleasant hour with W. W. Smith, general manager
of the J. W. Greene Co., who handle one of the
largest lines of pianos, players and talking ma-
chines in Toledo. Mr. Smith stated that the
"talker" business had fallen off the latter part
of November, but before that time for three
months it was enormous. He attributes the dull
spell to the bad weather. However, he has every
reason to expect a big Christmas business, judging
from the queries being received daily for prices,
etc., most of which are for the expensive machines.

Mr. Smith has noticed a big demand of late for
the higher-class records in all lines. There are a
number of features about the Greene store that
are particularly interesting. In the first place, all
salesrooms are what may be called "outside" inas-
much as they all have daylight windows; they are
equipped with fans and ventilators, so as to give
the best possible air. This is something which
Mr. Smith believes to be of great importance in
demonstrating talking machines.

NEW STORE FOR LANDAY BROS.

Take Long Lease on Store at 427 Fifth Avenue—
Now Have Five Stores in Center of City—New
Quarters to be Handsomely Furnished and
Will Be Occupied On or About February 1.

Landay Bros., the prominent Victor distributors
with headquarters at 563 Fifth avenue, New York
and three stores in the best shopping districts of
the city, consummated arrangements this week
for the acquisition of a new store at 427 Fifth
avenue, New York, two doors above 38th street.
This store has been leased for a period of more than
ten years with an aggregate rental of \$200,000.

The new Landay store will be located in the very
heart of Piano Row, and Max Landay states that
it will be one of the most attractive and artistically
furnished Victrola headquarters in the city and
probably in the country. In the center of the
best shopping section in New York, the new store
cannot fail to attract high-grade trade, in addition
to reaching the extensive Landay clientele who con-
stantly visit this district of the city.

Max Landay states that the new store will have
fourteen sound-proof demonstration rooms, all of
which will be furnished in the usual high-class and
artistic Landay fashion. According to present plans
Landay Bros. will occupy their new store about
February 1 and as soon as this store is ready the
stock in the store at 400 Fifth avenue will be trans-
ferred to 427 Fifth avenue and the 400 Fifth ave-
nue store closed.

With the opening of the store at 427 Fifth
avenue, Landay Bros. will have stores at 563 Fifth
avenue, 27 West 34th street, 153 West 42d street
and 427 Fifth avenue. The firm is one of the most
successful Victor representatives in the country,
and this success can be attributed to the unceasing
energy and progressiveness of the members of the
firm who have achieved a well-deserved success in
their chosen field.

GOOD REPORT FROM DOWN EAST.

Among the recent visitors at the executive offices
of the Columbia Graphophone Co. in the Wool-
worth Building, New York, was Joseph N. Hassett,
manager of the establishment of Fred. W. Peabody,
the prominent piano and talking machine house of
Portsmouth, N. H.

Mr. Hassett spoke encouragingly of business con-
ditions in general throughout his territory, and was
particularly well pleased with the rapid strides in
popularity that the Columbia product is making
throughout New England. The new machine models
in particular have made a most favorable impres-
sion in that part of the country, as they have
made in all other sections.



One of the Percy S. Foster Co.'s Victrola Rooms.

pianos and Inner-players, also conducts a successful
Victrola department, the general attractiveness and
original arrangement of which is to be appreciated
from a perusal of the accompanying view of one
of the rooms.

The occasion of the celebration this week was
the third anniversary of the establishment of the
present business by Percy S. Foster and it was
marked by special sales in the piano lines and fre-
quent recitals during the two days in which the
Victrola played a prominent part in company with
the Carola Inner-Player.

Mr. Foster, before opening his present store, was
for fifteen years manager for the Washington store
formerly conducted by the Sanders & Stayman Co.,
of Baltimore, and consequently has a wide acquaint-
ance in local musical circles and trade. He has
always taken an active interest in musical, social
and civic affairs in Washington, and has built up
his business on lines in keeping with his prominent
position in the community. Mr. Foster is, at the
present time, serving his second term as secretary
of the National Association of Piano Merchants.

PHONOGRAPH PROVES ATTRACTION.

A striking illustration of the success of the phono-
graph in the small country store is given by the
progress of Gayle S. Eaton, Edison dealer in
Rochester, Vt. Mr. Eaton's store has become the
Mecca for all the young people of the town and
he has surprised himself and his folks by the num-
ber of Amberola VI he has had to order to supply
the demand.

CABINETS FOR TYPES VIII AND IX VICTROLAS

MANUFACTURED UNDER THE BERTINE PATENT
EXCLUSIVELY FOR JOHN WANAMAKER.

These cabinets have an extremely fine finish and must not be compared with the ordinary output of cabinet manufacturers. They have an interlocking device to fit the rubber buttons on Victrolas which hold them together as shown in the illustrations.

Write for our Cabinet Catalog containing further particulars.

Discount to the trade.

TO DEALERS
ARE YOU IN WANT OF
VICTROLAS?

WHAT CAN YOU USE?

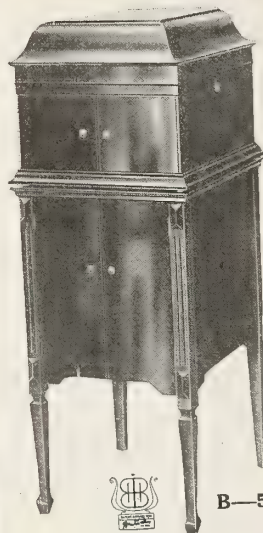
WE CAN FILL YOUR ORDERS
FOR VICTROLAS PROMPTLY.

USE THE WANAMAKER
FREE DELIVERY EVERY-
WHERE IN GREATER
NEW YORK AND
VICINITY.

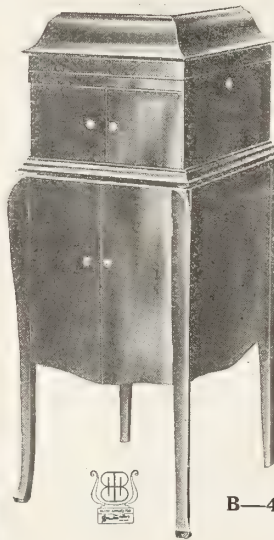
Everything
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by Our
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Direc-
tions.



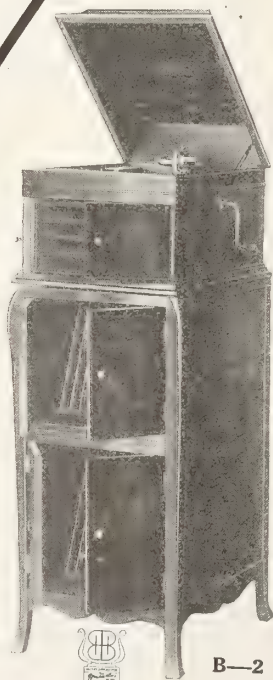
B-3



B-5



B-4



B-2

Our
Record
Stock Is
Absolutely
Clean and
Most Complete

*We do not handle old,
worn-out or played-over
records.*

Every record received from the Victor factory is immediately sealed and is non-returnable, whether delivered to a retail customer or shipped to the trade, EXCEPTING, HOWEVER, THAT THE RECORD IS RETURNED WITH SEAL UNBROKEN.

This is our invariable rule and will not be broken. Our results from this ruling are most flattering. It has brought us an increasing and a better business. We maintain a special demonstrating stock for that purpose. The depreciation of a demonstrating record stock is but slight and is made up a hundredfold on the additional business we receive.

JOHN WANAMAKER
NEW YORK

LICENSED WHOLESALE AND RETAIL VICTOR DISTRIBUTOR.

(Licensed under a recent decision of the U. S. Supreme Court.)

NOTICE TO THE PUBLIC: Victor merchandise is now offered under the new License Agreement, fully explained in the label attached to the goods.

Victrola Salons,
First Gallery, New Bldg.

Broadway to Fourth Avenue,
8th to 10th Street.

SINGER TO SELL VICTROLAS.

John H. Bieling, Formerly First Tenor in Hayden Quartet, Joins Staff of New York Talking Machine Co.—Musical Knowledge Will Prove an Asset—Tells of Victor Co.'s Growth—Acquiring Detailed Knowledge.

Arthur D. Geissler, vice-president of the New York Talking Machine Co., 81 Chambers street, New York, the well-known Victor distributor, announces the addition to the company's sales staff of John H. Bieling, formerly first tenor in the Hayden Quartet, one of the best-known quartets in the talking machine field, and one of the most popular in the Victor library.

Mr. Bieling, who sang first tenor in this quartet, from the first days of its inception, was one of



John H. Bieling.

the oldest members of the Victor recording staff in point of years of service, having recorded for the Victor Co. for the past fifteen years.

With his detailed knowledge of the musical end of the talking machine business, Mr. Bieling is exceptionally well equipped to acquire an equally intimate knowledge of the commercial phase of the business, and as he contemplates learning the business from the ground up, he will doubtless score a well-deserved success in his new capacity. As part of his commercial experience, Mr. Bieling will spend some time in the extensive repair department of the New York Talking Machine Co.

In his reminiscences of fifteen years since, Mr. Bieling tells of the very first start of the Victor Co. in a humble little one-story building that was anything but modern, even for those days. The first recording room was no more than twelve feet square, and to reach it the Hayden Quartet and the other artists were obliged to pass through a blacksmith's shop. The wonderful changes and phenomenal growth of the Victor Co. in the short space of fifteen years has naturally imbued Mr. Bieling with an enthusiasm for Victor products that should assist him considerably in his commercial life with the New York Talking Machine Co.

GERMANY OPPOSES PRICE CUTTING.

It is of interest to note that while recent decisions in the American courts and legislation before Congress are inimical to the maintaining of retail prices, Germany is making things warm for the price-cutting fraternity. A retailer has been brought into court for having obliterated a certain identification mark on the goods he sold—by which mark the manufacturer expected to trace price-cutters—and was found guilty and liable to heavy damages.

Applying to the case section 1 of the law of unfair competition, which makes liable anyone whose business acts are such as to offend good morals, the court found the defendant guilty, first, in injuring the trade of his competitors by selling below the contract price, by which they were likewise bound, and by causing damage to the complainant's business by giving rise to the belief that its goods could be bought at different prices at retail, instead of only at the uniform price.

THE TRADE IN LOS ANGELES.

Dealers Well Satisfied with Sales in Southern California—Planning for Heavy Holiday Business—Some Interesting Personal Items—Recent Trade Visitors of Record—Some New Victor Dealers.—Outlook Very Encouraging;

(Special to The Talking Machine World.)

LOS ANGELES, CAL., December 6.—The talking machine trade of Los Angeles and section has been most satisfactory for the month of November, far better than the dealers anticipated. Los Angeles is proud of the showing it is making this season as a musical center, the appearances of the great artists in concert and opera companies, are stimulating record trade very extensively. Dealers as well as jobbers are looking forward to a great expansion of the talking machine business within the next thirty days.

Chas. S. Ruggles, local manager of the Victor distributors, Sherman, Clay & Co., of this city, spent Portola week in San Francisco visiting the home office, friends and relatives. He states that prospects for the Christmas holiday business were never better.

The illness of Harold Jackson, traveling representative of the Southern California Music Co., has caused the delay of his Valley trip for a few weeks. Mr. Jackson reports Edison disc goods are going fine and making a big hit with the dealers throughout this section.

REPRESENTING THE COLUMBIA LINE AMONG THE CUBANS.

Frank G. Robins & Co., of Havana, in a Few Months Over a Year, Have Built Up a Lively Jobbing Business on That Island—Numerous Dealers Established in Various Towns—Better Class of Music Favored—Interesting Talk by E. B. Shiddell, Columbia Manager;

One of the most progressive and successful representatives of the Columbia Graphophone Co. is Frank G. Robins & Co., of Havana, Cuba, who, although only representing the Columbia products since March, 1912, have scored a remarkable success that has exceeded all expectations. The company, in addition to maintaining a handsome building devoted exclusively to Columbia products, acts as a Columbia jobber in Cuba, and has established many Columbia dealers, all of whom are closing an excellent business.

The manager of the Columbia division of Frank G. Robins & Co. is E. B. Shiddell, formerly connected with the Kansas City, Mo., store of the Columbia Co. as assistant manager. Mr. Shiddell started with the Columbia Co. in October, 1905, and during his six and a half years' connection with the Kansas City store occupied a number of positions which particularly fitted him for the able guidance of the Columbia department of Frank G. Robins & Co. in Havana, Cuba. Mr. Shiddell has achieved a noteworthy success in Cuba, and moreover is enthusiastic over the prospects for a continued success in this territory.

When he arrived in Cuba in 1912, Mr. Shiddell states that such innovations as demonstration booths were entirely unknown, and selling was naturally consummated under extreme difficulties. Purchasers of records were obliged to stand with their heads in the horns of the machines, and following the air of the record was well-nigh impossible.

The Andrews Talking Machine Co. is very much pleased with the amount of business done within the last thirty days, and furthermore much better pleased with the prospects for the next thirty days, which is the climax of 1913.

Recent visitors to the city included Geo. P. Austin, dealer at Oxnard, for a few days and M. E. Dancet, an enterprising Victor dealer of Sierra Madre, who ordered an additional quantity of Victor goods for the holiday trade. Mr. Dancet has lately moved into new quarters.

H. B. Hinman, the well-known talking machine manager, who was located with the J. B. Brown Music Co., has accepted the managership of the talking machine department of the Gray, Maw & Thompson Co. of San Diego.

J. F. Stidham, manager of the Columbia Graphophone Co. of this city, reports a very favorable and satisfactory business in the Columbia line. The new 'Jewel' and 'Mignonette' have proved to be ready sellers among the dealers. A very gratifying and striking sales feature in the company's record department is the Columbia record, "I Love You, California."

A number of new Victor dealers have just been established and reported by Chas. R. Ruggles, local manager of Sherman, Clay & Co.: Lancaster Pharmacy, Lancaster, Cal.; Walter R. Gage, Hollywood, Cal.; Madden's Pharmacy, Hemet, Cal. and Southern Talking Machine Co., San Bernardino, Cal.

"These conditions are all changed now, however," stated Mr. Shiddell recently, "and Frank G. Robins & Co. have a Columbia building that is certainly on a plane with the leading establishments in America. It is a well-known fact, of course, that the Cubans are great lovers of music, inclining naturally to their own native danzones, canciones, rumbas, boleros, etc. At the same time, however, the records issued by the Columbia Graphophone Co. last spring have turned out to be enormous sellers, and up to the present day we have been unable to supply the demand.

"As a sign of advancement in the phonograph business, a short time ago all you could possibly sell to a Cuban was a cheap horn machine and a few danzones, their native dance music, but now when the customer enters the store to buy a machine he asks to hear 'una maquina sin bocina,' which means a machine without a horn. They also purchase large quantities of grand opera music; in fact, I believe the average Cuban who owns a graphophone has a larger repertoire of records than the average American.

"Frank G. Robins & Co. is a firm believer in advertising and publicity of all kinds, as long as it is high class. For example, last season we practically maintained one of the leading baseball clubs in Cuba which was named the 'Remingtons,' as the company handles the Remington typewriter. In order to advertise the Columbia product during the course of the baseball season we offered as a

prize to the man having the highest batting average a Columbia Grafonola, Regent Junior."

"All the newspapers of the island published each day two or three columns in their sporting pages, giving the complete average of all the batters, and as the season runs over a period of three or four months it will be readily realized that we derived a great amount of free advertising from this offer. At the time the prize was awarded there were also published many cartoons showing the Columbia Grafonola and the winning batter."



One of Frank G. Robins & Co's Display Rooms



Every Columbia Grafonola is equipped with the exclusively Columbia tone-control leaves, which have taken the place of the old double-door idea.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

MAGGIE TEYTE WITH COLUMBIA.

Popular Artist Signs Contract to Record Exclusively for Columbia Co.—Has Just Made First Records, for Which Big Demand Is Expected.

The Columbia Graphophone Co. consummated one of the most important deals of the year when it completed arrangements last week with Maggie Teyte, the distinguished soprano, whereby this well-known and popular artist will record exclusively for the Columbia record library. Miss Teyte has always been interested in the recording of the human voice, but until last week it has been im-



Maggie Teyte Listens to Her Records on the Columbia Grand Grafonola.

possible to secure her consent to enroll as one of the recording artists owing to her many concert and recital engagements.

In addition to her popularity in this country, Miss Teyte is well-known abroad, where she has achieved a noteworthy success. Her concert tours in this country have invariably met with the heartiest praise and commendation from music lovers and newspaper critics of importance in all the leading cities.

Miss Teyte made her first records at the Columbia recording laboratory a few days since, and, as will be seen by the accompanying photograph, is well pleased with the "master" records which she heard through the medium of the Columbia "Grand." The Columbia Co. is naturally gratified to add this eminent artist to its fast growing list of recording stars, and the company is certain that Columbia dealers throughout the country will experience a heavy demand for these records as soon as they are issued.

If you think failure and speak failure you are sure to be a failure.

HIGHER PRICED MACHINES HAVE CALL IN MILWAUKEE.

Sales Keeping Up in Excellent Shape Despite Slackness in Local Manufacturing Circles—What Some of the Dealers Have to Report New Stores Open and Old Ones Expand—New Edison Phonograph Representatives—Some Excellent Window Displays Made.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., December 8.—Talking machine dealers all over Wisconsin are now finding themselves in the midst of a very satisfactory holiday trade. Fears were entertained in some quarters earlier in the season that sales this year would be curtailed because of the depression which is being experienced in some lines of business, but there is every indication at this time that business in the talking machine field will show an increase over the corresponding period a year ago. Most dealers have realized that more work, more extensive advertising and more thorough methods in every way would be necessary to "land" the holiday business this year. Efforts have been made to go out and get the business and the results have been entirely satisfactory up to date. There is no denying the fact that collections are a little slow and that the percentage of cash sales is perhaps a little smaller, but this is not discouraging dealers or jobbers. Most of them believe that underlying conditions are satisfactory and that money will become easier just as soon as Congress takes some action on the pending currency bill.

Sales of lower priced machines have fallen off somewhat in Milwaukee during the past few weeks, due to the fact that some of the large iron and steel and heavy machinery manufacturing concerns have laid off some of their men until the opening of the new year. Most of the big manufacturers say that they have plenty of business on their books, however, and that the filling of orders has been suspended in some cases, simply until the present depression clears up. The sales of higher priced machines have shown an increase and business in this line seems to have more than offset the decrease experienced in the less expensive goods.

"Both the jobbing and retail business is very good," said Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., Victor jobber. "Trade has been fully up to the average and I believe that there will be a consistent gain over the corresponding period a year ago." The Wisconsin Talking Machine Co. has located several good Victor dealers about the State during the past few weeks.

The Milwaukee local business in the Edison business phonographs and accessories has been taken over by the Tisch-Hine Co., of Grand Rapids, Mich., and William Tisch, for several years in charge of the Edison department in the Grand Rapids office, is now located in Milwaukee and will have full charge of the business. Mr. Tisch has opened offices in the Colby-Abbott building.

A sale of unusual interest was made recently by L. C. Parker, manager of the Victor department at Gimbel Brothers, when he disposed of a Victrola XVI, to each of the four officials of a Milwaukee business house. The sale was made to one of the officers of the concern, who had been delegated by his brother officials to select the machines.

A seventy-five per cent. gain in Edison sales has been experienced of late by the Milwaukee Phon-

ograph Co., jobber for the Thomas A. Edison, Inc., William A. Schmidt, general manager, reports a large array of dealers about the State who have signed up for the Edison goods. Some especially fine orders for the Edison disc machines are being received. William P. Hope, traveler in Wisconsin and Upper Michigan for the Thomas A. Edison, Inc., was in Milwaukee recently and reported a fine business.

A. F. Behrend, 458 Mitchell street, a well-known piano dealer, is now carrying the Columbia line of machines and records and is meeting with excellent success. Mr. Behrend's store is located in one of the leading business sections of the south side, a section of the city which has hitherto been covered only by the downtown store of A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue. Business at the Kunde store is climbing to a new high mark and Mr. Kunde has been forced to increase his sales force.

The Edmund Gram Piano House, 414-416 Milwaukee street, has met with some unavoidable delay in the work of removing its Victor department to the main floor of the handsome new store and so has decided not to make the change until after the rush of the holiday trade is over with.

C. W. Abbott, manager of the Victor department at the Boston Store, has found business so good since the first of the month that he has been forced to double his sales force in his department. Like most of the department stores carrying the Victor line, the Boston Store has been featuring the Victor goods in their advertisements in the local newspapers with excellent results.

The Gensch-Smith Co., 730 Grand avenue, one of Milwaukee's exclusive Victor shops in the downtown district, has been attracting considerable attention of late by the excellent window displays which it has been featuring.

Mrs. Frances E. Clark, head of the public school department of the Victor Talking Machine Co., spent a few days in Milwaukee, her former home, last month and aided in the work of exhibiting and demonstrating the Victor machines and records before the annual convention of the Wisconsin Teachers' Association.

NEW TALKING MACHINE COMPANY.

The Crescent Talking Machine Co., Inc., filed a certificate of incorporation last week with the Secretary of State at Albany, N. Y. The capital is given as \$300,000, and the incorporators are George E. Butler, J. Grant McCallum, and William H. Hamilton, Jr.

CLOSE IMPORTANT SALE.

An early issue of the Dictaphone Mouthpiece will feature a detailed account of a sale of eleven dictaphones to the Aeolian Co., which was closed recently after lengthy and strenuous competition.

THE PROGRESS OF THE BLACKMAN TALKING MACHINE CO.

Under the Direction of J. Newcomb Blackman It Has, in a Little Over a Decade, Risen to a Commanding Position in the Trade in the East—Increased Space to Take Care of Business Growth—Foresight and Efficiency Mark This Success.

The Blackman Talking Machine Co., 97 Chambers street, New York, the prominent Victor and Edison distributor, is taking care of its trade this fall in a most commendable and praiseworthy manner, due in a measure to increased facilities that the company has at its disposal this season. Additional floor space, new demonstration booths, and

there are thirty Blackman enthusiasts, all working with the one idea of increasing the prestige and standing of the Blackman Talking Machine Co. in the talking machine field. From a sales standpoint, comparisons furnish facts that are as startling as they are impressive. The sales for the year ending May 1, 1913, approximated thirteen times those of

A close student of the talking machine business in every detail, Mr. Blackman has installed systems in his institution that are well-nigh perfect in their conception and in the results achieved. Orders mark time from the moment they are received until the moment they are shipped, and it is this thoroughness of system that has been an important factor in the pronounced success of the company. The company has radical ideas on the proper service to be extended their dealers, and President Blackman is always willing and ready to assist his dealers in any way that will conduce to the betterment of their business. His dealers appreciate the broad Blackman policy of doing business,



J. Newcomb Blackman and R. B. Caldwell in Former's Private Office.



Section of Bookkeeping and General Business Departments.

many other improvements and additions which have been under way since last spring have been entirely completed during the past few weeks, and as a result, the Blackman forces are in a position to work at top-notch efficiency, aided by maximum conveniences and modern innovations in the realm of perfect merchandising.

The floor space utilized by the company now totals over 13,000 square feet, an imposing and impressive figure, when it is compared with the 1,700 square feet occupied by the company when it first started business back in 1902. Three and a half floors, running from Chambers to Reade streets, are now occupied by the various departments of the Blackman business, and it is a tribute to the foresight and wisdom of J. Newcomb Blackman, president of the company, that sufficient space has always been close at hand when expansion became necessary.

The history of the Blackman Talking Machine Co. dates back to 1902, when J. N. Blackman, with two employees, started out as an Edison phonograph

the first year, and the business of a single month, December, 1912, practically tripled the entire first year's sales. These figures furnish concrete evidence of the growth and progress of the Blackman Talking Machine Co.

"I am a firm believer in looking ahead and never standing still," remarked Mr. Blackman in a recent chat with *The World*. In that remark lies the keynote of the success of the company. In every single department of his business, Mr. Blackman has looked ahead and with the inevitable result that when the demands upon his business were increased, his facilities and service were ready to cope with the situation.

As an example of the foresight that has characterized the march of progress of the Blackman Talking Machine Co., it is interesting to note that it was in November, 1907, during the height to the business panic that Mr. Blackman signed a lease for the extra thousands of floor space which he realized would be absolutely necessary at some future time. He was convinced that he

and judging from the present growth of the company, this appreciation is substantial and still increasing.

GUESS QUICK AND STICK TO IT.

It has been remarked that indecision and indigestion have done more to make a dead letter of contentment than any other two troubles. The worst of the two, by far, is indecision.

Caution is an excellent and necessary quality. But there is a lot of difference between caution and indecision.

Caution weighs the question at issue with its eye on the scale indicator. Indecision spends valuable time looking back and sidewise, and around the corner or up in the air—never straight ahead.

It is unfortunate to "guess" wrong; but even that is better than to die of indecision!

Tighten up your mental machinery, and make it produce decisions when you need 'em!

You'll make some wrong ones; everyone does.



View from the Front of the Store.

jobber. One of these two employees, Frank Roberts, is still a member of the company's sales staff. The company started in a modest way, and in 1903 the Victor line was added to the Edison stock. R. B. Caldwell, the popular vice-president of the company, joined the forces in October, 1904, and in 1905 the company moved to its present quarters, occupying, however, but one half of its present space.

Compared with the two employees of 1902, to-day

would sooner or later need all the space clear back to Reade street, and he availed himself of the opportunity to contract for it, even though the immediate outlook was decidedly discouraging. The utilization of all this space at the present time furnishes proof of Mr. Blackman's wisdom of a few years since.



The Store front and Immense Sign.

But you won't be a shilly-shallying nonentity, at least.

Don't be a hesitator. Be a decider.

IMPORTANT VICTOR CATALOGS

Just Issued, Covering Complete Line of Records Up to November.

The Victor Talking Machine Co. sent out to its trade last week a number of new catalogs that are always issued at this time of the year. This valuable literature includes a November catalog of Victor records listed to date according to author, class of selection and name of selection, and a numerical catalog listing Victor records by their numbers. Additional enclosures with these new catalogs included a cut-out list of discontinued records, and a list of operatic and instrumental records to be added to the catalog without further notice.

The regular November catalog was conceived along the usual lines of Victor maximum convenience, completeness and thoroughness. The Victor Talking Machine Co. has perfected catalog production to a degree, and it is now merely a matter of listing all the new records, as improvements in the catalog can hardly be suggested. This applies also to the numerical catalog, which is recognized by leaders as one of the most valuable aids extended them by the company to assist them in keeping track of their record stock and to find a desired record at a moment's notice. The numerical and regular record catalogs form an ideal combination both for the dealer and his customer.

The special operatic and instrumental records to be added to the Victor catalog without any further notice contain the usual excellent list of high class records published at this time of the year, including selections by Frances Alda, Geraldine Farrar, Mischa Elman, Schumann-Heink, Louise Homer, and several others of similar prestige and prominence.

COLLECT BILLS WHEN SMALL.

If you cannot collect an account when it is small, be sure it will not be any easier to collect when it gets bigger. Collect bills when they are small. A short horse is soon curried, they say.

SERVICE IS THE KEYNOTE.

Of the Business Methods of Louis Buehn, of Philadelphia—Co-operation with the Dealer and Quick Deliveries Count in Busy Times.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., December 8.—This is the time of the year when the facilities of jobbers are subjected to the greatest tests. Everyone wants goods and the dealer has quite a problem to please all his customers. A talking machine purchaser is like a piano buyer—it takes a few months to decide, and ten minutes after the decision the customer wants the machine delivered. If there were plenty of time to do this, the dealer would save a lot of unnecessary work, as he could order as is his custom and not be forced to wire or telephone for individual deliveries. The increase of retail buying frequently is in excess of the dealer's predictions, with the result that he is under-ordered, so to speak, and in order to save his profits, he must have the quick assistance of a jobber.

In this city, Louis Buehn, the big Victor jobber, has learned by the past many years of experience that December profits depend upon his co-operation with the dealers who are Buehn clients. Consequently, he is far-sighted enough to adopt a lengthened working schedule for his offices so that no matter whether orders reach him early or late, they will have the very best attention that it is possible to give to any order, whether his client is large or small, or the order small or large. When an organization is transacting a certain volume of business throughout the year, and suddenly an increase is forced upon it for double the amount, there must be wonderful elasticity to the Buehn methods and men in order to care for the regular and additional work without chaotic disturbances. The Buehn men are picked men; to work for Buehn in Philadelphia gives at once a special rating to a man; so when you hear dealers speak in glowing terms of the high-power service given to them by the Buehn organization, it shows that the Buehn service is a real one; a service that is dependable

under most any condition. No doubt this explains why the business and prestige of Louis Buehn are constantly growing.

CAN'T CONTROL PRICES OF BOOKS.

Agreement Not to Sell to Cut Rate Dealers is Held to Be Violation of Anti-Trust Law.

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 6.—In a decision of the United States Supreme Court it was held that agreements between publishers and regular booksellers not to sell books to dealers who resell them to the public at prices below those fixed by the publisher constitute a violation of the Sherman Anti-Trust act. Dealers in copyrighted books may therefore sell them at cut rates.

The case determined was that of R. H. Macy & Co. of New York vs. the American Publishers' Association, embodying 75 per cent. of the book publishers in the United States. This association and the American Booksellers' Association, it was charged, sought to prevent the sale of books and periodicals to dealers who would not maintain fixed prices.

The court held that the Supreme Court of New York erred in the same case in deciding that the copyright laws permitted those holding copyrights of books to exercise any power of monopoly over them other than that conferred directly by the copyright.

A STRIKING ADVERTISEMENT.

(Special to The Talking Machine World.)

GREENWICH, CONN., December 9.—One of the most striking and impressive advertisements ever published in the local newspapers was one inserted this week by the Mead Stationery Co. of this city, the prominent Victor Talking Machine Co.'s dealer. This advertisement was a two-color one, and made a striking display in red and green. The new Victrola No. 10 was featured prominently in this advertisement, and the text was clean cut and interesting.

Push the
Sale of
Records
by Selling
Cabinets

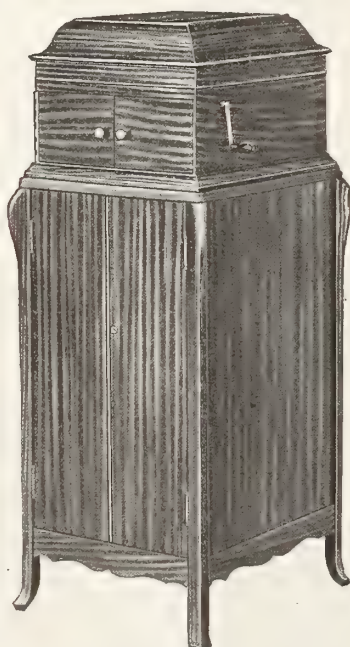
LONG CABINETS

Occupy a strong position. They have many friends.

THE GEO. A. LONG CABINET CO.

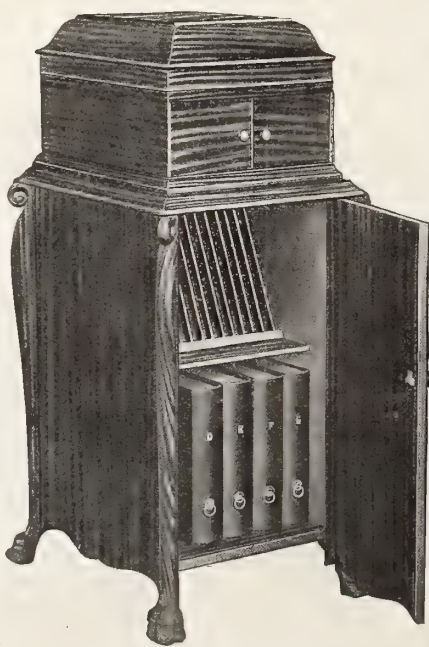
Push the
Sale of
Records
by Selling
Cabinets

Write
to-day for
Circulars
of
Record
Cabinets
and
Player Roll
Cabinets



D 67

Mahogany, Golden Oak and W. O.
Finished all around.
Sliding Record Shelf.
For IX Victrolas.
Capacity, 192 12-inch Records.



D 64

Mahogany, Golden Oak and W. O.
Finished all around.
For IX Victrolas.
Capacity, 180 12-inch Records.



M 107

PLAYER ROLL CABINET.
Mahogany, Back finished like sides. Ca-
pacity, about 100 Rolls.

Circular
Matter
Cheerfully
Furnished
on Request

Address CLEMENT BEECROFT, Sales Manager
309 W. SUSQUEHANNA AVENUE

Philadelphia, Pa.

THE DEATH OF JOHN DORIAN.

Popular Member of Columbia Graphophone Co.'s Staff Passes Away in Denver from Illness Contracted in the Orient With Columbia Co. for Over Nineteen Years.

The many friends in the trade of John Dorian, the traveling representative of the export department of the Columbia Graphophone Co. will regret to learn of the death of this popular member of the Columbia staff. Mr. Dorian passed away November 24 at Denver, Colo., after a serious illness contracted on his last trip to the Orient. Mr. Dorian, who was in his forty-seventh year at the time of his death, is survived by a widow and two children. A temporary interment took place at Denver, Colo., until the various members of the Dorian family could get together and attend the funeral.

John Dorian, who was a brother of Marion Dorian, treasurer of the Columbia Graphophone Co., and of Frank Dorian, manager of the Co-



John Dorian

lumbia Co.'s Dictaphone division, was connected with the Columbia Co. for nineteen years, and during that time held a number of important executive positions. His first connections with the Columbia Co. were in Washington and St. Louis, and subsequent to that he was transferred to the Pacific Coast, where he spent several years developing the company's business in the Far West, with headquarters in San Francisco. He then joined the New York executive offices as assistant general manager, and later became manager of the New York wholesale territory. Mr. Dorian entered the export department in 1906, where he stayed until December, 1912, when he contracted the fatal illness that resulted in his death.

John Dorian was admired and esteemed by all the members of the trade with whom he had had any business connections, and during his many years with the Columbia Co. had enjoyed the affection of all his associates. His loss is a severe blow to his many intimate and business friends, and his widow has received messages of condolence from all parts of the world.

The store that sells but one line of goods gets but one line of customers. Why not branch out into as many lines as are practicable.

FOR SALE

A nicely-equipped Victor Business in San Francisco. New fireproof building; 8-year lease; reasonable rent; clean, up-to-date stock. Will sell at invoice. I also handle pianos and sewing machines. Address Geo. W. Scott, 617-619 Clement St., San Francisco, Cal.

TO INCREASE PARCEL POST LIMIT.

Interstate Commerce Commission Approves Plan to Increase Weight Limit in Certain Zones and Make Other Improvements in Service—Some Rates to Be Reduced.

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 9.—It will interest talking machine jobbers and dealers, who are utilizing the parcel post so effectively these days for the shipping of records, that Postmaster-General Burleson's proposals to increase the weight limits of parcel post packages in the first and second zones from twenty to fifty pounds, to admit books to the parcel post and to reduce rates in the third, fourth, fifth and sixth zones was approved to-day by the Interstate Commerce Commission.

The maximum weight of parcels to all zones beyond the second was increased from eleven to twenty pounds. The changes go into effect January 1.

For the third zone rates will be reduced from seven cents for the first pound and five cents for each additional pound to six cents for the first pound and two cents for each additional pound; for the fourth zone, from eight cents for the first pound and six cents for each additional pound to seven cents for the first pound and four cents for each additional pound; for the fifth zone, from nine cents for the first pound and seven cents for each additional pound to eight cents for the first pound and six cents for each additional pound; for the sixth zone, from ten cents for the first pound and nine cents for each additional pound to nine cents for the first pound and eight cents for each additional pound.

It is provided by the Postmaster-General, with the consent of the commission, "that the rate of postage on parcels containing books weighing eight ounces or less shall be one cent for each two ounces or fractional part thereof, and on those weighing in excess of eight ounces the zone parcel post rates shall apply."

This is to be effective March 16, 1914.

PRAISE MIGNONETTE MODEL.

What a Prominent Dealer of Vicksburg, Miss., Writes the Columbia Agent in New Orleans.

(Special to The Talking Machine World.)

NEW ORLEANS, LA., December 9.—W. F. Standke, manager of the Columbia Graphophone Co.'s distributing branch in this city, points with pride to the many letters he has received from Columbia dealers in this territory testifying to the merits of the new models of Columbia machines. The "New Mignonette" in particular is praised by all the Southern Columbia dealers, and considered one of the most popular models ever presented by the Columbia Co.

As an example of the dealers' appreciation of the "New Mignonette" Mr. Standke refers to a letter recently received from W. O. Menger, of Vicksburg, Miss., one of the most aggressive Columbia dealers in this territory, who writes: "Since writing you this morning, the New Mignonette came in. This is the prettiest thing we have seen yet that could sing, except possibly the writer's wife. The size of this machine is larger than we looked for, the size of build of case absolutely perfect as to design and general contour, finish just like glass, the sound the closest approach to the natural human voice yet produced. We are most pleasantly surprised in every way and see of no change whatever to suggest in its make-up; the tilting record rack is a model of convenience, one of the very few record racks that is really a practical one."

(Signed) W. O. MENER.

WHEN A MAN IS "DEPENDABLE."

To call a man "dependable" is to pay him one of the highest compliments possible. The world is broad, strong, comprehensible. It means so much more than most terms of praise. A man may be capable, but erratic; industrious, but blundering; faithful, but incompetent; but to be "dependable" is to be better than any of these, or all combined, for a man, to be dependable, must be capable for his task, industrious in his application to it, and faithful to his trust. Such a man is worth while to any employer.

A RECORD MONTH'S BUSINESS.

Volume of Business for November with New York Talking Machine Co. Close to Doubling Last Year's Total, Says Arthur D. Geissler—Machines Sold Off Rather Than Stored.

"Our November business this year came within five per cent. of doubling that of last November," states Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., 81 Chambers street, New York, the popular Victor distributor. "An interesting feature of the shortage of Victor goods caused by the extraordinary demand this year is the fact that this shortage has resulted in a most gratifying increase in collections. The individual dealers seem to be striving to keep their credit in the best of shape so that, if this fact is to be considered in increasing his allotment of Victor goods, he will receive his share of machines and records."

"As a matter of fact, in spite of a seeming undertone of pessimism which has been encountered in other lines of business, the Victor Talking Machine Co.'s business is standing out in great contrast. The factory is working double overtime and still far behind on their orders. The dealers are taking all the machines allotted to them, including a good many styles which they are taking with the idea of loaning them to customers until they can supply the desired styles."

"A close checking up of the dealer's business, and a general inventory of their stocks shows that the usual storing away of machines for the Christmas trade is not taking place this year. Sales seem to be made on receipt of the goods. The Victor Co.'s entrance into the new year will most certainly leave them a clean market in which to start shipments."

HIS OWN RULES OBEYED.

How Thomas A. Edison Was Held Up by an Office Boy.

The following story concerning Thomas A. Edison has been making the rounds of the press. An office boy who felt his responsibilities kept Thomas A. Edison, inventor, cooling his heels for five minutes outside his own office. Mr. Edison, who has been taking an enforced vacation of two weeks in his home, West Orange, on account of a cold, was permitted to go to his laboratory on condition that he remain only a few minutes. The boy, who had been engaged since Mr. Edison became ill, met him at the office door.

"You can't see Mr. Edison without an appointment," he said firmly.

"But this is most important," remonstrated the inventor, who wanted to prolong the joke.

"Nothin' doing, and, anyhow, you'll have to see the secretary," the boy added. Mr. Edison said very well, he would see the secretary.

After about five minutes the secretary came out and greeted Mr. Edison by name.

"That's all right," said the inventor, patting the boy on the head, "I like to see my own rules obeyed."

TO MAKE TALKING PICTURES.

The Renfax Film Co., Inc., with a capital stock of \$90,000, and the Progress Film Co., Inc., with a capital of \$25,000, both of Manhattan, filed certificates of incorporation at Albany, N. Y., this week for the purpose of making and dealing in machines to synchronize motion pictures and talking machines.

OPENS NEW RECITAL HALL.

A handsome recital hall was recently opened in connection with the talking machine department of the Schmelzer Arms Co., Kansas City, Mo., and Manager A. A. Trostler, of the department, is planning a series of weekly recitals.

W. A. Bowen & Son, jewelers, Kewanee, Ill., have been attracting crowds to their establishment through the inauguration of a series of recitals on the Edison disc phonograph, which they handle exclusively.

Thanks for the Past

END-OF-THE-YEAR thanks are customary and usually a mere formality.

But not ours, this time.

We have had one most distinctly elegant year—thanks to you dealers who did the selling.

In a way, this is thanking you for what you did for yourself; but we were in it with you.

We were never before quite so busy as just now—congratulating ourselves with one hand and wishing our customers A Merry Christmas with the other.

Columbia Graphophone Company.



Thoughts for the Future

1914 is going to be a record year.

A "record" record year.

Beginning January 1.

This is not a mere prediction; we have started it already.

You saw the start of it when we announced that advertising record of ours at a quarter-of-a-dollar.

Yes, and we have set just one limit on the Columbia program for 1914;

A *minimum* limit of a 100% increase of Columbia record business.

We are going to do to the record business of this country just what we have already done to the machine business.

Watch it!

We are ready to-day to tell you some details of our 1914 campaign for doubling the sales of a record retailing at 10 cents less than any competitive record, yet carrying a *larger percentage of profit on each record sold.*

And if you operate with us you can count on our placing in your hands the means of securing the name of every active talking machine user in your locality.

The owner of a talking machine, of any make, only needs to know that Destinn records are available to want these Destinn records, and Bonci records, and Fremstad records, and Josef Hofmann records, and Ysaye records.

And more than that, the owner who buys Dance records needs only to hear such true-tempo tangos as ours to go *somewhere* to get them.

And all the way between the Opera and the One-Step, the guaranteed tone quality and the reproducing quality and the endurance of Columbia Records make a *buyer* every time the owner of a talking machine hears the first Columbia Record.

Here's next year:

We intend to make two Columbia Records sell where one sold before.

We intend to turn \$2 into Columbia dealers' pockets where \$1 was turned in before.

We intend to bring one new regular buyer of Columbia Records to a Columbia dealer's door for every one who opens it now.



It's as simple as that!

Watch it!

But watch it from the inside looking out, not from the outside looking in.

The view is much better from the inside.

So if you are interested in doubling your record business this coming year (and in making more money on every record you sell) write for particulars to

GEO. W. LYLE, General Manager.

Columbia Graphophone Company

WOOLWORTH BUILDING, NEW YORK

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world.

DEALERS AND PROSPECTIVE DEALERS, WRITE FOR A CONFIDENTIAL LETTER AND A FREE COPY OF OUR BOOK, "MUSIC MONEY."

DISCONTINUE JOBBING BUSINESS.

The Friedrich Music House to Concentrate Its Efforts on the Retail End of the Talking Machine Business Exclusively—Handles Victor Talking Machines and Records.

(Special to The Talking Machine World.)

GRAND RAPIDS, MICH., December 19.—The Friedrich Music House, of this city, one of the best known and successful music houses in this section of the country, has discontinued its jobbing of Victor products in order to concentrate its energies on the retail end of its business exclusively.

In discussing this important change, Julius A. J. Friedrich stated as follows:

"We have discontinued the Victor jobbing business because it interfered with our two retail departments. Our situation was such that we could not place our jobbing department separate from our regular business; and since we were not in a position to place such large orders for the holiday trade, our retail department naturally suffered because in many cases we were obliged to take machines off our retail floors so as to help out old customers.

"We enjoyed the jobbing business very much while we were in it, but we felt that we were doing an injustice to ourselves as well as to our dealers if we would not discontinue the same.

"We have added three new rooms in the rear of our store on the ground floor in addition to those we already have on the third floor. These new rooms are all sound proof and arranged right up to date. We expect to increase our retail business very much by placing all of our energies into the same."

TO PROTECT DESIGNS.

Action Taken at Convention of Business Men to Secure Relief—Manufacturers Object to Kahn Law, Enacted for Foreign Exhibitors at Panama-Pacific Fair—More Than Three Hundred Delegates Hear of Troubles.

Steps were taken to secure better laws for the protection of commercial designs in this country, and a permanent organization was effected at the Design Registration Convention held in the Hotel Astor last month. More than 300 delegates representing manufacturers', merchants', importers', designers', advertising and trade press associations, attended.

The convention was held under the joint auspices of the National Registration League, and a committee representing the National Federation of Trade Press Associations. Permanent organization to fight for the desired legislation was affected.

The chief point of attack was the Kahn act, which provides that designs of any sort connected with foreign exhibits at the coming Panama-Pacific Exposition are to be granted patents, trademarks and copyrights, with severe penalties for infringement, as soon as they are landed at the grounds.

This may work, the American designers say, to create copyright for foreigners in things "long before known or used, or things which are public property or even previously copyrighted," and may also "give trade-mark rights to one who may have pirated a well-known trade-mark of a domestic manufacturer."

The speakers declared that design piracy has grown in recent years to an alarming extent, and each cited instances in his own particular line of business. It was urged that frequently the chief value of a manufactured article lies in its design. When this design is appropriated by a competitor and used to exploit an inferior article, the honest manufacturer suffers, it is said.

Ida May Cameron, sister of L. K. Cameron, manager of the retail talking machine department at Wurlitzers, made her debut in a larger professional way at the Studebaker Theater, Chicago, last Sunday, appearing in recital with Ludwig Schmidt, the well-known violinist. Miss Cameron has a lyric soprano voice of rare quality, which she used to excellent advantage in a program of English, German and French songs. She was given most favorable notices by the daily paper critics.

THE RECORD AS A TEACHER.

Miss Patten, a Dramatic Reader and Teacher, of Chicago, Makes a Number of Records for Use in the School and in the Home Which Will Instruct in the Art of Declamation and Recitation—A Move of Importance.

The talking machine has made dancing a part of the school curriculum, and now it is soon to give the reading lesson. The idea of teaching by the ear as well as the eye has become quite a feature of modern education. As a consequence, various classics, graded according to other studies, and poems are being bottled up in the records for future use. It will be probably a year before they are ready for the schools.

It has been impossible heretofore to record a woman's reading voice because of the range of tone and rapid vibrations. These requirements are a vibrant quality and faultless diction, and the reader should be an artist in order to truthfully and beautifully interpret. Just as it was harder to record the woman's singing voice than the man's so it has been with the reading. The experiments with the feminine voice have been unsuccessful for the last two years, but Miss Cora Mel Patten, a dramatic reader of Chicago, has the distinction of making the first satisfactory record. Miss Patten is principal of the Marden School of Music and Expression and chairman of the Junior Department of the Drama League of Chicago.

"The children should read less and the teacher more," said Miss Patten, who has just been engaged by the Victor Co. to read for their new records. "Where the teacher reads well the children read well. These records will overcome the deficiency of the regular teacher and introduce the special teacher into the remotest class rooms.

"Reading into a phonograph is not as easy as you would imagine," laughed Miss Patten, who is one of those delightful women who have eliminated the petty things of life and reached serenity. "I stand in front of the talking machine, which is placed between two laboratories. It looks like a side-board. Just a trifle to the left is a mirror, behind which one of the operators stands. If he wishes to say anything to me he pushes this down like a window. The buzzing sound begins, there is a tap to get ready, then two taps. The minute that comes you must begin to read or the record will be spoiled. These records are two lengths, one a little over three and the other over four minutes. You must finish your reading within the time limit of the record. The first time I missed it by four lines, the second by two, until at last I came out even.

Miss Patten will read the poems of Longfellow, Lowell, Tennyson, Field, Riley, Stevenson, Bunner and Holmes.

Such classics as the Gettysburg speech, the Declaration of Independence and all the schoolboys' favorite orations, which require the heavy masculine voice have been recorded. James Whitcomb Riley has read his own poems, and Robert Hilliard, the actor, as well as several others, have been successful.

ISSUES NOTICE TO THE TRADE.

The Minute Shine Co., of Providence, R. I., which is widely known in the trade as manufacturers of the Dustoff De Luxe talking machine record cleaners, has sent out a special notice to jobbers and dealers in which it is pointed out that "Dustoff De Luxe, or so-called record cleaners are universally protected by letters patent, and no others involving this idea can be made without being an imitation and infringement. Makers, sellers and jobbers of every other so-called record cleaner, or record dusters embracing this idea will be proceeded against to the full extent of the law."

The Dustoff De Luxe record cleaner is covered by the Simpson Patent No. 659,029, filed November 7, 1911. This notice has been issued because of information that has reached the manufacturers that infringements of this patent are being placed on the market.

"HONESTY" AND "POLICY."

Honesty is the best policy—yet there seems to be a lot of people who are opposed to playing "policy."

BELIEVES IN "SERVICE."

How E. Percy Ashton Has Built Up a Large Business by Looking Closely After the Wants of Customers in Territory He Controls.

E. Percy Ashton, proprietor of the American Phonograph Co., 252 Woodward avenue, Detroit, Mich., is a thoroughly practical talking machine man. He gives the closest personal attention to his business, and he is more than gratified at the



E. Percy Ashton.

results which he has achieved within a comparatively brief time. His establishment is an attractive one on the principal business thoroughfare of Detroit. The American Phonograph Co. takes rank as exclusive Edison jobbers in Michigan and the oldest in the United States.

The business of this house has been conducted along clean and conservative lines. Mr. Ashton has always taken pleasure in filling his orders promptly, because he thinks that efficient service is one of the bulwarks to any business.

PHONOGRAPH AS EXPERT WITNESS.

Placing the family phonograph on the library table, Mrs. Sufferon said to her husband:

"I have an odd record here, George, and I want to see if you can guess what it is."

When a weird succession of sounds began to come from the instrument Sufferon knitted his brow and tried to identify them.

"It's a buzz saw ploughing through a knot," he ventured.

"Guess again," said Mrs. Sufferon.

"A slide trombone in full cry."

"Hardly."

"Cat concert."

"Nope."

"Hoot owl with its toes in a trap."

Smiling grimly, Mrs. Sufferon shook her head in the negative.

"Give it up," finally said Sufferon; "but as one last guess I'll say that it sounds very much like a siren whistle with the pip."

"I will agree that it is as bad as all you have named," Mrs. Sufferon remarked, "and I hope it will save a lot of argument in the future."

"But what is it?" insisted Sufferon.

"It's a record I made in your bedroom the other night," replied Mrs. Sufferon, "to prove to you that you really do snore in your sleep, and to let you know just how awful it sounds."

DEATH OF E. J. WILSON.

E. J. Wilson, who handles the Columbia line in Hamilton, Ont., died last week of pneumonia. He was a respected and highly valuable member of the trade.

Persistency has crowned many an effort. Think of the moral and act.

PUBLICITY AND "ROMANCE."

Victrola XVI Plays a Prominent Part in the Action of Successful Play Now Being Presented in Chicago, and the Rudolph Wurlitzer Co. Takes Full Advantage of the Fact.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 8.—The very well acted and accurately presented play "Romance," in which Miss Doris Keane has been appearing at the Princess for the past eleven weeks, has been the source of some of the most valuable advertising that the House of Wurlitzer has received for some time. The properties include a style XVI Victrola, an antique square piano and a reed organ, all of which were furnished by the Wurlitzer Co., and which are acknowledged in the program.

The curtain rises in the prologue with the Victrola holding the center of the stage and the house at once senses the novelty of its presence and at the same time the reality of the scene. The grand-daughter of the character who is the hero of the three main acts that follow, and which date back some forty years, advances and places "Kennst du das Land?" sung by Emmy Destinn, on the machine. "I Love a Lassie" replaces it. The laugh that comes from the audience as the familiar Scotch burr of Harry Lauder reaches their ears could not be more spontaneous were the jocular comedian himself to appear on the stage. This record, however, is not finished, as a conversation begins that introduces the main story of the play.

At the end of the first act the opera singer, Cavallini (Doris Keane) disappears down a staircase apparently singing "Kennst du das Land?" In reality, an opera singer stationed at the foot of the staircase sings. In the record act the antique square on which Miss Keane plays meets the eye of the audience and behind the scenes the reed organ plays. The epilogue of the play is particularly touching. The once fine-looking young man, now aged and gray, sits by the fire and listens to his grand-daughter as she reads in the paper of the death of the once famous Cavallini. Then, left alone with his romance, the old man once more places a record on the machine and as the curtain goes down the audience again hears the famous selection from "Mignon" as it issues from the Victrola.

THE TRADE AWAKENING

Of the United States to the Panama Canal And What it Means in the Development of Export Trade—The Opportunities Offered.

Unless all signs fail, the opening of the Panama Canal is going to mark a brand-new epoch in American business. This is, at all events, the belief of people who have kept in closest touch with American trade prospects; and it sounds reasonable—because:

First, the canal connects the eastern and western sections of the country by water, entirely eliminating the long and perilous journey around Cape Horn. This means, of course, that not only will there be an immensely increased amount of traffic between the Atlantic and Pacific coasts of the United States by water, which is naturally cheaper than the all-rail route, now the only alternative to going all the way around South America, but that,

Second, the canal makes just as easy trade with ports on the western side of South America, which has heretofore been even more inaccessible than those on our own west coasts, because there was not the alternative of all-rail shipments, even at higher freight rates. It is also altogether likely that trade with South American points not actually ports of entry will increase proportionately, taking shipments for inland delivery from canal ports or from those on the west coast of South America.

Third, additional steamship lines between the United States and South American ports, with greatly increased number of sailings, are more than probable, the lack of these in the past being a bitter reflection on the apathy of the United States manufacturers to the possibilities of trade with our southern neighbors—an apathy from which they are now beginning to arouse themselves—and it is about time.

THE TALKING BANK NOTE

Is New Invention of an Engineer in England Like Phonograph Record it Will Cry Its Value Aloud and Defy Forgers.

An invention that might prove useful in the make-up of the new American issue of bills and banknotes has lately been brought to a high state of perfection by an English engineer, Alfred E. Bawtree.

Mr. Bawtree's device is a machine which will so cut the edge of a banknote as to make it a veritable phonograph record, capable of talking and stating its denomination.

Put as simply as possible, the method employed in making the "talking banknote," which Mr. Bawtree says will defy the machinations of the counterfeiter, is this: The sound form of two syllables, like "dollar," "fifty," "hundred" is first photographed by an ingenious process upon a film, making a jagged line of about the length of a bank note.

By a photo-mechanical process this jagged line, which is really a little record of the words spoken, is cut on a zinc plate, and from this mould a steel cutting knife of the required shape and design is obtained.

With this knife the edges of bills and notes may be cut and each serrated edge is a reproduction of the sound form required.

When the bills so treated are passed through the specially designed phonographic reproducer, which is a part of the invention, they can be heard crying their values.

Mr. Bawtree says, "with this machine people can safeguard themselves against receiving forged notes. It would be practically impossible for a forger to imitate the serrated edge of a note which 'talks.'"

DO YOUR WINDOWS PULL?

Do you watch your windows carefully, to note if the display is "pulling"? Sometimes merchandise will remain in a window several days without occasioning a single inquiry within the store. Yet, if the windows are not being watched, nobody will know of it, and that splendid selling space will be as naught for the time being.

No merchant would venture to advertise a second time an item which plainly did not sell when advertised the first time, nor should he be any more reckless of his window space—indefinitely more valuable, so far as direct returns are concerned. Have a good talking machine window display.

Success BREEDS Success

BLACKMAN DEALERS
KNOW IT

They know that the BLACKMAN POLICY of PROTECTING regular Blackman dealers FIRST—will enable them to get machines if at all possible. They know what BLACKMAN SERVICE has meant to them in the past. That's why they stick.

WHEN WILL YOU
Be a Blackman Dealer?

Start by taking advantage of our IDEAL RECORD SERVICE.

VICTROLAS are too uncertain to make promises about during December except as above.

Yours for service,

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



INTERESTING VIEWS OF GEO. W. LYLE ON RECENT TRIP

General Manager of Columbia Graphophone Co. Pays Annual Visit to Pacific Coast and Intermediate Points and is Enthusiastic Regarding Present Columbia Business and the Future Prospects for That Line Throughout the Country.—Had Enjoyable Trip.

George W. Lyle, general manager of the Columbia Graphophone Co., returned recently to New York after a trip to Pacific Coast cities, including Spokane, Seattle, Portland, San Francisco and Los Angeles. Mr. Lyle also visited Chicago,



George W. Lyle.

Minneapolis and St. Paul on the outward trip, and Denver, Salt Lake City, Omaha, Kansas City and St. Louis on the homeward end of the journey.

In talking with a representative of The Talking Machine World Mr. Lyle expressed himself as immensely pleased with the activities noticed at every point visited in everything relating to the talking machine industry. He said: "The talking machine business was never better and at no time in the history of the industry have so many

representative business houses been identified prominently as dealers in this line as at the present time. This applies equally to piano and music houses, department stores and large general merchants.

"In this connection, also, it is very gratifying to note that the advertising campaign conducted by the Columbia Co. has induced a great many representative firms to adopt as a settled business policy the carrying of more than one line of talking machines. Extensive talking machine departments have been opened by these representative houses, in which are sold more than one line of talking machines and records, so that the needs of all customers can be properly cared for in the one department. The Columbia Co. has been most successful during the past year in getting a generous representation of Columbia goods in all sections of the country, which is, of course, a source of great gratification."

Everywhere on the trip Mr. Lyle encountered marked indications of the recognition of the talking machine as a business proposition on the part of houses of unquestioned importance and business acumen.

Columbia business was never better, and at every place visited Mr. Lyle was the recipient of numerous compliments and congratulations, not only upon the excellent business which dealers are enjoying in Columbia products, but on the eminently satisfactory qualities of Columbia machines and records. The only complaint registered at any stage of the journey was on account of the inability of the company to promptly fill all orders offered. The company was never so much oversold as at the present time. Plans are already under consideration for an augmentation of factory facilities, which will enable the company to double its present output.



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

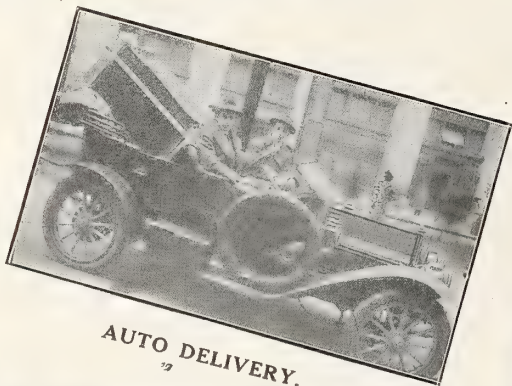
Ask your watch repairer whose
oil he uses on your watch.

General business conditions throughout the territory visited are in the main good. There were some complaints of unsettled business conditions due to tariff agitation, but it is expected that this is but a temporary condition, which will readily be assimilated now that the tariff bill is a law and business interests are free to adjust themselves to the new conditions.

Mr. Lyle had a most enjoyable trip and returned full of enthusiasm and assured of a tremendous upward movement in the talking machine business from now on.

Doe Brothers, of Bradford, Vt., have just installed a new Edison department under the supervision of a capable young lady. They express themselves as satisfied with the first month's results.

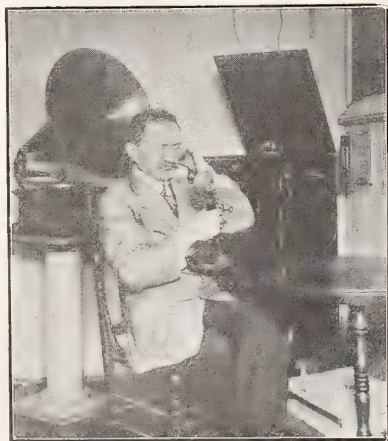
PICTURES FROM REAL LIFE



AUTO DELIVERY.



TRUCK DELIVERY.



"I WANT 3337 GRAMERCY"



5TH AVE., MADISON SQ., 23D ST., N. Y.



ORDER DEPARTMENT.

**"HELLO?—YES—SURE—WE'VE GOT IT!
WILL SHIP AT ONCE"**

Benj. Switky, Victor Distributor, New York

NEW COLUMBIA CO. REPRESENTATIVE IN TEXAS.

Mexican Phonograph Co., of Mexico City, to Look After Interests of Columbia Line in Large Section of Southwest—To Open Many Branch Stores in Principal Cities—An Important Business Deal—Those Connected With New Arrangement.

Rafael Cabanas, president of the Mexican Phonograph Co., Mexico City, Mex., the prominent Columbia distributor, and one of the largest talking machine houses in the country, closed an important deal this week whereby his company extends its field of operations to include Texas and Arizona



Rafael Cabanas.

for Columbia machines and records, and Texas and Oklahoma for the Dictaphone.

By the terms of this important deal, Mr. Cabanas purchases the Columbia Graphophone Co.'s store in Dallas, Texas, and in addition will open a

distributing branch at El Paso, Texas, and intends to open branch stores in all the principal cities throughout this territory where he cannot immediately secure adequate representation for Columbia products.

Robert R. Souders, the popular manager of the Dallas distributing branch for a number of years, has been retained by Mr. Cabanas as manager of the territory. Mr. Cabanas has also secured the services of E. Thallmeyer, who for a number of years represented the Dictaphone interests in Austria with marked success. Mr. Thallmeyer will be in charge of the Dictaphone business throughout Texas and Oklahoma. J. M. Spain, well known in the talking machine trade, will have charge of the local territory out of El Paso.

All stores will carry a complete stock of not only domestic, but Spanish and foreign records of all character, and Mr. Cabanas, who incidentally is a good, loyal American citizen, contrary to the sounding of his name, will spend the greater part of each year in the United States.

The energy and progressiveness of Rafael Cabanas is well exemplified by the remarkable success and prestige of the Mexican Phonograph Co. Mr. Cabanas is an enthusiastic Columbia advocate and his consistent and forceful publicity on behalf of this line has been an important factor in the success of the Mexican Phonograph Co.

PUSHING EDISONS IN ST. LOUIS.

Silverstone Music Co. Carrying On a Live Advertising and Selling Campaign in the Interests of Both Cylinder and Disc Machines—Displaying Pictures of Edison Artists.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., December 10.—Since the advertising campaign of the Edison factory began The Silverstone Music Co. has reappeared in the local papers with liberally spaced ads. In a recent one Mr. Silverstone tells of an Edison disc phonograph having been selected in competition for the Riddick School for educational purposes. The School Board here has no money available for talking machines and they are bought by Patrons' Associations. In this case the committee made quite a canvass before deciding. The Edison disc also has been exhibited by request at the Bryan Hill School.

The Silverstone warerooms are taking on the effect of a picture gallery since Mr. Silverstone has been framing large pictures of the artists who make the Edison records. It is quite an impressive collection.

Mr. Silverstone's latest selling aid is a list of \$200 and up machine buyers, bound in book form, which he produces for doubtful customers. "We evidently have some mighty good names on that list," he says, "for almost without exception it has delivered the goods when produced. I brought it out to-day for a woman who was hesitating and the first name caused her to almost gasp. 'You have sold Mrs. —,' she said. 'Well, if so good a musician as she is is satisfied, I guess I ought to be,' and the sale was made. I never fail to remind customers that the long list of \$250 machine buyers have not only appreciated out machines as much as any other machine, but they have paid \$50 more than the others ask for their machines of similar type."

The Silverstone jobbing service is reaching out. Recent stocks of Edison disc machines installed are: Nashville Talking Machine Co., Nashville, Tenn.; Guerand Drug Co., Lake Providence, La.; Hemenway Furniture Co., Alexandria, La.; and G. L. Hall, Bridgepoer, Ill.

The Edison disc machines now are on sale in St. Louis in six stores: Silverstone Music Co., Home Phonograph Co., La Motte Piano Co., Kleekamp Bros., Piano Co. and Wellston Talking Machine Co.

J. H. Skelley has joined the Silverstone Dictating machine department, and Miss Christine Sutter is in the record sales department.

"Our Saturday afternoon concerts are getting to be a tremendous feature," remarked Mr. Silverstone. "We have had overflow concerts on the first floor several times. Since we begun our advertising campaign we have had a good many curiosity seekers and owners of other machines who drift in to hear for themselves. For these we have enlarged our first floor seating capacity and now one often finds us playing to a full house."

Manager Ligon, of the Famous and Barr Victrola department, has proof that he is doing business. He has been in business since September 1, most of the time handicapped by decorators, but already he has proved his right to space so strongly that he has ousted the piano department offices from their snug quarters and now he has designs on the photographer who is his neighbor. "Results bring results," he says.

GREAT VOLUME OF BUSINESS

Being Done by The Eclipse Phonograph Co. of Hoboken, Who Are Edison Jobbers—The Interesting Remarks of Mr. Toennies.

"Our business the past month has exceeded all our expectations," stated A. W. Toennies, of the Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., jobbers of Edison disc and cylinder products exclusively. "We have been signing up new dealers day after day, and judging from all indications, the Edison disc product will certainly enjoy an excellent year in 1914."

"The real musical qualities of the new Edison disc product seems to be making a wonderful impression on the public, and this appreciation is in turn conveyed to their enthusiasm to their dealers who naturally are anxious to learn the real truth regarding the musical possibilities of the Edison disc line. A single demonstration usually suffices to convince even the most skeptical of the musical qualities of the Edison disc product, and many of our new Edison disc dealers have stated that with the Edison disc machines and records they are in a position to adequately handle the needs of the most discriminating and critical music lovers."

"We have yet to receive the first complaint from any of our new Edison disc dealers regarding the quality and value of the Edison disc product, and we join in the enthusiasm of our dealers in predicting a well-deserved success for the Edison disc line that will increase month after month."

Remember every day counts in the making or marring of a whole.

HELLER CO. CREDITORS MEET.

Trustee Elected and Given Power to Sell Property of Bankrupt Milwaukee Talking Machine and Piano House at Early Date.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., December 9.—The first meeting of the creditors of the bankrupt Heller Piano Co., of Milwaukee, a concern which handled the Victor line of talking machines, was held on December 2, when the First Savings & Trust Co., of Milwaukee, was elected trustee and was given the power to sell the assets of the defunct concern. Eric S. Hafsoos, of the Flanner-Hafsoos Piano House, Paul Tromnow, formerly head of the sheet music department at the Heller store, and Julius J. Goetz were appointed appraisers. The examination of the bankrupt was postponed until the next meeting, December 16, because of the fact that the concern has been unable to file a complete schedule of assets and liabilities. Heller claimed at the meeting that his concern would be able to show assets of about \$400,000, including piano contracts on instalment goods and ninety-one pianos held in storage.

STATUS OF THE OLDFIELD BILL

Explained by Father of Measure, Who Tells of Expectation at Present Session of Congress—Trust Legislation to be Discussed.

It is estimated that there are ten thousand public and private bills to be presented at the session of Congress which opened in Washington, D. C., early this month. Of the many bills now pending none perhaps holds more interest for advertisers and manufacturers than the Oldfield bill, which has been so vigorously opposed by the talking machine trade and other industries, where fixed prices have been of such benefit in maintaining trade stability.

Talking of this bill to a representative of Printers' Ink, Congressman Oldfield said, on the eve of the opening of the session:

"I have every hope of securing the passage of my bill at this session." Asked whether further hearings would be held on the subject he said: "I think not—not if I can help it." Mr. Oldfield, speaking as chairman of the Patent Committee of the House, said, "I expect to get through early in the session an amendment to the Kahn act that will have the effect of not allowing foreigners any advantage over our own inventors and manufacturers." Asked whether he thought it would be necessary to hold public hearings on the subject of the proposed amendment, Congressman Oldfield said that he did not believe that this would be necessary.

The position which the tariff occupied in the special session will be taken in the regular session by trust legislation. That is, it will be a matter for primary consideration and every effort will be made to perfect trust regulation measures that can be introduced as party or administration measures in the hope that they can be put through as was the tariff. It has been reiterated that only the "bad trusts" will be aimed at by any legislation that may be proposed, but many business men are skeptical as to whether absolute justice can be possible in drawing a line. Any legislation aimed at trusts is almost certain to involve such questions as price-fixing on the part of manufacturers, regulation of output, relations with agencies or chain stores, co-operative advertising, etc. The expressions, verbal and written, reaching senators and representatives from the business interests give unmistakable evidence of uneasiness. Apparently many men of affairs are fearful of legislation along the lines of the "seven sisters" laws which Woodrow Wilson championed when Governor of New Jersey.

PLEASED WITH OUTLOOK.

J. W. Johnston & Co., Newport, N. H., report about the best volume of business based on percentage to be found anywhere. They are finding a good demand for the new Edison blue records and Amberol VI, VIII and X.

Dumb brutes cry out when they are worsted, but men should take their pain and disappointments in silence.

EXTENT OF STOCKS ONLY BUSINESS LIMIT IN ST. LOUIS.

Jobbers and Dealers in a Most Optimistic Mood—Dealers Appreciating Value of Record Trade, Says Harry Levy—Concerts to Introduce Columbia Grand—What Various Houses Are Doing to Capture Business.—Many New Agencies Established Recently.

(Special to The Talking Machine World.)

St. Louis, Mo., December 9.—Local talking machine dealers declare that the stocks available will be the only limit to the trade this year. November was, perhaps, a bit dull when comparative advances of other months are considered, but the dullness before Christmas is always expected. Since the first of the month there was a noticeable increase in sales, however, and it is apparent that talking machines and records will be in popular favor for Christmas gifts this year.

Harry Levy, talking machine manager at Aeolian Hall, says that everything looks mighty fine for the Christmas trade. "I think that our trade, speaking from a jobbing standpoint, is in better position to meet the Christmas trade than at any time since the talking machine became an important factor in the holiday business," he said. "Another fine feature of the trade this fall is that dealers as a rule are coming to appreciate the record trade as the growing feature of the business and to realize that the number of machines now in use means an immense record trade. We anticipated this trend and have been able to clear our orders in fine shape, although some orders for popular music have been quite unprecedented. Some dealers, however, seem to grow unduly impatient because all records do not move as easily as the popular sorts.

"Another pleasing feature to me is the greater appreciation among Victor dealers of the record as an aid in selling. The proper record often sells a machine when other arguments fail. Recently a man and a woman came to our salesrooms and were being shown a machine. The woman asked for strictly high class records, mostly of tonal quality, and she was becoming enthusiastic, but her husband was examining the carpet, the architecture of the booth, and other things. It was evident that he had to say the word to buy, else he would not have been along. I halted the demonstration between two strictly operatic airs and put on Schumann-Heink's 'The Rosary,' and before the first bar of that song was out of the machine, the man was all attention. He listened intently throughout that song, and at its conclusion said 'That's fine. We need that machine.' The sale was made by the record."

At the Columbia store they are talking of the wonderful demand for the twenty-five-cent demonstration record and the record business that has been developed by it. All hands there, from Manager Irby W. Reed down, agree that it was a good stunt.

Also, at the time of this writing, plans were being completed for a concert to formally introduce the Columbia Grand in St. Louis. The machine has been here some time, but no demonstration was made. This demonstration will be a concert in the F. G. Smith Piano Co. warerooms, where the fourth floor is a well arranged concert hall. The Smith Co. recently put in the Columbia line and has been closing a good business since November 15. The program for the concert includes several of the best local vocalists, some instrumental numbers on the Bradbury piano, and a good many Columbia records on the new Grand. The idea is to prove to those present that talking machine music is comparable to real vocal music.

Retail Manager Duffy announces a sale of a Grand Grafonola by salesman B. F. Phillips to Dr. B. F. Armyx. Mr. Phillips made some good sales of Nonpareils and De Luxes.

James J. Bennett, of the Columbia wholesale department, sent C. R. Salmon out on his route in Illinois while he remained in town to round up the Christmas orders. "The demand for foreign records is the feature of our agency trade just at present," he said. "The Creation records are in high favor. Several of our stores are setting a fast pace on this business. The Raigor Art & Music Co., 1519 Franklin avenue, is doing a wonderful business in all sorts of goods and is placing a lot of foreign records. The Sommers and Macey furniture houses, here on Piano Row, have been doing an excellent business."

Some new Columbia dealers are: Cal. Hirsch & Sons, Army & Navy Store, 415 North Broadway; Sonneman Furniture Co., 5950 Easton avenue; Alex. Sommers, 2229 Franklin avenue; Mill Supply Co., 1004 National Bank of Commerce Building; Fred Border, 4351 Easton avenue.

W. L. Black, a sewing machine dealer at 539 Collinsville avenue, East St. Louis, concluded a few weeks ago that his former machine customers would be good folk to sell talking machines to. He took a Columbia agency and has been canvassing his prospects and making good with a vengeance. He has developed a very strong trade on Lithuanian records.

William Bass, a Victor and Columbia dealer at 2619 Gravois road, has created a sensation in his part of town by having a tinsmith make a large, square horn that fits well over a ventilator under his show window. Then he placed a machine in the basement to connect with the horn and every once in a while he turns loose a brass number or a German band selection and has the people running around the corners to see where the parade is.

Manager Robinson, of the Thiebes Piano Co., is using advertising space very freely for his department in the early holiday trade period and is

INTRODUCE NEW CABINET STYLES.

Cabinets Especially Designed to Fit and Harmonize with the Portable Types of Victrolas and Up to the High Wanamaker Standard in the Matter of Quality—Those Responsible for the Attractive Character of the New Cabinets—Practical and Artistic.

Naturally talking machine dealers are interested in record cabinets, and keenly alive to the wants of the trade in this particular. Louis Jay Gerson, buyer of the talking machine section of John Wanamaker, of New York and Philadelphia, is intro-



ducing novelties in record cabinets which will be particularly inviting to readers of the Talking Machine World.

The name of Wanamaker stands for up-to-date and quality merchandising in every particular, and any announcement made by this house means a guarantee of excellence, because the name of Wanamaker is recognized as synonymous with a quality



standard. This word standard is especially appropriate in connection with the new Wanamaker cabinets for Victrolas, because the Wanamaker house is standardizing on talking machine cabinets to fit the sizes of portable machines.

The illustrations shown in The World certainly reflect credit upon the Wanamaker institution. It should be added that considerable of this credit must be given to H. B. Bertine, assistant buyer of the New York Wanamaker store for his enterprise

coupling the Victor and Edison disc machines with success. In an unusual offer, he advertises that he will send the two machines to any home for comparative trial. The advertisement reads, "Sign the coupon below and we will send you particulars of 'our free trial plan.'"

Mr. Robinson says that this advertisement has been productive of excellent business. "One woman," he said, "sent the coupon with a check for \$200. She wrote that she had concluded to buy a \$200 machine and that she did not want us to think she was merely trying to get some free music. And while not many send checks that way, others have been as earnest," he added.

Mr. Robinson has "buted in" on Mark Silverstone's plan to pioneer a little in taking a player-piano in exchange for a talking machine. He recently has taken in two players in such deals and he has brought in several pianos.

H. T. Boxley, manager of the Shattinger Music Co., recently installed a Columbia department.

Ralph Connors has joined the wholesale force at the Columbia store.

C. W. Smith, at the F. G. Smith Piano Co., is ready for business in earnest. He announced his opening two weeks ago and has had a window display, but painters kept him out of his first floor wareroom until the first of the month. The Smith Co. has been making liberal use of their stock of Columbia machines for the window and doing it very effectively. The company expects a banner holiday trade.

in this direction. Mr. Bertine has covered his exclusive designs for these new cabinets with letters patent as fast as they can be issued. Patent No. 44,650 having been issued on September 16 of the present year covering the most familiar of the models shown in the accompanying illustration.

On another page there appears a special announcement showing the latest models of these cabinets, smaller pictures of which are shown herewith, and an invitation to the trade is extended to participate in a good selling business proposition. Both jobbers and dealers alike are invited to handle this exclusive line of cabinets.

It is conceded by progressive talking machine men everywhere that there is a big field for the sale of attractive cabinets, and no one can examine the illustrations shown by the Wanamaker house without being most favorably impressed with them. We should understand that back of these cabinets stands the guarantee of the House of Wanamaker, and we may add that the Wanamaker concern, while enjoying exclusiveness of merchandising in the sense that ordinary and unfair merchandising is rejected, does not ask to prevent competitors from handling the same goods, provided the factor of unjust or unfair competition is eliminated.

An inspection of these cabinets will be of particular interest to talking machine men.

SELLING AMBEROLAS IN LISBON, N. H.

(Special to The Talking Machine World.)

LISBON, N. H., December 9.—Lisbon is taking a prominent place on the phonograph map through the efforts of E. R. Forbush, who is an "exclusive Edison" dealer. Mr. Forbush has been putting in some good licks the past two months, numbering several good sales of Amberolas III and VI. He finds that the trade combines very well with his jewelry business, and prophesies that before the winter is over he is going to be heard from.

NEW STYLE OF "CLEANRITE" BRUSH.

The Blackman Talking Machine Co., 97 Chambers street, New York, the prominent Edison and Victor distributor, will shortly place on the market a new phonograph model of its popular Cleanrite brush. This new brush, which is a combination of model, is designed to fit all styles of Edison horn machines, and all types of Edison hornless machines retailing up to \$100.

The company has been working on the perfection of this combination Cleanrite brush for some time, as it realized that a brush that could fit both the horn and hornless types of Edison machines would find a ready sale all over the country. The new Cleanrite brush will be ready for delivery the early part of next month.

RESPECTING SALES SENSE AND RECORDS DE LUXE.

A Tale Demonstrating That High Priced Talkers Are in Great Demand and That Expensive Records Offer a Golden Opportunity to the Salesman Who is Intelligent Enough to Market Them Scientifically—Cases Where Money is no Object to Customers.

We were seated at luncheon in the grill of a Chestnut street hotel, my friend the jobber and I, and the talk had turned to extravagantly priced talking machines and records.

The question arose between us as to whether or not a record selling for \$5 was really a worthwhile proposition from a salesman's standpoint.

I argued that the chap who depended upon that particular type of record to fill the pages of his order book would, in the vernacular of the road, "have to go some to make good."

The jobber smiled whimsically, paying strict attention to his sirloin for a moment, then remarked: dryly, "I am very glad this subject arose, since you hold the opinion you do regarding it. The salesman who makes a specialty of selling expensive records is bound to succeed far and beyond your expectations, Sir Skeptic, especially now that grand opera is upon us.

"I have one young man in my employ, and he is some salesman, too, believe me, who cultivates the society of the idle rich during the open season for song birds, and I'll wager he doesn't even know the price of a cheap machine or record during that period. His ideas are all set along expensive lines, and his only regret is that we have no instrument with a selling price greater than \$500. He often comes into the office after landing a big sale complaining of this handicap.

"Why, I could have sold Mrs. Drexhall a \$1,000 model with ease," he declared ruefully only the other day. 'Can't the company wake up to the fact that money is no object to the folks I deal with, and get busy on a jewel-inlaid, extraordinary de luxe type, so a poor hard working drummer can make a living from his commissions?' His selling methods are interesting as well as unique, and if you think the readers of The World would profit by a knowledge of them I will indulge in a brief resume."

My note book leaped from one pocket, my pencil from another and the interview was on in dead earnest.

"James Collins, the eminent author, in a recent edition of the Saturday Evening Post, describes sales sense lucidly in about these words," began the jobber: "'Sales sense is rather rare. It seems to be a combination of business experience, good stage presence and knowledge of people, together with executive ability applied at the selling end.'"

"I might say at the outset that my representative has this faculty in a highly developed form. He is also a gentleman, a worker and a thinker. He has made as careful a study of the opera as he has of the talking machine, and that is saying a great deal. Therefore, when he calls upon the opera-goers he is in a position to converse fluently with them in their own language. In the majority of instances he has to deal with Milady, as he makes it a point to call during the afternoon following the performance. G. Operagoer, Esq., is at that time lolling in his sumptuously appointed downtown office, clipping coupons, or going the rounds of his clubs in his limousine, leaving Milady alone and in her marble palace to dream of golden voices and matchless jewels.

"When my salesman is announced, she greets him warmly, for the lure of last night's spectacle has not yet departed, and she is still in the mood for things operatic.

"You were going out. Is it not so? Your electric brougham is at the door, and you are dressed for the promenade. Do not let me detain you."

"He is in the act of making a graceful exit when she recalls him: 'Were you at the opera?' He comes back with an enthusiastic affirmative—and then follows a half hour of great charm to them both, in which arias, remonzas, overtures, gowns and diamonds battle for supremacy. As the selections are discussed in detail, they are tried out in record form upon the talking machine de luxe (which instrument he placed in her gold and white music room not long since, and of which she is

exceedingly fond) and purchased every one at from \$3 to \$7 per disc.

"Another phase of my representative's sales sense now comes to the fore. He proceeds to go into raptures over other airs sung by Milady's favorite songsters, which she has never heard from her box at the Metropole, and in all probability never will, because they are non-operative, and suggests



Dealing With Mrs. Operagoer

that she embrace the opportunity he presents of securing the superb recordings of these selections made especially for our company. He has the records with him, and it will be a delight for him to play and for her to listen.

"He also explains very carefully and in a most entertaining manner how even a simple ballad becomes a classic when sung by the world's greatest soprano, etc. This line of talk, together with the intelligently arranged concert accompanying it, sells another dozen or so of the \$5 variety.

"Still another point which I wish to bring out



Money Is No Object to the Folks I Deal With.

regarding this young man's sales sense is his total abstinence from the knocking habit. No matter how great the temptation, he never runs down a competitor's goods, and he assures me that it is not due entirely to conscientious scruples that he refrains from knifing his enemies, but rather because in the long run it does not pay.

"If a customer is not satisfied with our goods and insists that the playograph or the singophone, as the case may be, is a far better instrument, my salesman does not contradict him, but explains with conciseness and courtesy the respective merits of the rival machines, and his personality—'his stage presence,' as Mr. Collins terms it, invariably wins out.

"You see it's like this: He has faith in what he sells. He knows after exhaustive study and experiment that the article he has to offer is worthy. Therefore, he can throw his heart and soul into his selling talk, and this, coupled to a courtly demeanor, turns the trick.

"If this little talk of mine finds its way into print, I hope that every salesman who reads it will, for his own sake and that of the company whose

goods he handles, go about the marketing of the high priced talker and records with renewed vigor and determination, for there is a fertile field in every city; yes, and in the country too, for these superior goods if the man behind them will dress and act in harmony with the line he represents."

The jobber paused and consulted his timepiece—the interview was over.

"Going downtown?" he asked, pleasantly, before I could thank him for the pothooks in my notebook. It happened that I journeyed that way, and we came out into the glorious autumn sunshine together.

As we mingled with the surging throng that never fails to fill Chestnut street at the hour of noon, round the corner of Fifteenth rolled an electric brougham. I glanced casually in its direction as it swept noiselessly past us, and in so doing caught a fleeting glimpse of a beautiful woman, richly gowned, engaged in earnest conversation with a typical man-about-town, well groomed and debonair—you know the type. Still watching, I saw the machine draw up to the curb. The distinguished gentleman of fashion alighted, lifting his hat in a graceful parting salute, and joined us.

"Mr. Middleton," remarked the jobber, with great cordiality, "I wish you to meet my star salesman of the sales sense and records de luxe."

We were charmed and told each other so.

One of these days I mean to know this sales sense expert better if he'll let me. He has some good tales for World readers in his repertoire, I'm sure. And, aside from that, a drummer who can ride downtown in Mrs. Operagoer's car, with that estimable lady acting as his *chauffeuse*, is worth knowing just for himself alone. Do you not agree with me?

HOWARD TAYLOR MIDDLETON.

PROMINENT NEW EDISON DEALERS.

(Special to The Talking Machine World.)

LINCOLN, N. H., December 9.—The latest addition in this territory to the ranks of "Edison" is the millionaire firm of J. E. Henry & Sons Co. A complete line of the new Edison disc instruments has just been installed by Representative Peck upon the second floor of their attractive general store, and they promise some interesting concerts.

The Henry Co. and its employees are about all there is of Lincoln, but they report that every one has money and the larger majority are expected to have Edison disc instruments.

RECOVERING FROM LONG ILLNESS.

E. J. Wheeler, the popular Edison dealer of Berlin, N. H., has just returned to his store after a distressing siege in a Lewiston, Me., hospital. Though far from strong, Mr. Wheeler says he is ready for a good business, and with the new Edison products expects to do better than ever before.

PHONOGRAPHISCHE ZEITSCHRIFT

BERLIN W. 30, GERMANY

The oldest and most up-to-date trade paper covering the talking machine line published in the German Language.

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SPECIAL EXPORT NUMBERS

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Subscriptions for this talking machine publication 10 Marks yearly.

Sample copies sent free.

THE MANAGEMENT OF THE RETAIL STORE.

Some of the Factors that Contribute to the Success of the Talking Machine Dealer Discussed by Benj. Switky, the Well-Known Victor Distributer, Who Speaks from Practical Experience—Simple but Necessary Rules That Furnish Valuable Suggestions.

S-u-c-c-e-s-s!—the greatest word in the vocabulary of all peoples to all times. The eyes of all men are upturned in reverence of those successful. In the heart of every man who has ever accomplished anything there has been branded with fiery longing the immortal word, Success. The desire to succeed has spurred many a person to hitherto unattempted feats of intellectual or physical daring. Striving for the goal of success has resulted in a revelation of latent abilities which even the possessor himself had never suspected to be part of his makeup. And many are the degrees and kinds of success. If I were asked for a brief definition of success, I would say, "Anything done right."

But it is with success in its relation to the talking machine store that we are about to deal. Let us line up some facts and experiences for discussion, somewhat after the fashion of a general marshaling his forces for review prior to entering an engagement. Then let us plan the campaign for the season's struggle for business and profits.

Factors Contributing to Success.

To the success of any retail business the following are the principal contributing factors:

1. Location of store.
2. Fixtures and equipment.
3. Stock.
4. Salesmanship.
5. Publicity.
6. Knowledge of arithmetic.

Location of Store.

It may at first seem superfluous to discuss location, in view of the fact that all my readers are already located. Still, some of you may be thinking of changing present quarters, while others contemplate opening additional branch stores. You will notice that I have put location at the head of the list, and properly so, because an unwise choice of location is the greatest handicap. Very often the advantages of all the other five factors combined are not strong enough to combat the mistake of a poor location. Sometimes a dealer succeeds in pulling his business through by extraordinary energy along the lines of salesmanship and publicity, but if you will stop to consider why certain dealers who are running two or more stores succeed at one place and fail at the other—notwithstanding the fact that each store has the same advantages of fixtures, stock, salesmanship, publicity and executive ability, you must concede that the absence of success is attributable to location.

Study your location and be prepared to make a change if necessary. In the case of one dealer in New York City a removal of just one block (200 feet) south on the same avenue changed his business from poor to good—and this notwithstanding the fact that the new store was smaller than the old one. I know of another dealer about 25 miles away from New York who worked hard for two years with indifferent success until he decided to change from a store on a stoop to another on the ground floor even with the sidewalk. His business more than doubled within three months.

Fixtures and Equipment.

Fixtures and equipment are the second most important consideration. The increasing number of attractive talking machine stores are a good example for other dealers to follow. Things are different now from what they were ten or twelve years ago. When I first started in the business I built my own fixtures (?). Crude workmanship sufficed for the building of booths. Any shelf or rack or table picked up at the second-hand fixture dealers on the Bowery was made to serve the purpose and seemed good enough. The only investment considered justifiable was the money put into merchandise. But thanks to the courage of a few pioneers, and coupled with the advent of more expensive machines, more attractive designs and greater variety of finishes, the trade awoke to the necessity of providing a more fitting and harmonious setting for their wares.

It does one's heart good to look at the clean, ethical, tempting displays pictured in the Talking

Machine World and in the publications of the several manufacturers. The dealer who does not take pride in the equipment of his store is not only behind the times, but is doing a great injustice to his investment. He does not measure up to his opportunity.

You all remember the time when people stood in line awaiting their turn to pay five cents for the privilege of sitting for a few minutes on a crude stool in the open market place while listening to the primitive phonograph; but this way of doing business did not last long after the penny arcade or slot-machine parlor came into existence.

To-day the public demand of the talking machine dealer a comfortable, attractive store—with booths, too. They are willing to spend their money, but have no patience with the dealer who wastes their time.

Carrying the Stock.

The third requirement of a successful store is stock. Ah, there's the rub! The problem most difficult of solution for some dealers is to know just how much stock to carry—and what kind. Of course, the ideal condition is to carry a complete line of records and machines. That is, it is ideal inasmuch as it enables you to meet every requirement of every customer. The work of selling under such conditions is rendered much easier. But then again we must look at it from the standpoint of investment. Each city or town presents certain peculiar conditions that require special handling. In fact, different streets of the same town require different treatment. If half the catalog stock suffices to do 95 per cent. of the record business of the store it is a question whether it would be wise to double the investment in records merely to catch the other 5 per cent. The dealer in a town of from 5,000 to 10,000 inhabitants cannot afford to carry a complete stock, because the turnover would be too slow. The returns would not be commensurate with the investment.

On the other hand, just as surely as you cut down on the higher-priced record stock you are wilfully sacrificing a certain class of trade that should not be allowed to escape you. The problem with the dealer in small towns is simply this: He does not do more business because he does not carry the stock; and he does not carry a better stock because he cannot get enough business in his town to justify carrying it.

However, one thing is certain: It's hard to sell something that you haven't got; and most dealers are guilty of carrying less stock than their business requires. This is particularly true of foreign records. Many dealers will lose sale after sale without realizing the fact that there is a demand for records of a certain language, due to the fact that a foreign colony exists in their town. It is a mistake to think, because you have passed up five or six Swedes or Greeks without supplying their needs, that you have lost only five or six sales. By no means! You have lost that many customers—and the many subsequent purchases which they and their recommended friends would have made at your store. Every jobber will tell you that very often, of two dealers similarly located, one will do a big foreign or Red Seal business, while the other finds his record sales confined to the cheaper popular selections.

Salesmanship.

Good salesmanship is the fourth qualification for success. It is the fine art of winning and holding customers—sending them away pleased and satisfied that their money is well spent. Your store may be a comparatively small one—resting perhaps in the shadow of a large competitor's store; but if you will serve better than he does, you are sure to succeed in spite of opposition.

The handling of the approaching holiday trade requires special thought and care on the part of the dealer and his clerks. Christmas is the one time of the year when money changes hands freely. See to it that your selling force be properly trained

to handle several customers at one time without confusion. Now is the time to adjust your record stock. Prepare a list of your surplus and see that those numbers are pushed. Nearly every dealer has on his shelves certain selections of which he has too many on hand. Work off these records. If you will do this diligently you will find your stock better balanced and hence your investment in better condition. Do not wait for the dull season to work off surplus, thinking that then you will have more time. On the contrary, it is when customers come fast and buy quickly that you can best reduce your surplus stock.

Publicity.

Besides the usual profitable channels of publicity—i.e., the newspapers—there are many little tricks that can be made to help bring trade and spread your good repute. Anything that will cause your name or your store to be mentioned by one person to another is good advertising. For instance, at this time of the year many machines are shipped as gifts from persons in one town to relatives or friends in another town. Many inquiries are made as to how to set up and adjust the machines, etc. Instead of thinking that you are too busy to bother with these unprofitable inquirers make it your business to send someone to their homes to assist them—and do it free of charge, too, by all means. These people will soon be ready to buy records, and they will surely trade with you if for no other reason than because you have put them under obligation to you by your courtesy and your refusal to accept pay for an obvious service. I would advise you to carry this policy still further. Instead of charging exorbitant prices for repairs, as most dealers do, do the work at cost, or, where possible, without any charge whatsoever. The surest way to get business from people is to do something unusual for them—earn their gratitude and good-will, so that they will speak of you among their friends. This is the cheapest, most direct and most profitable kind of publicity.

I know of a little advertising trick practiced by a dealer which netted him handsome returns out of all proportion to the cost of the ad. He had an orchestrelle (a player-organ) which he had taken in exchange for a Victrola. He inserted a three-line ad, attractively worded, offering the orchestrelle for sale cheap. Although it took him two and a half years to sell the organ he sold scores of Victrolas as a result of that ad. All those who responded proved to be good Victrola prospects because they were in the market for a musical instrument and were prepared to spend money if they found the article equal to expectations. And in the hands of capable salesmen it was a comparatively easy task to prove to them that they could not find a musical instrument that equaled the Victrola as an entertainer and educator.

Arithmetic.

Yes, plain arithmetic. We mention it last because it follows in the wake of every department of the business. Knowledge of arithmetic implies the ability to figure things out correctly. It means executive ability. The successful dealer is he who plans and executes with paper and pencil—figuring to a dollar his overhead charges, every item that enters into the cost of running his business; figuring gross costs and net profits. The trouble with many is that their arithmetic is mental. They find it more simple to compute net cost and gross profits. If an article costs 50 cents and sells for 75 cents they figure their profit to be the difference, or 25 cents. Of course they know that they are paying rent, and that there is clerk hire, lighting bills, etc.; but just what relation these expenses bear to the 25 cents profit margin—that does not seem to receive due consideration.

I have known business men who believed they were making money until an auditor shocked them with statistics proving that they were doing business at a loss. There are certain dealers to-day who are making less money on a big volume of business than their friends are making on a much smaller volume of sales. It is all a matter of arithmetic. Do a little more close figuring. Even while you are planning big things figure carefully even to the smallest item. Remember Thomas Carlyle's definition of genius—"an infinite capacity for taking pains" and endeavor to live up to that definition.



All the way from Walter Wheatley on the front to the Columbia Grafonola "Colonial" and the "Baby Regent" on the back the Columbia January list will be as sure a money-maker as the mint.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

BUSINESS IN EXCELLENT SHAPE IN PHILADELPHIA.

Several Talking Machine Houses Have Far Surpassed 1912 Record in Volume of Sales—Plentiful Supply of Machines Reported—Christmas Decorations Make Their Appearance—Dealers Signing Association Agreement—Call for High-Priced Machines.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., December 9.—This is certainly a period of good cheer in Philadelphia. The talking machine trade has just passed from its greatest November into what it expects is going to be its biggest December.

November was far in excess of last year with all the firms, and two months ago the aggregate amount of business in Philadelphia was as much in 1913 as it was during the entire year of 1912. With three months to their credit, and with these months running wonderfully ahead, there is no wonder that there is "peace on earth and good will to men" in the hearts of the talking machine dealers.

There is an absence of any efforts to kick against the manufacturers this year, for they seem to be fully meeting all requirements. The dealers seem to have gotten a better grasp on the situation and know better how and when to stock themselves than in previous years and for this reason I find that there are prospects of a shortage on a very few machines. Probably the new No. 10 Victor is the only one on which the factory is going to fall down. This is no fault of the factory, for they had no idea that this \$75 machine was likely to be so big a seller as it has proven itself.

All the talking machine places have decorated with the handsome Christmas placards, signs and strips that have been furnished them by the Victor Co., and to these they have added decorations of their own. Everything looks like the holiday period but the weather.

Louis Buehn reports that their business in November has been very big, in fact their business has been very big all the year. Mr. Buehn says: "The prospects for this month are very large and I think our business will only be limited to what we get from the factory. The conditions at the factory indicate that most everybody will be taken care of on all types of machines with the possible exception of the No. 10. On this machine there will probably be a shortage. The new model is a winner."

The business on the Edison Dictating Machine has eased up a little the past few weeks, and it looks as if there would not be much doing in that line until after the holidays, for the reason that the many firms which are contemplating taking on and adding additions are inclined to wait until after the first of the year and they get their business in the new year started again.

A. C. Ireton, assistant general salesmanager of the Edison, was here the past week as was also J. Newcomb Blackman, the New York distributor.

A new firm, the Philadelphia Talking Machine Co., has established a very attractive store at Franklin and Poplar streets. It is in a thickly populated neighborhood, where this new firm will no doubt do well.

The Strawbridge & Clothier talking machine department has been growing so rapidly that it has

been compelled to make a number of improvements. The large demonstration room has been divided into two, and a number of new booths added. New salesmen recently added include Walter Winslow and James Blee. This concern now has six men in this department, with J. E. Priestley as the manager, Frank Butler being the general manager. John Murphy has been transferred to the piano department.

There is nothing new in the Retailers' Talking Machine Association which was started several months ago and with such good prospects of success. The petition, or rather agreement, which was placed in the hands of all the retailers for a signature, still remains unsigned by two or three of the large firms, but Daniel O'Neill believes that they will all have signed before the first of the year, so that the association will be established with the arrival of 1914 and accomplish much good during that year.

Conner & O'Neill report an excellent business, with the past four weeks very much better than last year. They refurnished their front reception room in a most attractive way, and after the busy holiday season they expect to make a number of changes.

The Talking Machine Co. had its South Broad street store attractively decorated for the holidays, and is displaying an unusually large line of instruments. It expects to open more stores in Philadelphia shortly after the beginning of the new year. This concern is having a large sale of Tango records among fashionable people. The management told me that it is not unusual to have wealthy people stop in and purchase a \$200 machine for use only at some little Tango affair they may be giving.

Manager Elwell, of the Heppie Talking Machine Department, tells me that sales on high-priced machines for holiday presents has already started. A big stock is on hand, but there is a big run short on Victor 6s, 8s, 9s and 10s.

The Schubert Piano Co., on Walnut street, have been doing quite a business with the Keen-o-Phone, and the Powers Piano Co., at 52d and Chestnut streets, are having a fine business on the Columbia. They have just placed on the street a very attractive automobile truck for the delivery of pianos and talking machines.

ENTHUSIASTIC NEW ENGLANDER.

G. W. Lord, an enterprising Columbia dealer of Lynn, Mass., was a visitor last week at the executive offices of the Columbia Graphophone Co., in the Woolworth Building, New York. Mr. Lord spoke optimistically of business conditions in his particular territory, and stated that the talking machine business is enjoying its greatest prosperity at the present time. He was enthusiastic over the many merits and qualities of the Columbia line, remarking that the higher-priced models are growing in popularity beyond all his expectations.

NINE SILENT SALESMEN

Are the New Record Lists Sent Out by the New York Talking Machine Co.

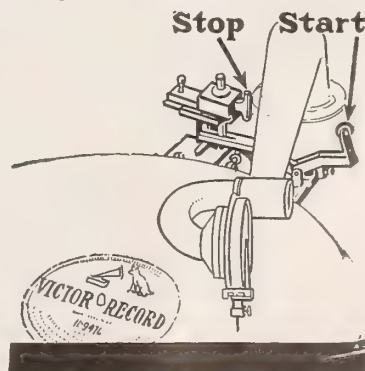
The New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor, recently sent out to the trade samples of three new additional record advertising lists printed on the record bags which the company has featured for some time with marked success. These three new lists complete a series of nine which the company states in a letter sent out to the jobbers act as nine silent salesmen for the sale of Victor records.

These nine lists are all different, and present lists that were chosen carefully and with full consideration of the most important and popular records featured in the Victor catalog. One of the lists under the heading of "Review of 1913," lists 43 different records ranging in price from 75 cents to \$4 a piece and from college songs to "Ave Maria" by Caruso and Elman.



The lists are displayed in a very attractive scroll design on the backs of the various bags, and those members of the trade who have placed orders for the first six lists are enthusiastic in their expressions of approval regarding the real value that these silent salesmen on the record bags are rendering.

**Simplex
Automatic
Start and Stop
Device
LISTED BY 95%
OF VICTOR JOBBERS
WHY?**

STANDARD GRAMAPHONE APPLIANCE CO.
173 Lafayette Street, New York, N. Y.



No. 167814	Lyon & Healy	\$120,375 ⁹⁵ / ₁₀₀
	CHICAGO, Nov 15 th 1913	
PAY TO THE ORDER OF	Victor Talking Machine Co	
	One Hundred Twenty Thousand Three Hundred Seventy Five ⁹⁵ / ₁₀₀ DOLLARS	
\$120,375 ⁹⁵ / ₁₀₀ \$	LYON & HEALY	
TO FIRST NATIONAL BANK, CHICAGO.	<i>Paul J. Healy</i>	
OR NATIONAL BANK OF COMMERCE IN NEW YORK.		

 **Payment for our purchases** 
Covering a period of 15 days

We Have the Goods — We Can Serve You

Our Stock of Victrolas,
 particularly styles 16, 14, 11,
 mahogany finish, also 4's, is
 very extensive.

Don't forget to display Lyon & Healy's Unit Record Cabinets;
 Lyon & Healy's Fibre Needle Cutter; also our special line of
 Cabinets. These are all big money makers for you.

Lyon & Healy

CHICAGO

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE. E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 9. It was a record breaking November in the talking machine trade, so far at least as the Chicago jobbers were concerned. In several instances it was stated that November equaled or exceeded December of last year. This may be due in a measure to the fact that many dealers, taking advantage of their experiences last year, announced their requirements earlier than usual, in fact the orders on the jobbers, books for delivery November 1 were larger than they have ever been, still the manner in which shipments are going forth so far in December and the new "hurry" orders which are being rushed in would indicate that December is going to be a heavy month in spite of its enormous predecessor.

While the demand for the more expensive types of machines is not only actually but proportionately heavier than usual, the shortage was so great last year that the factories seem to have concentrated their efforts on providing a supply of the large machines, the shortage this year is for the most part on the lower priced types, and it is hardly possible that the demand can be anywhere near filled in time for the holidays.

Judging from the reports from all the principal warerooms in the loop the rush in talking machine sales began earlier than usual this year. November was a piping month and the first week in December has been unusually heavy. While business is larger than last year there have not been the usual number of early sales of machines to be delivered Christmas. This somewhat paradoxical state of affairs is probably accounted for that buyers heard from their friends of the great difficulty they had in getting machines last year and therefore consider it wise to go on the bird in the hand principle and get the coveted instrument into the home at once.

Another Victory.

Legal recognition of the therapeutic value of music as purveyed through the medium of the talking machine may be claimed as the result of a verdict returned by a jury in the Superior Court rendered last month against the proprietors of the North Shore Health Resort in Winnetka. For four years William J. Reedy gave talking machine concerts there for the benefit of the residents and, as he asserts, missed many meals in so doing. When he left the resort it was to be confronted with a suit on a board bill of \$1,102.84. Reedy made a counter claim for 451 meals missed while playing the machine and four years' salary as official phonograph starter at a salary of \$1,000 per year.

After carefully considering the matter the jury returned a verdict awarding Reedy a judgment for \$397.41, and canceling the board bill.

Not for Chicago.

The proposal of a California judge that the dictation machines be used in the courts in conveying instructions to the jury was taken up quite seriously by Chicago papers. The Record-Herald went to the trouble of interviewing various members of the Chicago bench, and treated the matter at length although a trifle irreverently. The Record-Herald said:

"No phonograph's squeak will send a defendant in a Chicago court to prison or set him free. No jury in any local court will turn on the talking machine when in doubt about a judge's instructions."

"Judges of the Municipal Court so declared yesterday when asked whether it was probable that the Chicago courts might adopt the plan proposed in Los Angeles by Judge Wilbur, that when a judge delivered oral instructions to a jury he should talk into a phonograph and that the phonograph might be turned on later in the jury room if the jurors forgot the instructions."

"Two things stand in the way of the adoption of the plan of instructing Chicago juries by phonograph."

"They are the law and Chicago's experience with mechanical devices."

"The law provides that instructions of a court to a jury must be delivered in the presence of legal representatives of all interested in a case. Even when a jury sends a message to a judge requesting the repeating of instructions he is obliged to send for the lawyers before he can comply with the jurors' requests. The turning on of a phonograph in the juryroom, it is declared by judges, would be a violation of this provision."

"The other obstacle is the fact that evidence taken before the Butts legislative committee showed that the voting machines used in Chicago elections did not work satisfactorily. They declared this evidence would make Chicagoans reluctant to trust to another mechanical device."

Signs of Prosperity.

A dramatic instance of the activity in the talking machine business has been offered every evening for a couple of weeks past when passers-by on Wabash avenue have been impressed with the illumination of the entire 140-foot third story frontage of the Talking Machine Co., quarters, where practically the entire force have been working until nearly midnight to get out the accumulated orders of

Victor goods. On two of the center windows the Victor trade-mark sign gleams out brilliantly.

Owns Columbia Grand.

F. Wight Neumann, the well-known Chicago impressario, is the owner of a Columbia grand Grafonola and is enthusiastic regarding its merits. Among the other prominent Chicagoans who have purchased these fine instruments is Mr. Selig head of the Selig Polyscope Co.

Add to Wholesale Facilities.

Two handsome booths have been erected in the wholesale Victor warerooms on the fifth floor of the Lyon & Healy building. They are designed for the benefit of out-of-town dealers who may bring in customers and where they may demonstrate machines for their benefit. The booths one of which is in mahogany and the other in oak with handsome leaded glass panels, Smith unit-construction portable type manufactured by the George W. Smith & Co., of Philadelphia and which many dealers are installing in their places of business. Lyon & Healy are Chicago representatives for these booths.

Cheers 'Em Up.

The weather handed out to Chicagoans of late has not been of an exactly exuberating type and the average impressionable citizen has been more or less in the dumps. Visitors to the Talking Machine Co., however have been shocked out of their depression. Miss Fahey who presides at the telephone switchboard was sticking around the other day when a new shipment of Victor dogs arrived. She claimed one of the most intelligent ones, surnamed him Rover and chained him to her desk where he greets everyone who steps off the elevator with a sidelong glance. "Rover" is making a distinct hit as a risibility tickler.

At Wurlitzers.

At the Rudolph Wurlitzer Co., both F. A. Siemon, wholesale, and L. K. Cameron, retail, talking machines were enthusiastic over the volume of business being done. The \$50, \$100 and \$200 machines were declared to be the big sellers. November was one of the largest months in the history of the house.

Rudolph Wurlitzer was a visitor at the Chicago branch last week as was also Mr. Lampe, the company's general advertising manager with headquarters at Cincinnati.

Victor In Gary Schools.

Simon Bros., of Gary, Ind., recently sold a Victor 25, the special educational machine, to one of the Gary schools and as a result all of the other

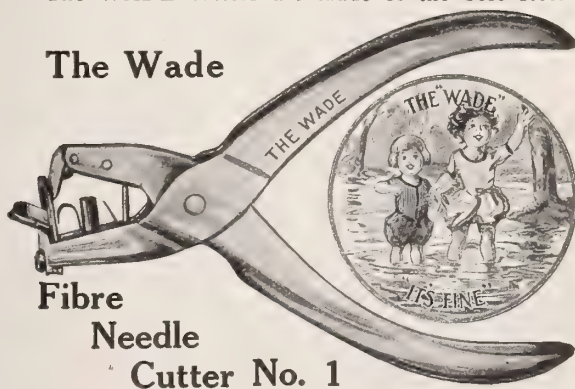
(Continued on page 40.)

The Practical Fibre Needle Cutter—THE WADE

The WADE embodies the **right principle**, worked out through **long experience**. It is simple, durable and accurate. It trims the needle at an angle resulting in the best tone.

The WADE cutters are made of the best steel and are absolutely guaranteed.

The Wade

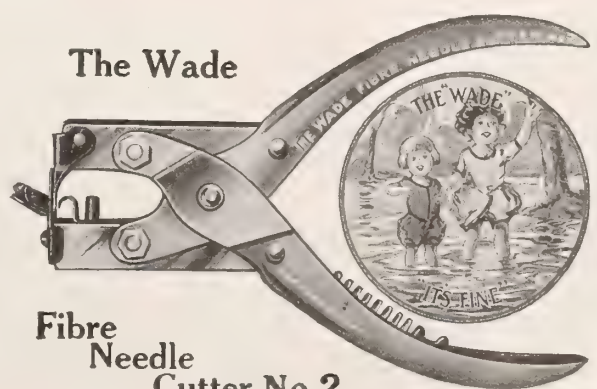


Fibre
Needle
Cutter No. 1

The WADE is the most economical cutter. It has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points.

No. 1 is a very popular cutter which has given excellent service. No. 2 has a double action, making it especially easy to operate and affording the most powerful cut of any tool made.

The Wade



Fibre
Needle
Cutter No. 2

RETAIL PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Ave.
PHONE, DOUGLAS 8108
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 39).

schools some fifteen in number have been gotten into line. The advertising value of such a move must be something wonderful.

Baish with Lyon & Healy.

Lyon & Healy have a penchant for men trained in the Victor road service for their wholesale talking machine department. H. C. Baish, long with the Victor Co., and lately traveling for them in Minnesota and the Dakotas has joined the Lyon & Healy forces and is greeting visiting dealers in the warehouses of the Victor wholesale. He will also probably make short special trips from time to time.

Visitors and Personals.

H. H. Schwenker, traveling repair expert for the Victor Talking Machine Co., has been in the city for some days going over matters with the repair departments of the local Victor distributors and rendering services that are most thoroughly appreciated. Mr. Schwenker's present trip will take him to the Pacific coast. This time he is calling on the jobbers only. He spent Thanksgiving with F. H. Herndon on the latter's home at Wheaton, Ill.

Among the visiting dealers the past fortnight were E. M. Reynolds, Canton, Ill.; W. J. Runyon, Crawfordsville, Ind.; C. K. Austin, Battle Creek, Mich.; Alonzo Wookey, Wookey & Co., Peoria, Ill.; George Eicholz and wife, Milwaukee; Howard Williams, Delavan, Wis.; Mr. Gensch, Gensch-Smith Co., Milwaukee; L. F. Biddinger, L. F. Biddinger & Co., Kenosha, Wis.

Charles W. Unbehan, who is just embarking in the piano and talking machine business on his own account at Quincy, Ill., was in the city recently placing orders for his opening stock. Mr. Unbehan has been the manager of the Quincy branch of the Guest Piano Co., of Burlington, Iowa and upon the branch being closed bought the fixtures and is opening for himself in the same location. He will carry a full line of Victor goods.

A. W. Wheelock, a large crockery and glassware merchant at Rockford, Ill., has added talking machines, fitting up a well-equipped department.

Joseph Jiran, 1333 West 18th street, has recently installed several new demonstration booths. He handles both Victor and Columbia goods and has lately made an especial effort on the larger machines with excellent results. He does a big business in Bohemian records.

Louis Solar, 3558 West 20th street has recently enlarged his store and reports an increased Columbia and Victor business.

W. E. Parker, mechanical engineer of the Columbia factory at Bridgeport, Conn., was a recent visitor at the company's Chicago headquarters.

Fred A. Siemon, assistant manager of the Rudolph Wurlitzer Co., visited the Victor factory at Camden, N. J., recently.

Talks on the Opera.

Lyon & Healy have inaugurated a new feature in connection with the afternoon concerts in Victor Hall which is attracting a great deal of deserved attention. For an hour every afternoon Miss Henriette Weber gives a talk on the opera to be given by the Chicago Opera Co., at the Auditorium the following evening, illustrated by selections from the Victor Catalogue. Miss Weber's talks are admirable in every way. She tells the story of the opera and analyzes the principal musical numbers in a clear non-technical manner.

Miss Weber has an enviable reputation as a concert pianist both in New York and Chicago and has recently attracted attention by a series of lecture recitals Sunday evenings at the Art Institute where she has the assistance of members of the Thomas orchestra.

Urban Dietrich, of W. H. Dietrich & Sons, department store and pianos, was in the city recently and made arrangements for the establishment of a Victor department. He will have personal charge of the new department.

Columbia Co. Occupies New Quarters.

Although they can hardly be described as fully settled in their fine new quarters at 12-22 North Michigan avenue, both the wholesale and retail departments of the local branch of the Columbia Graphophone Co., are now occupying the new location and some adequate idea of the new home of the Grafonola can be obtained. The retail department moved only on Monday of last week to

the new store on the ground floor of the Ward Building at 14 North Michigan avenue. The start was very auspicious, for though the carpenters and decorators were still at work, a number of outfits were sold on that day. The store is light and airy and has two handsome windows, one of which contains the first of the Columbia Grand Grafonolas in the colonial style of case in Circassian walnut. The front of the store, a space about twenty-five feet square, is used for reception and general sales purposes. The decorations are in white and tan and handsome golden oak furniture has been installed, the whole effect being distinctly bright and pleasing. Three service tables are provided where customers can select the records they wish played from catalogues, with the assistance of salesmen. There are seven demonstration booths of white enameled woodwork and plate glass, three on each side of the store and one large one in the rear. The retail record stock is in the rear and is in charge of a clerk who delivers them to the salesmen. The semi-indirect system of lighting is used, the fixtures being particularly artistic. Mr. Byers the retail floor manager has his office in the front of the store, while the cashier's cage is conveniently located near the entrance.

The wholesale department and general offices which occupy a large portion of the entire seventh floor giving double the space of the old quarters are being rapidly gotten into shape. The offices occupy the Michigan avenue frontage, District Manager Fuhri and local manager C. F. Baer occupying private offices and the Dictaphone department having extensive quarters with enlarged space for the "school." The machine and record stock rooms are excellently arranged and the repair department occupies large and well lighted space in the rear. Some particularly interesting systems are being installed which will be described in a later issue.

Among the Retailers.

A. B. Crosby, a well-known sporting goods dealer, of Aurora, Ill., is preparing to greatly increase his activities in the talking machine line and has built a seventy-five foot addition to the rear of his store which he will fit up in an elaborate manner with six demonstration booths.

The Varieties Co., of 1074 Milwaukee avenue and a branch on the same street has opened still another store at Chicago and Ashland avenues. They handle Columbia goods at all three stores.

Edward Selbman, proprietor of the Northwestern Talking Machine Exchange, at 2033 Milwaukee avenue and one of the largest dealers outside the loop has just opened a branch at 2051 Milwaukee avenue, a couple of blocks from his present location. Mr. Selbman has prepared for the proper handling of the holiday trade by installing four sound-proof demonstration booths at his main store. He handles Columbia, Victor and Edison goods.

Goes to Porto Rico.

Arthur Penberthy, son of Edward Penberthy, Victor dealer, at 7100 North Clark street, is one of the fortunate young men to succeed in securing a position with the government as a teacher in the public schools of Porto Rico.

Motor Truck a Help.

The Rudolph Wurlitzer Co., has provided a material help for its retail talking machine department in the new two-ton covered motor truck that is exclusively devoted to the delivery of Victor machines. The truck can handle a load of twelve of the larger sized Victrolas with ease and is making the heavy deliveries of the recent good business without the slightest trouble. The Victor name and trade-mark as well as the name of the Wurlitzer Co. are displayed prominently on the sides of the truck.

Meek Now Bent Manager.

Harry C. Meek, formerly manager of the talking machine department of the P. A. Starck Piano Co., is now at the head of the Victor department of the Geo. P. Bent Co. A. J. Goswiler, who has been connected with the P. A. Starck Co. for several years, is to handle the talking machine branch of the business.

Department Stores Doing Well.

A canvass of the large department stores of the city would indicate that this year will show appreciable increase over business last year at this time.

The estimates run all the way from a 100 per cent increase predicted by one department manager to the rather pessimistic opinion of another to the effect that an even break with last year would be the most that could be expected.

Klingsor to be Presented.

The officers of the Klingsor Talking Machine Co., of America, have come to the conclusion that one of the best ways to present their product will be by means of a recital or demonstration to which will be invited all local dealers, jobbers and others interested in the trade. This demonstration, which will be given probably in one of the large recital halls in the city, will occur immediately after the return of Theodore Isaacs, president of the company, from Europe. Mr. Isaacs' arrival is expected about December 15.

Communications recently received from Mr. Isaacs at Hanua, Germany, indicate that the last details for the importation of motors and other parts are being completed and that a large supply has been made available for every one of the six styles that the company will produce and which will range in price from \$25 to \$200. Louis Schram, treasurer and general manager, says that the entire six styles will be finished in mahogany and the various shades of oak.

Let the Good Work Go On.

The refining influence of the talking machine is shown by a recent incident. One of the large Wabash avenue houses sold a machine to a West Side saloon-keeper for his place of business. Within a few days an additional lot of records was purchased and they included "Sweet Spirit Hear My Prayer" and "Dreams of Galilee."

Held for Grand Jury.

W. E. Clark who was arrested on a charge of larceny preferred by C. E. Goodwin, general manager of The Phonograph Co., was given a hearing by Municipal Judge Mahoney, December 2 and was held for the grand jury in bonds of \$1,000.

Raising Sales Standard.

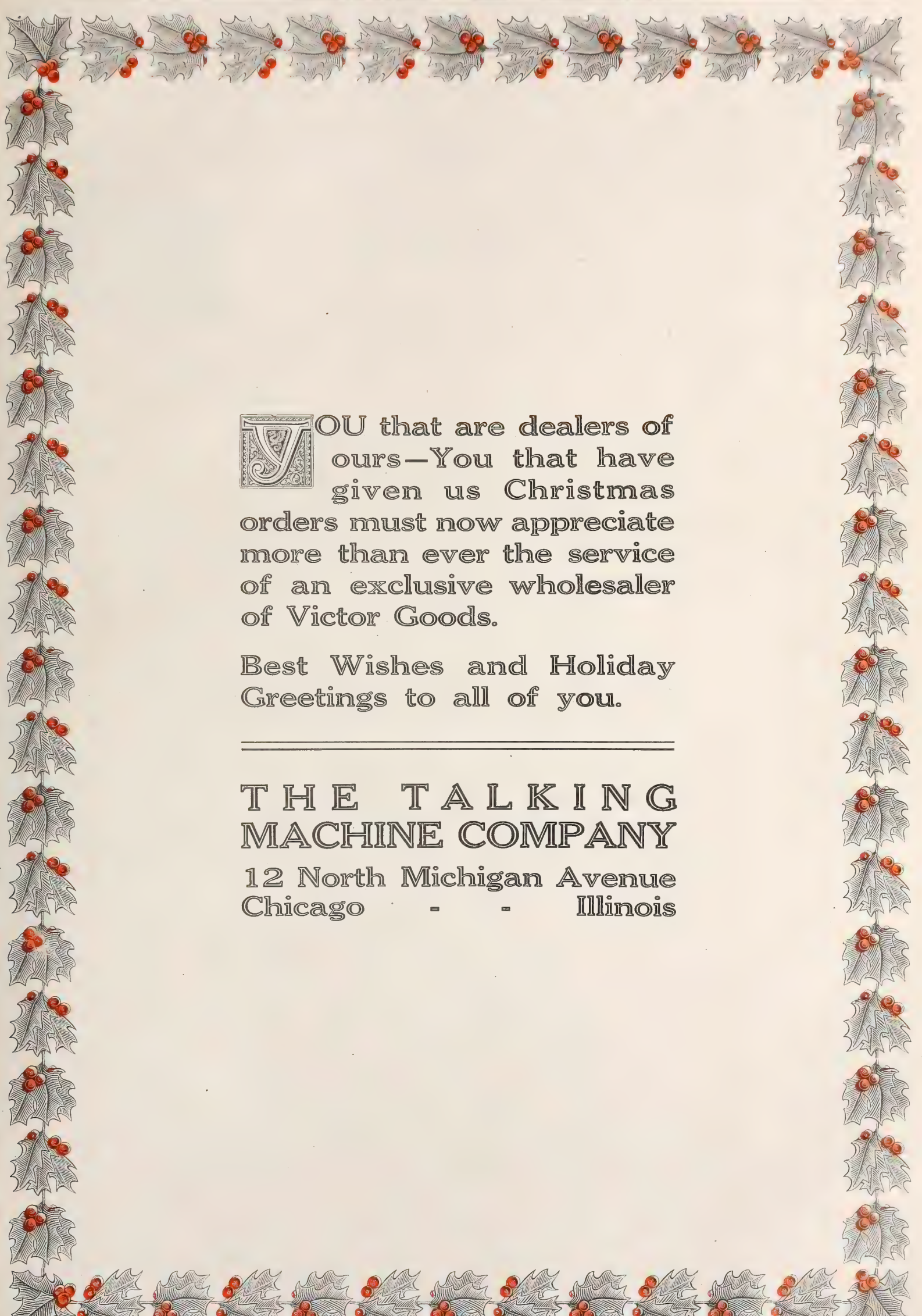
E. A. Fern, who since the first of the year has been the sole owner of the talking machine business of Tresch, Fern & Co., 130 North Fifth avenue, is doing an excellent business on the Victor, Columbia and Edison disc and cylinder machines. "My experience this year has shown that a man can do things if he makes up his mind to" said Mr. Fern. "Until a few months ago we had never done very much in the expensive machines although we had a mighty nice business in the medium and low priced types. I simply made up my mind that notwithstanding our location is not so favorable to the high grade trade as other sections of the loop district that I was going to get some of it nevertheless. Well, I made a point to ask customers for the names of some of their friends who had no machines. I worked the mails more thoroughly than ever and spent a lot of time myself in the evenings going after Victrolas, Edison disc and Columbia table machine trade. Actually our business is swinging to the \$200 and \$250 machines very largely." Tresch, Fern & Co., are Chicago jobbers for the Union attachments whereby Victor and Columbia records may be played on Edison machines and vice versa, and which are made by Union Specialty and Plating Co., of Cleveland.

Big Edison Business.

The Phonograph Co., reports that November was their biggest month, the amount of business both wholesale and retail being limited only by the supply of goods. The handsome main floor warehouses are daily crowded with people listening to demonstrations of the Edison disc and the beautiful little recital hall in the rear plays to excellent business.

Use of Fibre Needle Increasing.

Chicago dealers and jobbers generally report that the sales of the fibre needle are constantly increasing. An additional indication of this is found in the remarkable increase in the business of the Wade fibre needle cutter. The inventor, S. O. Wade, reports that the business of November was double that of the corresponding period of last year. This and the fact that eighty per cent. of the jobbers of the country are handling the Wade cutter in large quantities testifies to the merits of the device.



YOU that are dealers of
ours—You that have
given us Christmas
orders must now appreciate
more than ever the service
of an exclusive wholesaler
of Victor Goods.

Best Wishes and Holiday
Greetings to all of you.

THE TALKING
MACHINE COMPANY

12 North Michigan Avenue
Chicago - - Illinois



ECLIPSE PHONOGRAPH COMPANY

A. W. TOENNIES & SON

203 Washington Street, Hoboken, N. J.

Jobbers of

Edison Disc and Cylinder Phonographs Exclusively

Dealers of New York and New Jersey.

Get the profits that come from the Edison line.



STRIKE OVER IN INDIANAPOLIS.

Trouble with Teamsters Ends and Talking Machine Dealers Trying to Catch Up with Business Lost During Tie-up.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 9.—Indications toward the last of this week were that the teamsters' strike, which has crippled the talking machine business in the last week, as it has every other line of business, would be settled and normal business conditions would obtain in the city.

Indianapolis has had a double dose of strikes in the last few weeks, the street car strike being followed almost immediately by the walking out of more than 3,000 teamsters. The city administration took a firm hold the first day of the strike and there has been little disturbance. It was practically settled that the union teamsters would permit the men to work for the employers who agreed to recognize the union and pay union wages. Hauling was at a standstill the first two days of the strike, which was called Sunday night, November 30. This condition was changed, however, later in the week, ice, coal and provision wagons being seen frequently in the streets. Crowds have been dispersed in rapid-fire order by the police. One negro lost his life, and a number of persons were injured.

W. S. Barringer, manager of the Stewart Talking Machine Co., made use of the express companies to make his shipments. Express company wagons were not molested. Willis M. English, traveling representative of the Stewart Co. has not let the strike interfere with him getting wholesale lots of orders. The retail business of the Stewart Co. is also better than it has ever been before. The popularity of the Victrola is the reason, according to Mr. Barringer.

The Stewart Co., at the request of the Chicago Opera Co., got up an attractive program for the opera company while it was here this week. Most of the songs sung by the members of the company were "on record" at the Stewart Co.'s store, and an unusually large number of calls were made for the records.

The Kipp-Link Co., distributors of the Edison machine, is making long strides with the new Edison disc machine in Indianapolis and throughout the State. Marion Whitesell, an experienced talking machine salesman, has been added to the force of the Kipp-Link Co. to take care of the increased local sales.

The strike interfered with the business of the Columbia Graphophone Co. local store, of which A. W. Roos is manager. Nevertheless, business was good with the Columbia Co. Mr. Roos reports that this year's business to date is better than it has been in any preceding year. And that is quite a record, considering that Indianapolis has suffered from two strikes and one huge flood in the last ten months.

Luther Day, a pioneer talking machine man of Muncie, visited Mr. Roos and Thomas Devine, manager of the dictaphone department of the local store a few days this week while on his way to Chicago. Mr. Day is well known to the talking

machine dealers of Randolph county, where he made a record as a talking machine salesman. He is now in the jewelry business at Muncie.

Patrons of the B. F. Keith's vaudeville house are enjoying the concerts that are being given before each performance by an Auxetophone placed by the Stewart Talking Machine Co. This will be continued for some time by the Stewart Co.

MAKING FIBRE NEEDLE CUTTER.

Latest Device Marketed by Standard Gramophone Appliance Co. Possesses Features That Enable It to Succeed—Some of the Details of the New Device.

The Standard Gramophone Appliance Co., 173 Lafayette street, New York, manufacturer of the widely-known and successful Simplex Start and Stop device for Victrolas, recently placed on the market a new fibre needle cutter which has already secured a marked success during the short time that it has been introduced to the trade. This new fiber needle cutter, which is known as the "Standard," comes in three finishes, gun-metal, nickel and gold, retailing respectively at \$2, \$2.50 and \$3.

The "Standard" cutter comes packed in a very neat and handy container that displays on its cover a few of the cutter's many distinctive features, among which are the following: "Keen cutting, built like a watch, thereby appealing to discriminating purchasers. The toggle joint motion of its lever is the most powerful action known. An inside compartment retains all chips and makes it impossible to litter the top of the talking machine, as is so often the case with other cutters. The knife may be resharpened or a new blade purchased from your dealer. Knife may be removed instantly."

"Our new 'Standard' cutter is scoring a success far beyond all our expectations," stated Thomas W. Kirkman, manager of the company in a chat with The World. "As a matter of fact the orders have greatly exceeded our output, and we are now making deliveries according to the date of the order."

SOME IMPORTANT SUGGESTIONS.

The Victor literature for the month of December, sent out last week by the Victor Talking Machine Co., contains a number of excellent suggestions that should prove of real assistance to the dealers if utilized in the proper way. Supplements to the complete lists of Victor foreign records, window-hangers, copies of December magazine advertising and a special proof of the Saturday Evening Post of December 20 were among the various enclosures sent out to the dealers recently, and these publicity ideas are all in accord with the high standard of Victor advertising in general.

Realizing that December is the heaviest month in the year's business, the Victor Co. has also prepared a set of newspaper advertisements that are exceptionally forceful and impressive. These advertisements, which will be published throughout the country, contain specially appropriate Christmas suggestions that cannot fail to bring excellent results.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Four Weeks.

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 9.—Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York.

NOVEMBER 16.

Antofagasta, 3 pkgs., \$120; Berlin, 13 pkgs., \$586; Buenos Aires, 100 pkgs., \$4,924; Callao, 7 pkgs., \$500; Colon, 10 pkgs., \$320; Demerara, 2 pkgs., \$154; Havana, 26 pkgs., \$304; Manila, 69 pkgs., \$2,197; Porto Barrios, 24 pkgs., \$711; Singapore, 55 pkgs., \$757; St. Johns, 9 pkgs., \$200; Sydney, 544 pkgs., \$8,533; Valparaiso, 14 pkgs., \$791; 4 pkgs., \$106.

NOVEMBER 23.

Berlin, 8 pkgs., \$169; Colon, 3 pkgs., \$136; Havana, 27 pkgs., \$784; Havre, 3 pkgs., \$117; Kingston, 8 pkgs., \$260; London, 8 pkgs., \$311; Shanghai, 10 pkgs., \$153; Valparaiso, 4 pkgs., \$342.

NOVEMBER 30.

Amapala, 6 pkgs., \$147; Antwerp, 2 pkgs., \$158; Batavia, 26 pkgs., \$1,325; Beira, 8 pkgs., \$297; Belfast, 9 pkgs., \$300; Brussels, 18 pkgs., \$744; Callao, 5 pkgs., \$370; Cardiff, 5 pkgs., \$235; Cartagena, \$1,421; Demerara, 7 pkgs., \$313; Glasgow, 4 pkgs., \$100; Guayaquil, 43 pkgs., \$862; Havana, 66 pkgs., \$4,361; Havre, 2 pkgs., \$126; Iquique, 15 pkgs., \$669; Limon, 6 pkgs., \$147; Liverpool, 33 pkgs., \$870; London, 253 pkgs., \$9,247; Montediveo, 5 pkgs., \$460; Newcastle, 12 pkgs., \$370; St. Lucia, 5 pkgs., \$137.

DECEMBER 7.

Antillo, 2 pkgs., \$125; Berlin, 31 pkgs., \$1,594; Callao, 10 pkgs., \$390; Cartagena, 3 pkgs., \$211; Limon, 12 pkgs., \$348; London, 8 pkgs., \$470; 501 pkgs., \$11,840; Sydney, 6 pkgs., \$188; 203 pkgs., \$22,949; Vienna, 6 pkgs., \$3,719.

MAKES GOOD OFF BEATEN PATH.

(Special to The Talking Machine World.)

PITTSBURGH, N. H., December 8.—Norman Robie, enjoys the distinction of being about as far from the metropolitan centers as an Edison dealer could get in New Hampshire. He is some fifteen miles from the Maine Central R. R., and yet reports a very satisfactory trade, particularly in the new Edison Amberolas. Mr. Robie has been handicapped by scarlet fever in his family, but is now in a position to push his work as energetically as before.

"It's a shame," commented the friend of the restaurant proprietor. "What's a shame?" asked the restaurant proprietor. "Why, that you have to give that pretty waitress all the tough steaks for the patrons at her tables." "Oh, I pay her extra for that. You see, she is so pretty that not one man would kick if the steaks were so tough they pulled his teeth out,"—Chicago News.



All the music of all the world can be heard on Columbia instruments. And can be heard to the best possible advantage. Why? Columbia TONE.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

HOLIDAY BUSINESS SHOWING UP WELL IN CLEVELAND.

Jobbers Report that Dealers are Prepared to Handle Record Volume of Sales—Edison Lecturer Makes Strong Impression—General Expansion the Rule—Additional Store Room for Columbia Branch—Big Demand for Union Specialties—News of Interest.

(Special to The Talking Machine World.)

CLEVELAND, O., December 10.—During the past month the talking machine trade has continued satisfactorily, almost without exception, to everyone in the business. Many sales of all grades of instruments, from the cheapest to the most expensive, have been made and the dealers generally are joyfully looking to the conclusion of a more than usually prosperous holiday traffic.

The jobbers have been, and still are, very busy filling orders of considerably larger than usual seasonable proportions. It is quite evident the retail dealers throughout this section are fortifying against the shortage of last season.

Ida Maude Ilsen, club woman, lecturer and social service worker, representative of Thos. A. Edison, Inc., spent several days in Cleveland recently, and appeared before several of the leading women's clubs as lecturer on "Edison, the Man," with interpretations on the new diamond disc phonograph. Helen Keller, stopping at the Hotel Statler at the time, was entertained by Miss Ilsen, with a phonograph and records furnished by The Phonograph Co., and for the first time in her life heard the delicate beauties of music from the Edison disc instrument.

Among a large number of out-of-town visitors at the store of The Phonograph Co., the past week, were C. H. Yaeger, of C. H. Yaeger & Co., Akron, O., and C. Yahrling, of the Yahrling & Raynor Co., Youngstown, O.

C. M. Robinson, manager of the Graphophone department of the Marks Co. said business was very good and had been increasing ever since the opening. The company is having a fine holiday trade.

Chas. I. Davis reports trade is satisfactory in both the Victor and Edison departments. He anticipates the largest holiday trade he has ever had.

Since the opening at its new quarters at 1240 Huron Road, the business of The Phonograph Co. has exceeded the most sanguine expectations of the management. The manager stated crowds of visitors were daily attracted to the rooms, and that the list of Edison dealers throughout the State was constantly lengthening. December 1 the company gave its first private musical recital "under the auspices of Mr. Thomas A. Edison, inventor of the new Edison diamond point disc phonograph." The program included selections from the latest Edison records, and the large audience gave expression to genuine pleasure with the rendition of each number.

The large and prosperous business of the Eclipse Musical Co. is of the most satisfactory character. T. H. Towell, president, said "business is great, and gives promise of greater things." His brother, P. J. Towell, is stocking up the dealers in this territory, and he believes everyone in the talking machine business will enjoy a prosperous season. A talk with Fred E. Lane, manager of the retail

department, impresses one very decidedly that the Eclipse is doing a splendid retail business. Mr. Lane gets out a very interesting program each month, in connection with the monthly concerts given at the store and which are always well attended. The concert for this month was given on the evening of the 4th.

H. B. McNulty, general sales manager of the Union Specialty & Plating Co., manufacturers of the Union Phonograph Specialties, says the business is growing to magnificent proportions. The company is in daily receipt of orders, and duplicate orders, from all sections of the country, and the business is growing nicely. The plant is being enlarged and the force increased, in order to promptly meet the increasing demand.

Increasing business has compelled Mr. Madson, manager of the Columbia Graphophone Co. store, to lease the adjoining storeroom, and largely increase the force. The large and constant increase in sales of both instruments and records, is manifest evidence of the public favor in which the Columbia's wares are held. Activity prevails in all departments—wholesale—retail and dictaphone. Mr. Madson says the business of the local company has increased over 100 per cent. during the past year. A prosperous holiday trade is under way.

The new adjoining building now being erected by the May Co. will add some 5,000 additional feet of floor space to the already large store. When this additional room is available, the talking machine and music departments will be extended, affording ample space for the better display and the handling of instruments. Miss Vokes is delighted with the large number of sales of both Victor and Edison instruments. She said: "We are very, very busy. We already have a large holiday traffic, which promises to exceed any previous year, and our business couldn't be more satisfactory."

Victor sales were reported fairly good by the manager of the Caldwell Piano Co. He said the prospects of a larger holiday trade were very bright and that he had a number of orders booked for Christmas delivery.

Expansion of the talking machine business seems to be the rule. The W. H. Buescher & Sons Co. has increased the force in both the wholesale and retail departments and largely amplified the repair department. Concerning trade, Mr. Roberts said: "We have been doing a holiday business of goodly proportions, ever since Thanksgiving and prospects are fine. We are doing a large jobbing business and have an ample stock of Victor goods to supply the demand."

The B. Dreher's Sons Co. is doing an excellent business in the Victor talking machine line. The manager said a prosperous holiday trade was under way and that prospects were fine.

Not a note of disappointment is to be heard regarding the talking machine business at the store of the Bailey Co. "From early Monday morning," said Mr. Friedlander, "until Saturday night, our

large force is kept constantly busy waiting on the stream of customers. Our ample stock of Victrolas, Grafonolas, Edison Disc and Amberolas, is such as to meet every requirement of the most fastidious customer. Conditions are entirely satisfactory, both as to sales and collections, which are much better than a year ago."

W. C. Troth, manager of the Taylor Arcade branch of the Phonograph Co. is having a splendid trade. He has a number of holiday prospects, and says everybody is pleased with the Edison disc instrument.

Phil Dorn, manager of the talking machine department of the Collister & Sayle Co., is enthusiastic regarding trade. He said business was good in both the wholesale and retail departments, and that the demand for Victrolas was increasing as the holiday season advanced. He stated the retail dealers in Northern Ohio were placing numerous orders and laying in ample supplies.

The H. E. McMillin & Son Co. are busy in "everything musical," and particularly in the talking machine department, where a fine display of Edison and Victor instruments are displayed. Mr. Kellogg, manager of the department, expressed himself delighted with the present and prospective holiday season's business.

Norman H. Cook, manager of the talking machine department of the W. F. Frederick Piano Co. said business was good, and that November showed a large increase, while the holiday prospects were looming up most satisfactorily. He started the store at Canton under the management of Victor Miller, a native of that city, and the store at Youngstown, under the management of A. S. Hawks, formerly of the Pittsburgh store, were both doing a fine business.

Mr. Goodman, of the Goodman Piano Co. reports a very good trade in the talking machine department, together with a satisfactory piano business.

The Cincinnati branch of The Phonograph Co. located at 418 Main street under the management of E. O. Peterson is doing well. Mr. Peterson was for a long time in charge of the Edison business in Cleveland.

One of the most enterprising and successful talking machine dealers in the city is R. Suchla 1831 West 25th street and 4814 Broadway. He is the exclusive West Side Columbia representative. He has a large foreign record patronage.

The Brainard Piano Co. 6525 Euclid avenue is building up a large and profitable Columbia business. The company reports good sales of Grafonolas and records with a continual increase in the volume of business.

A GROWING CHAIN OF DEALERS.

(Special to The Talking Machine World.)

BOSTON, MASS., December 8.—Pardee-Ellenberger Co., Inc., reports a pleasing growth in the volume of their shipments in this territory. Its chain of dealers extends clear to the Canadian line in New Hampshire and as far west as Burlington, Vt. Many dealers who have not seen either a jobber's representative or a man from a factory in months—in some cases years—are loud in their praise of the service and assistance they are getting in building up their trade.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Unprecedented Activity in British Talking Machine Circles—Talking Machine Holding Prominent Place in Home Life—Flood of Cheap Records Increases Machine Sales—Winding Up Affairs of Russell Hunting Co.—Longest Record Ever Made—Paul H. Cromelin Resigns from Thomas A. Edison, Inc.—Holtzweg Patent Again in Court—Composer Victor in Important Copyright Case—Who Introduced the First Edison Phonograph in England?—What is Offered in the New Record Lists—Arrangements Now Practically Completed for Big Combination—Attractive Publicity for "His Master's Voice" Records—New Columbia Artists—General News of the Month Worthy of Record.

(Special to The Talking Machine World.)

LONDON, E. C., December 5.—It seems, as I write, somewhat early days to pass the compliments of the season, but this being the last chance I shall have of so doing before the festive time, it behooves me to accept the opportunity of wishing all those of my readers who have borne with my efforts during the past twelve months to offer an interesting news service from the world's capital, a right Merry Xmas, and all the good that they may wish themselves for the coming year. And now to the stormy realities of life—business.

This is perhaps the time of year when all engaged in the talking machine industry justly expect to "make good," to borrow an expressive American colloquialism. Summer trade was pretty satisfactory, all things considered, but there is an all-the-year standard to maintain, and it is at this period that the law of average demands compensation. That being so, there can be no doubt that the trade as a whole has risen to the occasion right handsomely. During the whole of my experience I have never known such a state of activity as exists to-day. It is all a very significant and pleasing commentary upon the rapidly expanding influence of the talker in the home life of the community at large. Just as in the past no home was considered complete without a piano, so is the gramophone coming to be regarded in the same light. The worshippers at its shrine of inexhaustible and varied music increase amazingly in numbers; new converts announce themselves in the shops every day. As Father Confessor the average dealer is in his element, and it may be well imagined never more sympathetic than when there is a little sacrifice to be made on the altar—for the most part—of prejudice. New sales every day, and satisfied customers. And the experience is general. So much so in fact that in manufacturing quarters there is a difficulty in keeping the supply on a level with the demand.

This happy condition of trade obtains everywhere, and the premises of the manufacturers, and factors upon whom I have called, are veritable hives of industry. In many cases factories are working on two shifts, night and day continuously, the staffs are putting forth their best efforts, and it is probable that all trade requirements for December will be satisfied.

One of the most satisfactory features of this season's trade is the enormous demand for machines. The total output these days is estimated to average over 12,000 gramophones per week. From inquiries made I should think the number would reach nearer the 15,000 mark. They disappear as fast as they can be made, and as one manufacturer said to me: "It is astonishing, I can't understand where they all go to." Anyway this market is capable of absorbing all that can be made, and I do not think dealers will have much to complain of by the time the usual Christmas demand is over.

Cheap Records Increase Machine Sales.

This remarkable demand for machines is regarded with pleasurable surprise, but really the reason is not far to seek. In comparison with last year, the position to-day is altogether different. At that time

there were few cheap records on the market, and they were in the majority of cases priced at eighteen pence. The circumstances of comparison will be at once appreciated when I say that this season about a dozen good double-sided records are issued, not at eighteen pence, but at one shilling or thirteen pence! Apart from the unprofitable nature of this trade, the fact remains it gives rise to much speculation as to its effect. Certainly the outstanding feature is that a very much wider public is brought within the realms of buyers, and the accentuated demand for machines is therefore attributable in the main to that cause. Analyzing the facts, I have come to the conclusion that the comparative main increase in machine trade is of the cheaper variety, though I am bound to say the sale of high-priced instruments is satisfactorily progressive.

Winding Up Russell Hunting Co. Affairs.

Information reaches me from the liquidator of the Russell Hunting Record Co. that he will apply to the Board of Trade for his release. A summary of the receipts and expenses during his administration and winding-up of the company reveals a total net realization of just over £1,707, from which has to be deducted £1,253 odd representing the total costs and charges. 17s. 8½d. in the £ on £513.18s. equals £454. 9s. 8d. to be allocated to the preferential creditors. The inability to pay any dividend to the ordinary unsecured creditors is attributed to the small amount which could only be obtained by the receiver for the debenture holders, and to the failure of the action against the directors of the company for misfeasance and breach of trust. That is the purport of the liquidator's statement, which also intimates that, according to the statement of affairs, the assets were estimated to realize £7,686! The estimated and actual realization is amazingly divergent. If it were not too late to raise questions, we should certainly think it calls for some explanation.

The Longest Record Ever Made.

The longest playing record ever made has just been issued by the National Gramophone Co. Ltd. An unique feature of the "marathon" record is its V-shaped cut, which is said to combine the vertical and hill-and-dale principles. It is a fine-cut record, and remarkable though it seems, the walls between are said to be wider than the sound tracks.

Twelve-inch disc No. 2042 carries four complete songs, as follows: "True till Death," 3 minutes 55 seconds; "In Cellar Cool," 4 minutes 30 seconds; "Rocked in the Cradle of the Deep," 3 minutes 45 seconds; "Sheltered Vale," 4 minutes 15 seconds,

the total playing time thus occupied being 16 minutes 25 seconds. Tom Kinniburgh is the artist responsible, and certainly his marvellous voice has never been reproduced with such faithfulness of tone and timbre as hereon.

Paul H. Cromelin Resigns.

At the moment of dispatching this report I learn that Paul H. Cromelin has resigned his position as British manager of the Thos. A. Edison Co. and his future plans have not been announced.

Validity of the Holtzweg Patent.

The validity of the Holtzweg patent has again been the subject of legal action in the German courts. Briefly, this patent is alleged to cover all interior-horn machines, whether the sound is delivered through, under, or at the side of, the motor, and further, it is the property of the Gramophone Co. Its validity has been questioned more than once. The Pathe Co. attacked it and lost their case, the lower German court holding that the patent was a valid one. Thereupon an appeal was lodged against this decision, and it recently came on for hearing in the "Second" German court. The appeal was keenly contested by counsel for the Gramophone Co., and after considerable legal discussion and examination of documents, the court allowed the appeal, thus reversing the judgment given in the lower court. I now learn that it is the intention of the Gramophone Co. to carry the matter on appeal to the higher court for final judgment. And the matter is therefore in abeyance at the moment.

It is interesting to know that Carl Lindstrom, A.G. issue all their hornless machines bearing a labeled statement to the effect that they are licensed under royalty of the Gramophone Co. Ltd. Other firms in this country also pay royalties, but on the other hand quite a number do not. The exact status of the patent is thus in considerable doubt in this country at any rate. Whether or not the Gramophone Co. intend to establish their claims to the validity of the patent here, we do not know. The dictates of time and circumstance will doubtless determine the position eventually.

Important Copyright Judgment.

The appeal of Lionel Monckton against the decision of Mr. Justice Phillimore, (partly) in favor of Messrs. Pathe Freres Ltd., was successful. The case was fully reported in our last issue, the court at the time reserving its judgment. The full pronouncement, which is extremely interesting, is as hereunder:

Lord Justice Buckley, with whom Lord Justice Vaughan Williams agreed, said by virtue of section 21 (1) of the Copyright Act 1911, Mr. Monckton became entitled to copyright in his work, such copyright including the right to reproduce the work on gramophone records—section 1 (2D.) Making, and not selling, was what that section referred to. Section 1 (2) included the sole right to authorize the performance of the work. That seemed to show that section 2 was not confined to making, but stood for sale. These rights were qualified by other sections, but inasmuch as the work was to be published before the commencement of the Act, the provisions of section 19 (2) were qualified by section 19 (7A), and, if it be applicable by section 19 (7C). Under the last section sale was distinguished from making as mentioned in section 19 (2B and 3), and section 19 (7D). Importation was mentioned in section 11 (1E).

From these difficult and complicated provisions was evolved this—section 19 (2) applied to any musical work, whether composed before or after the Act came into operation. But the provisions of that clause were modified and controlled by section 19 (7), which related to musical works published before the commencement of the Act. The result was so far as to this musical work the provisions in section 19 (2A) and the first proviso in that section did not apply, but the provisions under (B) did apply. There was an exception under (B), namely, that royalties were not to be payable when



STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess **none** of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the **sole makers.**

String Fiddle

GEO. EVANS & CO.

94 Albany St.
London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street
BOSTON

NEW YORK and PHILADELPHIA



Violin

the contrivances reproducing the work has been lawfully made or placed on sale before July 1, 1910. If that had been done, then royalties had not to be paid on the sales made before July 1, 1913. If it was not done, it followed that royalties were to be paid, and they would commence with the commencement of the Act. There were only two alternatives—(1) either royalties were payable as from the commencement of the Act, or (2) no royalty was payable for all time. If the latter alternative be accepted, there was created in the special case of making or selling before July 1, 1910, a limited right to sell free of royalties, but in cases not covered by the contingency an unqualified right to sell free of royalties. Sub-section (e) threw a light on the question. It proceeded on the footing that to justify the sale of contrivances, whether made before or after the commencement of the Act, authority was necessary. It applied to work published before the commencement of the Act, and it inferred there must be something in the Act which forbade the sale of contrivances made before the passing of the Act. It seemed to him that the Act had given to the owner of the new and extended copyright the sole right to authorize any one to produce musical works by the user of the record, and made it an infringement to sell the records.

The most difficult question was that by virtue of section 19 (1) defendants themselves had a copyright in their records, as if such contrivances were musical works, and in respect of that copyright it was seen that they had exclusive rights under sections 1 and 2. But, as the parties had declared to argue that question, he should say no more about it. In the cross-appeal argument turned upon the word "secure" in section 19 (6). That was a section in which the Board of Trade required payment in advance or sought to secure payment of royalties. If the word meant some act by which the debt should be secured, as distinguished from unsecured, the cross-appellants were right. If it means ensuring the payment of royalties, they were wrong. The Board of Trade had made regulations

whereby, unless otherwise agreed, royalties were to be payable by labels purchased from the owner of the copyright. If the owner did not provide them, the other party might proceed without affixing them, but if he did provide them, they must be bought.

Defendants contended, and he agreed, that the regulations in this respect were not within the words "the mode of the payment of royalties." Payment was under one head, supplying them was under another head, and affixing them was under a third. Neither of the last two was any part of the "mode." He thought they were regulations for securing payment, if "secure" meant to ensure, and in his view the fair meaning of "secure" in this context included the meaning to ensure, or render certain, the payment. If that be so, the regulations were not ultra vires.

Lord Chief Justice Kennedy agreed.

The appeal was accordingly allowed, and the cross-appeal dismissed.

Who Introduced the Edison Phonograph?

The lamented death of that wonderful and prolific inventor, Sir William Preece, gave rise in obituary notices in the press to the statement that he was responsible for the introduction of the Edison phonograph into this country. As this appeared contrary to the generally accepted history of the invention, I took an early opportunity of interviewing J. Lewis Young, who has been identified with the talking machine business almost since its inception, and who very courteously supplied me with the following facts: "I was educated as a telegraph engineer," said Mr. Young, "and I worked for some time under Sir William Preece, so that I am well able to confirm as a fact that he really did introduce the first phonograph into Europe.

"It was made under Edison's patent of 1877, and was called the tin foil machine, because the record was made by indenting tin foil which was superimposed on a coarse thread, cut in a large cylinder.

"This particular phonograph was made by Mr. Stroh, the inventor among other useful things of

the Stroh violin, which is favorably known.

"The motor was driven by a falling weight and the governor was a pan impinging upon the air.

"The tin foil phonograph was a nine days' wonder; the record could only be used a few times, and then became ineffective.

"However, in 1878 Edison patented improvements in phonographs and this patent—British No. 1644—is the most suggestive patent ever filed. Unfortunately the fees in this country were only paid for three years, and the patent consequently lapsed. In 1886 Mr. Edison introduced further improvements. In the following year I joined the late Colonel Gouraud, who arranged a contract with Mr. Edison by which he became the sole selling agent here for Edison's 'new' phonograph. I had twenty per cent. interest in the business, and," proceeded Mr. Young, "we had to find the money to pay for the taking out of patents in various foreign countries. I personally lost a substantial amount of money in an endeavor to pay the cost of doing this, and Colonel Gouraud's and my own resources were soon exhausted. Finally we hit upon the plan of sending out a staff of lecturers to demonstrate and talk up the phonograph. I went out myself, and the fees we received went to pay for the patent costs. Sir William Preece was what I may term a 'looking forward' man, and his enthusiasm for the new phonograph we sent him actually aroused a proposal that one should be installed in every post office in the kingdom for use by the public as a means of communication. The reading of telegraphic instruments by sound, the introduction of telegraphic systems by which from two to ten messages could be sent simultaneously on one wire, the installation of dynamos and secondary batteries in place of the old primaries for supplying current for telegraphic work, and the introduction of electric lighting, were all suggested and carried out by Sir William Preece when he was engineer-in-chief to the British post office."

The exigencies of space has necessitated considerable curtailment of Mr. Young's reminiscences, but

(Continued on page 46.)



To T.M. the King and Queen of Spain



To H.M. the King of Sweden



To H.H. the Khedive of Egypt



To H.M. the King of Italy

"His Master's Voice"

—the trade-mark that is recognised throughout the world as the

Hall-mark of Quality



To H.M. the Shah of Persia



By Appointment To H.M. Queen Alexandra

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavn, Copenhagen.
FRANCE: Cie. Française du Gramophone, 115, Boulevard Richard Lenoir, Place de la République, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd. Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV, Kossuth Lajos Utcza 8, Budapest.
SPAIN: Cia. Francesa del Gramophone, 56, Balma, Barcelona.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., 8 Beira, Lourenço Marques.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik Street, Johannesburg; Mackay Bros. & McMahon, 443, West Street, Durban.
INDIA: The Gramophone Co., Ltd., 139, Ballinghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, London, E.C.

Great Britain:

The Gramophone Company Ltd
21 City Road London EC



FROM OUR LONDON HEADQUARTERS—(Continued from page 45).

I have no doubt the foregoing will be read with great interest by talking machine men the world over.

Some Excellent "His Master's Voice" Posters.

"His Master's Voice" Co. has issued quite a number of excellent posters of late, the most recent being an artistically colored sketch showing a couple dancing the tango. The poster is round in shape, and specifically advertises the company's new dance records, not excluding a number of tango specials. By the way, these latter records are selling like the proverbial hot cakes. All London is crying tango, and for the moment other forms of the terpsichorean art seem to have been superseded. Several new issues will be announced this month.

Described as "A Christmas Gold Mine," the December "H. M. V." program is exceptionally rich in the quality and comprehensiveness of its items, though we fail to locate any special quantity of Christmassy titles, such as one would expect to find at this period. However, the company will doubtless make up a special list, apart from the many fine dancing records they have ready. The complete December list is as follows:

Twelve-inch, double sided.—"You Made Me Love You" (Monaco) and "I Hear You Calling Me" (Marshall, arr. by Behrend), Band of H. M. Coldstream Guards; "Overture Saul," Part I and Part II (Antonio Bazzini), Band of H. M. Coldstream Guards; "Prelude" (Rachmaninoff), and "Kutschke Polka," op. 155 (Ludwig Stasny), Metropolitan Orchestra; "Surprise Symphony," Allegro di molto, and Andante (Haydn), Grand Opera Orchestra; "Surprise Symphony," menuetto allegro molto, and Finale (Haydn), Grand Opera Orchestra; "Joseph and His Brethren," Prelude, and "Bacchanalian Dance" (Adolf Schmid), His Majesty's Theater Orchestra.

Ten-inch, double sided.—"Distant Greeting March" (arr. by C. Godfrey), and "Rosemousse Entr'acte" (Auguste Bose), Band of H. M. Coldstream Guards; "Snooky Ookums" One-Step, "Old Maid's Ball," "There's a Girl in Havana," and "In My Harem" Medley One-Step, "Wait Until Your Daddy Comes Home," "Snooky Ookums," Metropolitan Band.

H. M. V. twelve-inch, single-sided.—"Lilac Time" (Willeby), Miss Ruth Vincent; "Songs of the Fair" (A) Jock the Fiddler, (B) The Ballad-monger (Easthope Martin), Mr. Thorpe, Basso; "Nearer, My God, to Thee" (Carey), Mme. Edna Thornton; "Gems from 'Rigoletto'" (Verdi), Grand Opera Company; "Tacea la notte placida" (My Heart is His Alone) (Il Trovatore) (Verdi), Mme. Tetrizzini; "Hey, Ho, What Might Have Been" (Sullivan and Edgar), George Robey; "Winkelheimer's Motor Ride" (R. Marsh), Tom Clare; "Song Medley" No. 2. The Ragtime Chorus; "The Frog Prince" (Sutcliffe) (Talking), Miss Pauline Potter; "The Wolf and the Kids" (Sutcliffe), (Talking) Miss Pauline Potter; "The Witch of the Lake" (Sutcliffe) (Talking), Miss Pauline Potter; "The Golden Key" (Sutcliffe) (Talking), Miss Pauline Potter; "Kiss Waltz" (Johann Strauss) (Piano), Mark Hambourg; "Tout en Rose" (Vincent Scotto), Mlle. Gaby Deslys; "Angel's Serenade" (Serenata) (Braga), Gluck and Zimbalist.

Ten inch, single sided.—"The Calf of Gold" (Faust) (Gounod), Mr. Clarence Whitehill; "Love Lily" (Thomson), Mr. Hubert Eisdell; "The Happy Farmer" (from "Songs of Four Nations") (arr. by Somervell), Mr. Charles Tree; "Love is Mine" (Gartner), Mr. John Harrison; "I Looked into Your Heart" (Kahn), Miss Ruby Helder (lady tenor); "A Song of Waiting" (E. Wright), Miss Paola St. Clair; "The Little Grey Dove" (op. 58, no. 2) (Bowles-Saar), Miss Lucy Marsh; "Invictus" (Bruno Huhn), Mr. Reinald Werrenrath; "Barcarolle" (Tales of Hoffmann) (Offenbach), duet by Miss Lucy Marsh and Miss Marguerite Dunlap; "Volga Botaman's Song," St. Petersburg Quartette; "Cante pe' Me" (Neapolitan Song) (de Curtis) (sung in Italian), Caruso; "Schon Rosmarin" (Fair Rosmarin) (Kreisler) (Violin), Fritz Kreisler; "La Danza" (Tarantelle Napolitana) (Rossini, arr. by Piatti) (Cello), W. H. Squire.

Plans Completed for Big Amalgamation.

All arrangements for the amalgamation of Dr.

Grunbaum & Thomas A.G., the Carl Lindstrom, Favorite, Zyrophon, and Dacapo companies have now been completed, and the agreement was duly ratified at a general meeting of Carl Lindstrom Ltd., held on October 29 last. The fusion will control factories in Russia, France, Austria, and England, apart from the extensive organizations in Germany. In material, manufacturing, administration, and other charges, a great saving is expected to result, and in the copyrighting of repertoires in the different countries, simplifications and economy would follow. Under the agreement Herr Thomas is retained as a director of Carl Lindstrom A.G. for ten years, and Herr Dr. Grunbaum will hold the position of technical and chemical adviser at a fee of 10,000 marks per annum.

A directorship and central office will be established for the control of the amalgamated interests. The proportional interest of the various companies in the profit and expenses will be on the following basis: International Talking Machine Co. (Odeon), 7 3-20; Lindstrom, and Beka A.G., each 5 3-20; Favorite Record A.G., 1 2-20; Zyrophon G.m.B.H., and Dacapo Co., each 4-20; of the profits. If the year's profit exceeds the amount of 2,000,000 marks, the surplus profit will be divided as follows: Favorite, Dacapo, and Zyrophon, each 10 per cent., and the remaining 70 per cent. equally between the Lindstrom, Beka, and International companies.

It was agreed to increase the share capital of Carl Lindstrom, Ltd., by 350,000 marks. This issue will be arranged by underwriters who have to offer it to the old shareholders on the basis of 10 to 1 at the rate of 140 per cent.

New records will probably be issued, and we shall hope to be in possession of interesting information as to the fusion's future plans in time for publication next month.

Columbia-Rena Descriptive Records.

Descriptive records—especially those of a domestic type—never fail to appeal to a very large number of record buyers, and these will assuredly be interested in two such records listed by Columbia-Rena this month. The respective titles practically explain themselves, there being Christmas at Sea, Farmer Hodge's Christmas Party, Christmas Eve in the East End, and At the Music-Hall—the latter a capital snapshot of an up-to-date show. All these records are exclusive to Columbia.

Feeling that the season demanded an adequate record of the spirit of Christmas, the Columbia Co. announces a new record by mixed chorus of "Auld Lang Syne." As a suitable combination on the disc they included a fine quintet setting of "The Rosary."

Columbia-Rena also offers more big chorus-song hits, among them "Every Polly Loves a Jolly Sailor" (said to be another "Ship Ahoy"), "When I Get You Alone To-night" (one of the "most riotous hits that ever landed here from New York") and sung by those highly successful duettists, Jones and Van Brunt, and "Whistle It," which we understand is practically a challenge to refrain from whistling the infectious air.

Old Favorite Again Recorded.

"Turkey in de Straw" is said to be the most popular "coon shout" and laughing song ever recorded, and for the Columbia-Rena Christmas supplement, the manufacturers have had the old favorite (hundreds of thousands of which have been previously sold of old recordings) newly put on for them by Billy Golden.

A lovely flute solo record by George Barrere, the imitator of the movement which resulted in the famous French "Societe Moderne d'Instruments a Vent," is a gem on Columbia-Rena this month. Mr. Barrere is represented by "Simple Aven" and Saint-Saen's "The Swan."

Nordica Records in Australia.

Mme. Nordica, the great Wagnerian soprano, has been touring in Australia and New Zealand, singing operatic selections from her vast repertoire. Excellent use was made of the opportunities provided for advertising the Nordica record on a Columbia catalog, and we are informed that the demand was very strong in consequence. Messrs. Chivers & Co., of Christchurch, New Zealand, made a strong point in their advertisement of these Nordica records, using space in the same issue of the

newspapers in which Nordica's appearances were announced.

Other new issues worthy of mention are as follows: Twelve-inch, double sided.—"Cinderella," Acts I and II (Herbert C. Ridout), Columbia Pantomime Co.; "The Trail of the Lonesome Pine" (Macdonald and Carroll), and "When Love Creeps in Your Heart" (Mills and Scott), duets by Mr. Chas. Holland and Miss Mary Reed; "Home, Sweet Home"—with variations (arr. by J. Hartman), and "Titania Polka" (W. Remmer) (cornet solos), Arthur Laycock.

Ten-inch, double-sided.—"Criollo," Tango Argentine (Cremieux), and "Argentine Tango" (Farban), Band of H. M. Scots Guards; "Every Polly Loves a Jolly Sailor" (Mills and Scott), and "Oh, I Do Love You, My Orange Girl" (Mellor and Trevor), Stanley Kirkby; "Down the Vale" (F. L. Moir), and "The Gipsy's Warning" (H. A. Goard), Carrie Herwin; "Christmas Day at Sea" (descriptive) (Penrose), and "Farmer Hodge's Christmas Party" (descriptive) (Penrose), Columbia Sketch Co.; "Praise the Lord, Ye Heavens Adore Him" and "Onward, Christian Soldiers" (Sullivan), Band of H. M. Scots Guards, with Robert Howe, Soloist; "Sidney Carton's Farewell" from "A Tale of Two Cities," and "Death of Little Nell" from "The Old Curiosity Shop" (Dickens), Dramatic Recitals by Bransby Williams; Children's Toy March (L. Currie), Prince's Concert Band, and Children's Symphony (toy instruments) (Haydn), Prince's Orchestra.

Karl Harth Resigns as Manager.

The trade will learn with extreme regret that Mr. Karl Harth has resigned his position as London manager of the Favorite Record Co. During his tenure of office there can be no doubt that Mr. Harth was instrumental in placing the Favorite business upon a very firm foundation, and this in spite of keen competition in the record world. One of the chief features of his administration was the introduction of a dealers' price-maintenance agreement which generally met with a good reception from all sections of the trade. Mr. Harry Bluff, the well known comedian, is also reported to have severed his connection with the company, whose musical interests on the recording side were his special care.

The new agent is Mr. T. D. Addis, who first became associated with the talking machine business as a salesman at the old Gramophone Co. in the early days of their trading at Maiden Lane, London. For the last few years Mr. Addis has been looking after his own business interests, but subsequently joined the Favorite Co. at its works in Hannover, Germany. Transferred to the London office as joint manager some four or five months ago, he has carefully studied the situation here and obtained a pretty good knowledge of the exigencies of British trading, and is now quite familiar with the company's numerous and increasing clientele.

Changes at Lockwoods.

Upon the occasion of a recent visit to Messrs. Lockwoods I was sorry to learn that Mr. Keeley had tendered his resignation. The vacant position—charge of the accounting department—has been taken over by Mr. Kilner, late of the British Zonophone Co. In turn the latter gentleman's position has been filled by the son of the late Mr. Malyon, who at one time was assistant manager of that concern. The son practically follows in his father's footsteps, and if he proves as keen a business man as the latter, whom I remember well as a friend, his success is assured.

CABINETS MAKE RECORD SALES.

One of the lines of talking machine record cabinets that is rapidly gaining favor with the trade and public is that of the Geo. A. Long Cabinet Co., of which Clement Becroft, of Philadelphia, is the sales manager. The cabinets are designed and handsomely finished to match perfectly the various types of machines and with interiors so arranged as to make the filing of records a simple and convenient matter. In considering the handling of cabinets of quality the dealer should remember that a cabinet increases record sales until its capacity is reached, a sales factor to be reckoned with.

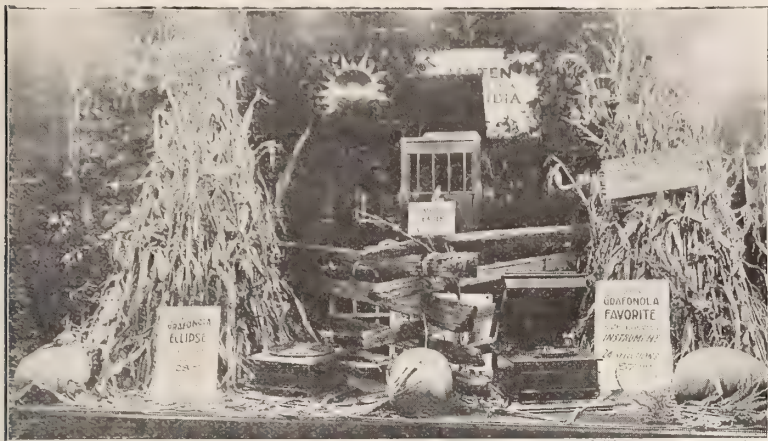
A WINTERTIME ADJUNCT.

The Delight Afforded by the Grafonola When the Frost is On the Pumpkin Emphasized by Attractive Window Display in Indianapolis.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 5.—James Whitcomb Riley, the Hoosier poet, once wrote "When the frost is on the punkin", and the fodder's in the shock * * *". Perhaps he was not thinking of talking machines at that time, but he might have added a line to that famous poem to the effect that the talking machine is as necessary in the Fall in the cozy little home or mansion as the "punkin!"

At any rate, H. M. Wright, of the Columbia Graphophone Co., must have been dreaming of the



View of Special Columbia Co. Window Display in Indianapolis.

frost, the pumpkin and the fodder when he caught the idea which resulted in the window shown here. Men who were raised on the farm stopped in front of the Columbia store at 27 North Pennsylvania street and were whisked back to their boyhood days when "Father" made 'em shuck corn. The old-time rail fence was especially realistic and of course the "punkins" were the real thing.

For a fall window display this window has not been surpassed by any store in Indianapolis. Mr. Wright was assisted by C. V. Weaver in arranging the window. A. W. Roos, manager, was very much pleased with Mr. Wright's work. Mr. Wright, by the way, not only is able to design attractive windows which help to increase the sales, but he has the ability to sell also.

FAIL TO HAVE PARADES BARRED.

Efforts of Merchants on Fifth Avenue to Cut Down Number of Processions Using Thoroughfare to Detriment of Business Defeated.

The ordinance introduced recently to prohibit the holding of parades on Fifth avenue between the hours of 9 and 6:30 except in the cases of military or national events of importance was defeated this week in the Board of Aldermen by a vote of 35 to 23. Although this ordinance was heartily favored by the Fifth Avenue Association, a failure to use concerted action to insure its passage accounts for its defeat. The proposed ordinance had the indorsement of all the piano houses along Piano Row, who are obliged to suffer financial losses whenever these parades take place.

VICTOR CHRISTMAS PUBLICITY.

The latest batch of Christmas advertising matter sent out to its dealers by the Victor Talking Machine Co. contains some of the most attractive and artistic window hangers and streamers presented to the trade in some time. A beautiful window poster entitled "A Home Christmas Scene," in an ensemble of harmonious colors, formed the nucleus of this special advertising matter, and this sales producer in itself is reinforced by attractive window streamers and folders. This Christmas advertising matter afforded the Victor dealer a splendid opportunity to carry on a publicity campaign that cannot fail to produce gratifying results.

Charles S. Plummer, an enterprising Columbia dealer of Newport, R. I., was a visitor to the executive offices of the Columbia Co. recently. Mr. Plummer spoke very encouragingly of the growing popularity of Columbia products in his territory.

APPRECIATED TRADE CO-OPERATION.

How a Well-Known Atlanta House is Recommending The World to Its Customers—Says Every Man Should Read It, as It is a Valuable Aid to Business.

There has been the most hearty co-operation between a large number of leading talking machine jobbers in this country and The Talking Machine World, thus aiding the circulation of The World among local dealers everywhere.

Recently we have had several copies of letters mailed to us by some important men of the trade, who have taken pains to co-operate with this trade newspaper institution in increasing its influence.

The subjoined, sent forth by the Elyea-Austell Co., of Atlanta, Ga., is one of the best, and the act of this company certainly constitutes a courtesy which is highly appreciated. This letter is addressed to the dealers on the selling list of the Elyea-Austell Co. It reads as follows:

"ATLANTA, GA.,

"November 20, 1913.

"The Talking Machine World, published by Mr. Edward Lyman Bill on the 15th of each month at 373 Fourth Ave., New York City, is the only publication devoted ex-

clusively to the interests of the talking machine trade.

"The Talking Machine World is a non-partisan paper. It is not committed to the interests of any one line, but, as the name of the magazine would indicate, it takes in the entire talking machine interests and has for its object the upbuilding of the business as a whole. This magazine is filled with all of the news pertaining to the different lines of talking machines of all makes manufactured. It contains a complete report each month of the new patents; keeps you posted on the trade conditions throughout the United States and foreign countries pertaining to the talking machine interests, and is filled with other reading matter that will be of great benefit to the wide-awake dealers. The editorials are of the very highest order and state facts just as they are.

"You may possibly be taking The Talking Machine World at the present time. If not, we would be very glad to have you subscribe at once,

sending your subscription direct to The Talking Machine World on the enclosed subscription blank. If you do not care to subscribe to this paper without first seeing a copy, request The Talking Machine World direct to send a copy to you and they will be more than pleased to do so. We have no interest whatever in this publication, except we should like to see it in the hands of every man engaged in the talking machine business, and know that the reading of this magazine each and every month will give you a broader conception of the possibilities of the talking machine business, and a reading of this magazine by your sales force will stimulate them to greater efforts on account of increasing their appreciation of the line of business in which they are engaged.

"Yours very truly,

"(Signed) ELYEA-AUSTELL Co.
"Sales Department."

NON-COMMITAL ON RATES

Board of Transportation Says Action Should Be Based on Evidence.

The New York Board of Trade and Transportation, at its regular monthly meeting last week, discussed the proposed increase of 5 per cent. in freight rates in official classification territory. The executive committee brought in a report saying that the railroads should be liberally dealt with because upon their efficiency and ability to meet the demands of constantly growing business depend the development and progress of the country. At the same time the report submitted that the proposal for a 5 per cent. increase of freight rates should be the subject of a most thorough and searching investigation.

Nothing short of clear and convincing evidence, the committee found, would answer the demands of the railroads if the increase should be denied, or would satisfy the public if it be acceded to.

LIBRARIES INSTALL "TALKERS."

Equipping public libraries with talking machines reports the sale of a Victrola to the public library so that the general public may receive the benefits of its musical value seems to be quite a fad in all parts of the country, and every day another dealer reports the sale of a Victrola to the public library of his town. One of the most recent Victor dealers to get on the public library wagon is J. G. Lewis, a progressive dealer at Manchester, Ia., who closed the sale of an expensive Victrola and a substantial supply of Victor records to the public library of that city a fortnight since.

The Keystone of The Buehn Service is Completeness

When you order various models of machines, ten to one, and even more odds, the type that you need the most is the style that is missing. A big sale is postponed—perhaps lost—and you suffer in profits. Next time test the Real Service of

Louis Buehn
Philadelphia, Pa.

Handling Talking Machines exclusively you secure a specialized co-operation of the highest character.

**Edison
Cylinder**

**Victor
Disc**



The Columbia reproducer No. 6 is a sound box that is also a "tone box"—sound *plus* tone—the most perfect reproducer.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

**Columbia Graphophone Company
Woolworth Building, New York**

GREAT ACTIVITY PREVAILS IN THE CINCINNATI TRADE.

Record Volume of Business Being Handled by Talking Machine Men—Phonograph Co. Secures Attractive Quarters—Horn Machines for Foreign Element—Columbia Business Expanding—More Demonstrating Booths for Aeolian Co.—Heavy Advertising the Rule.

(Special to The Talking Machine World.)

CINCINNATI, O., December 4.—A feverish activity prevails in the talking machine business of this city, the like of which has not prevailed since the introduction of the machine. One would think a gold mine was being uncovered. The Aeolian Co., with the most costly piano wareroom in this city, is giving the Victrola department the most prominence through the building, of a series of sound-proof booths on the main floor, close to the entrance. The same is true of the Lyric Piano Co., only the booths are adjoining the entrance. The W. G. Woodmansee Piano Co. is going to take a flier through the Edison line and Otto Grau Piano Co. is gradually developing its Victrola department.

The event of the past two weeks was the opening of a local distributing agency by The Phonograph Co., of Cleveland, Edison jobbers, which has secured quarters at 418 Main street. These are in charge of E. C. Peterson and Secretary Smith. They are speeding up Edison interest in this market in a remarkable manner. John Arnold, one of the most prominent of their retailers, is thankful to the company for its advertisements in the Saturday Evening Post and Collier's. These brought many prospects to his place during November, kept him busy demonstrating and resulted in a good number of sales. Arnold believes the Edison machine will be the biggest thing on the market in less than a year.

The Phonograph Co. to-day closed a deal with the Fisher Piano Co., Wilmington, and has arranged for J. A. Rodabough, of Columbus and Schroyer & Co., Dayton, to handle the new Edison line. A dealer at Springfield, Ohio, is nibbling hard.

George Link, dealer on Vine street, has a small corner on the horn machines and is thanking his stars that he had the good fortune to lay in a lot of this type when he learned there was nothing more doing in the manufacturing line. Link's trade is principally of the foreign element and they do not think it is a phonograph unless there is a massive horn with the box.

R. J. Whelen, local manager of the Columbia Graphophone Co., smiles because, to use his own words, "Business is on the boom." Mr. Whelen is well known in local talking machine circles, is a "good fellow," and makes it his personal business to extend the glad hand to patrons of the Columbia store. He is a hustler and there is always something doing in the Columbia store. Mr. Whelen is a believer in fair competition and open and above board tactics and his employees know this. You are always sure of courteous treatment in the Columbia establishment on West Fourth street, as Mr. Whelen sets an example to his sales force.

In addition to the musical end, Mr. Whelen is local manager of the Dictaphone Co., with local headquarters at the Columbia store and his aggressiveness along this line has made the word "Dictaphone" a familiar one in Cincinnati business houses.

"Business is booming," said Manager Whelen, when asked about present conditions. "We have left last November so far behind that we have about cleaned out our stock. December is starting in as a close second and if we can get the goods to supply the demand, we will make November, even with its big increase over last year, look like thirty cents. We are getting in big shipments every day, and our shipping department is working day and night, but as fast as the machines come in we send them out. This unusual demand is not confined to local and retail trade, but extends throughout the



R. J. Whelen.

entire territory, even the smaller dealers crowding in their orders. In order to save time the factory are shipping the goods direct to the dealers, but still our shipping facilities here are taxed to the limit. The largest demand is for the new models, the 'Leader' \$75, the new 'Mignonette' \$100, the new 'Nonpareil' \$150, and the new 'De Luxe' \$200, although there is a steady demand for the smaller types for holiday gifts including the ever-popular Columbia 'Favorite,' the new one even being superior to the old type, the 'Eclipse' at \$25, and the 'Jewel' at \$35. The new style 'Regal' at \$50 is also holding its own."

A large number of Columbia dealers visited the local headquarters during the past month, getting ready for the holiday trade and placing their orders, and all report that business is good.

The Aeolian Co. report a splendid Victor business in November, the chief increase being in record sales. There seems to be a general awakening among Victrola owners and added interest in their instruments which is resulting in large record sales.

The Aeolian Co. has just finished installing a battery of new Victor booths on the main floor which are quite the most attractive and practical seen hereabouts. The booths are of glass the sash

giving the appearance of French windows. The finish is ivory to match that of the first floor woodwork. The furnishings consist of Oriental rugs, gold finished settees and mahogany chairs. This equipment gives The Aeolian Co. six Victor rooms on the first floor, all of which Manager Black states are required at the present time to take care of the Aeolian Victor trade.

There are probably no handsomer warerooms in the country than those of the Aeolian Cincinnati branch. They have been the talk of the city ever since they were finished a couple of years ago, and it is a strong testimonial of the importance this company attaches to the Victor line when they devote so large a portion of their beautiful main floor to these booths.

The Aeolian Co. is doing the heaviest Victrola advertising of its career by far, and will continue in all the newspapers right up to Christmas day. Profiting by past experience, an immense reserve stock of machines and records has been provided.

Manager Dittich, of the talking machine department of the Rudolph Wurlitzer Co., says: "Christmas business has opened up with a rush. Never before has the demand been so heavy, both retail and wholesale. We rather looked for this big business and prepared as far as factory facilities made it possible to do so, but the shipments accumulating since last spring will be scarcely large enough to take care of us until the first of the year. Dealers at all points seem to be enjoying the same good trade, and the holiday season rapidly approaching, the demand is sure to tax our facilities to the utmost. We hope to have enough stock, and there is no question but December will prove to be the greatest talking machine month on record so far."

CLOCK TURNS OFF WINDOW LAMPS.

One cannot afford to run the window lights all night, but it is not difficult to arrange so the lights will be cut off automatically at any desired hour, says Frank Farrington. A simple method is as follows: Attach a cord to the lever used for switching off the lights, or if a button is used, have a lever installed instead. Fasten the other end of the cord to the wind-up key on the back of an alarm clock, the key that winds up the alarm part. Fasten the clock firmly to the floor or to a block in such a position that the cord will be tight and not too long. Set the alarm at the hour it is desired to cut off the lights. When the alarm goes off and the key turns around it will wind up the cord and pull the lever, thus cutting out the lights in due course.

HOUSE OF DROOP 56 YEARS OLD.

E. F. Droop & Sons Co., the prominent Victrola distributors in Washington, D. C., recently celebrated the fifty-sixth anniversary of the establishment of the business. The warerooms of the company were handsomely decorated with flowers for the occasion, and many tributes from friends were received.

It is a bad habit to let well enough alone. It is never "well enough." Improvement is progress, and it is progress that spells success.

TALKING MACHINES FURNISH DANCE MUSIC IN DETROIT.

Live Dealers Taking Advantage of Craze for Fancy Dances—Good Holiday Stock on Hand—Higher-Priced Outfits Have the Call—Grinnell Bros.' Department Expands—Charging Interest on Instalment Sales—Favorite Christmas Records.—Other News and Items.

(Special to The Talking Machine World.)

DETROIT, MICH., December 9.—A new feature of the talking machine trade in Detroit is a demand for machines to be used especially for dancing purposes, and an ensuing tremendous demand for dance records. This demand is not confined to any single strata of society. It prevails among all classes of people who desire to dance.

Max Strasburg & Co. recently sold to James Couzens, treasurer of the Ford Motor Co., and who holds more stock in the gigantic concern than any other single individual except Henry Ford himself, a \$500 Columbia Grand for his music room. He has a \$200 Victrola in his ballroom to be used for dancing parties.

"Apparently people are just beginning to learn what a useful thing the talking machine is in this respect," said Mr. Strasburg. "And now that they are realizing it, they seem to have gone dance crazy."

"The \$100 Victrola XI seems to be the favorite for these at home dancing parties, though we sell many of the higher and lower priced ones. We are ordering about five times as many dance records as we did a year ago."

Mr. Strasburg's brother and sister conduct the largest dancing academy in Detroit, and through them he is thoroughly familiar with dancing conditions in the city, considered from the standpoints of both art and profession.

Well Supplied with Stock.

Victor dealers are still well supplied with stock, of all prices, and it is a practical certainty now that there will be no repetition of the shortage which has lost money for all of them in the holidays of the past several years. But the Columbia branch store here is in worse shape than last year.

"Generally we have begun to be afflicted with a really embarrassing shortage about December 15," said Manager K. M. Johns. "This year the unwelcome conditions put in an appearance a month earlier. We have been short of all styles since November 15, especially of the \$25, \$50, \$75 and \$100 machines. In the cheaper machines we have a few \$35 ones, but not enough to make a showing. We send them out to dealers as fast as they come in, as we have waiting orders from nearly every Columbia agent in the city and State. That leaves us always short of stock here, and it is getting to be a question of whether it pays to keep the Detroit store open, or whether we had not better close up and send the keys to New York."

"At that, we are getting more goods than we did

a year ago, which is the best kind of proof of the increase of our business in the last twelve months. Shipments of certain styles are slow, though. Some that we ordered last August have not arrived, and others ordered in October are still 'on their way.'"

Higher-Priced Machines in Demand.

The demand trends more markedly to the higher-priced machines than ever, a condition which extends to the suburban stores as well as to the city. S. E. Lind, city sales manager of the Columbia branch, advances a new and interesting reason for it. "It seems as though each purchaser desires to get one just a little better than his neighbors," he said. "Men and women will see a machine at the home of a friend, and like it so well they will go down town to buy one. Of course, expecting visits from said friends, they would not think of buying a lower priced one. And human nature dictates that they go one notch higher, especially when the terms are so easy."

"One reason the small suburban stores are selling more high-priced machines than they formerly did is because they are not afraid to order them. They used to be afraid of the expense and buy largely the cheap grades. But they have found, through experience with the one or two high-priced machines they put in, that it is just as easy to sell a \$200 machine as any other. Even poor people have pianos, costing from \$150 to \$200. From them they can get only piano music, and they have to be able to play to get that. So why balk at paying the same amount for a Grafonola, from which they can get any kind of music they desire? The argument is catching on strong."

The advertising of Grinnell Bros. undoubtedly has done a good deal to popularize the \$200 Victrola. Their publicity is constant, and they rarely mention anything except the high-priced machines. In this way the public is educated to think in large figures instead of small ones when they think of going to buy a talking machine. When a prospect once is in the store, it is a comparatively easy matter to prove that the high-priced machines are the best investment, for they will last a lifetime, and the tone will be better throughout all of said life time.

More Room for Grinnell Bros.

Grinnell Bros.' additional space in the Fischer Building, adjoining their own, has been so useful that it is now a mystery how the company last year got along without it. Week after week the talking

machine business of this corporation is double that of the corresponding week of last year. The significance of this lies in the fact that when a business concern has been steadily developing and increasing its business for more than thirty years, it means something to double the business again.

Last New Year the company set a mark, in figures, to shoot at in 1913—a mark so high that all laughed at the idea of ever reaching it. But to aim at an easy mark is no fun. So the high one was let stand. It has not yet been touched, but it is so nearly in sight that Manager Rupp and the directors are surprised. If the holiday trade should be exceptionally heavy, the mark may yet be passed before the month ends.

The new department gives the Grinnell store twenty-six demonstrating rooms, and it is believed that the entire store, in point of size and elegance, and convenience to patrons, is unexcelled by any talking-machine establishment in the United States.

Charging Interest on Instalment Sales.

The plan of charging interest on instalment sales has worked out so finely that there no longer is any doubt of its permanence and success. There is less argument with customers now than formerly. Under the old plan, people were surprised to learn that there was no interest charged on time purchases. They expected it as a matter of course. When told there was none, many of them thought there was something wrong with the prices, or the machines, and it took considerable argument to satisfy them. The 6 per cent. interest charge appeals to their sound business judgment.

Oak Cases Popular.

A preference for oak cases is becoming very manifest in Detroit. Detroit always was a pretty good "oak city," though mahogany always has sold well.

But now it seems that mahogany is being crowded out. Probably a revival of the popularity of oak furniture accounts for it. Talking machine buyers desire to match their furniture.

Christmas Music in Demand.

Christmas music is a good deal in demand. So are the "popular" pieces, so-called. The last are a very profitable commodity, because people tire of them so quickly that they have to buy something else. Unusual records, with the exception of an occasional piccolo or xylophone piece, are in slow demand, the general trend sticking to the vocal and orchestral numbers. Dialect dialogues and discourses have largely lost their vogue. The combination of violin, flute and harp is popular.

Saturday Night Closing Problem.

The Saturday night closing problem is just where it was last month, and it now seems that it will stay there. The two small stores which resumed Saturday night business have not bankrupted the big ones which give their help a rest on the evening under discussion, nor have they even made an impression on their business. So the scare is over.

IN the clinches you can rely upon the
Ditson Victor Service. Profits are con-
tingent upon our fast work—and we know it.

STOP saying to your customers: "We haven't got it," because you can get it from DITSON.

FAST Victor service is our aim, and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor Styles, records and parts, with a complete line of albums, cabinets and needles.

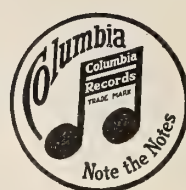
WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company,

Boston, Mass.



Tone plus tone control—this is the added satisfaction purchasers of Columbia product have.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

BUSINESS BOOMING EVERYWHERE

Is the Report of Marion Dorian, Treasurer of the Columbia Graphophone Co., Who Recently Returned from a Trip—New Stores Being Opened and Increasing Interest Displayed in the Products of the Columbia Co. at All Points—An Encouraging Interview.

Marion Dorian, treasurer of the Columbia Graphophone Co., returned recently from a short trip to several of the most important trade centers imbued with the optimism and enthusiasm that he states is apparent in all parts of the country. Among the cities Mr. Dorian visited were Phila-



Marion Dorian.

delphia, Baltimore, Cincinnati, Cleveland, Detroit, St. Louis and Kansas City.

"At every point I visited," states Mr. Dorian, "the talking machine business was at a high-water mark. Everybody is enthusiastic, with present business conditions most gratifying, and indications for a phenomenal holiday season business. The principal difficulty is to get products in sufficient quantities to fill the orders actually in hand. As fast as goods come into the house they are distributed, and in nearly every instance the supply is unequal to the demand.

"Columbia dealers everywhere report unprecedented interest in Columbia machines and records and have a ready sale for all the goods they can get hold of. Collections are exceptionally good. While on this trip I learned of a number of new accounts opened and new talking machine departments established by prominent music houses. Two such departments were opened during the last month in St. Louis, both of them beautifully equipped and already doing a fine business.

"In Cincinnati there is a most complete recovery from the set-back to business generally resulting from the disastrous floods earlier in the year, and this is also true in Cleveland territory. The dealers in the Ohio flood districts who were temporarily put out of business by the floods have re-established themselves and are taking good care of the business coming their way. They report that the demand for talking machines and records

is very gratifying, indicating that the people in the flood districts who are fast recovering their equilibrium are refitting their homes and evidently regarding the talking machine as one of the indispensable adjuncts of such refitting.

"In Philadelphia business is on the boom and of a class to indicate that the sales of the last few weeks of 1913 will have but one limit, namely, that of the quantity of merchandise which we are able to supply to that territory. In Baltimore and Detroit almost exactly similar conditions exist."

CLOSING GOOD YEAR IN BALTIMORE.

All the Leading Makes of Machines in Strong Demand—Preparations Completed for Handling Record Holiday Business—What the Various Dealers and Jobbers Have to Report.

(Special to The Talking Machine World.)

BALTIMORE, MD., December 10.—Preliminary to what the local talking machine dealers believe will be the grand rush toward the marking of the most successful year in this line of business, the reports show magnificent results, such as are most encouraging to all hands. These reports are that November surpassed any previous record for the same month and in some instances tripled the figures for the same month a year ago.

Joseph Fink, proprietor of the Fink Talking Machine Co. the youngest dealer in the city, is most enthusiastic with his November figures and, in fact, with the showing he has made during the short while he has been in the game on his own hook, and predicts that December will be one of the best months of his whole career. He handles both the Victor and Columbia lines and has put in a big stock so as to be able to handle and accommodate all comers who wish to purchase machines of any grade and price.

Manager F. A. Dennison, of the local branch of the Columbia Graphophone Co. has started the ball rolling to round up the year with a record-breaking December. The entire year, taken as a whole has been a most satisfactory and profitable one with this firm under the tireless efforts of the genial manager and he hopes to round up these good results with one of the biggest records attainable. In addition to the graphophones, the Dictaphone is also making rapid strides toward popularity in this section of the country.

E. F. Droop & Sons Co., local wholesale and retail distributors of the Victor line, have also had a remarkable year with this popular machine as well as with the Edison, and Manager H. C. Roberts predicts that when the figures are gotten into shape they will show 1913 to have been one of the best in the history of the talking machine business. Many of the months have shown sales in excess of those made last December and Mr. Roberts declares that judging from indications and prospects the present month will be the greatest one for sales ever ex-

perienced. Mr. Roberts states that the dealers have helped the cause along immensely by putting in ample stocks right along and especially for the holiday trade so that they have at all times been able to supply demands immediately instead of letting the stock get so low that they would have to hold off customers and in this way cause them to lose interest by the time that additional instruments could have been received from the factory.

Hammann & Nevin have made remarkable strides with the Victor line and have an ample stock for all comers. They expect to deplete this during the month and make December the biggest sales month of all.

Stewart & Co's. department store have had a good run with the talking machine business during their short career in the game and indications are that the venture into this line of business will be a profitable one.

Hecht's Reliable Store, 517 to 521 South Broadway, have also had a good year with the Victor lines. This firm is open at nights and hope to be in line with the other dealers in making December the banner year for the local talking machine business.

Hecht Brothers & Co., 681 to 687 West Baltimore street, also make encouraging reports with regard to their Victor business.

Manager Albert Bowden, of Sanders & Stayman Co., Inc., reports a big November for the Columbia and Victor lines together with an excellent record trade. The sales have not been confined to any one style of machine but the demands have been general.

DECISION IN LUCKER CASE.

Suit and Countersuit of Victor Talking Machine Co. and Laurence H. Lucker, the Prominent Talking Machine Man, Decided in Favor of Latter But Damages Denied.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., December 6.—The suit and countersuit of the Victor Talking Machine Co. against Laurence H. Lucker, tried last week in the district court of Hennepin County was decided by the jury in a manner that made it difficult to decide which side had the best of it. The Victor Co. sued for goods sold and delivered, the amount with interest being \$7,172. Mr. Lucker put in a counter claim denying that he owed anything and asking for judgment for \$240,000 for business he lost through failure to make him an exclusive agent. The jury found for Lucker, but awarded no damages for loss of business. It is assumed that this is but the preliminary round and that the case will be heard of in other courts before long.

If you weren't taught politeness at home, you will have a hard time cultivating it; but you can never succeed as a salesman without it.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT

bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of Wax "P." the best recording material for Berliner-cut.

THE EDISON LINE WITH HARDMAN, PECK & CO.

Will Handle Edison Disc Phonographs and Records in Their Artistic Warerooms, Hardman House, 433 Fifth Avenue, New York, and Also in Their Brooklyn Warerooms on Fulton Street—Receive Splendid Representation in This Prominent High-Grade House.

Arrangements have been consummated by Thomas A. Edison, Inc., Orange, N. J., with Hardman, Peck & Co., whereby this prominent piano house will handle the complete Edison disc line of machines and records, both in the Hardman House, 433 Fifth Avenue, New York, and in its Brooklyn store, 524 Fulton street. This important deal has been pending for some time, and its consummation is gratifying to both parties concerned.

The first shipment of Edison disc machines and records arrived last Wednesday at 433 Fifth Avenue, New York, and pending the completion of extensive plans, the machines are being displayed in prominent sections of the artistic Hardman, Peck ware-rooms. When all arrangements are completed, the official home of the Edison disc products will be on the fifth floor of the Hardman House. A number of soundproof demonstration booths are now being constructed, and when these are finished the Edison disc products will be perfectly presented in artistic surroundings.

In addition to occupying the entire fifth floor of

the Hardman House, the Edison disc products will be displayed in the show window and on the various floors of the building. It is hardly necessary to state that there is every indication of the Edison line scoring a marked success with Hardman, Peck & Co., as this company not only caters to a high-grade and wealthy clientele who appreciate the best in music, but the Hardman House is located in the very best high-class shopping district of New York, and one that is growing better each year, while the Brooklyn store is located on the most prominent thoroughfare in that borough.

From a publicity standpoint, the Edison disc products will be well taken care of in their new connections, for in addition to the thousands of people who pass along Piano Row daily, both Thomas A. Edison, Inc., and Hardman, Peck & Co. will conduct an energetic campaign on behalf of the Edison disc machines and records, and a complete line of records will be carried in stock at all times. The Edison department will be handled by the store's retail sales staff.

MANY MILLIONS FOR MUSIC.

The Annual Expenditures for Music in New York City Are Estimated Various from \$3,000,000 to \$5,000,000—Impossible to Get at the Real Cost with Anything Approaching Accuracy, but the Annual Expenditures for Music in Various Forms are Very Large.

The question is frequently asked, How much does New York pay annually for music?

It is a difficult question to answer, because there is so much music bought and paid for every day and every night that is furnished for instruction, as well as for amusement, that the nearest one can do is to approximate the outlay.

Out of the public purse, New York spends about \$200,000. This is divided as follows: The Department of Parks spends about \$40,000; the Department of Docks, for music on the recreation piers, about the same amount, and the schools about \$120,000.

Some people think that the grand concerts on the piers and in the parks are superficial, but Chas. A. Manley, the superintendent of all matters relating to the recreation piers, says the following:

"I have made a careful study of the psychology of the recreation pier. I was of the opinion when the first recreation pier was established that the fact that it was a pier and that the water was adjacent was the source of whatever pleasure the people might derive from it. I felt positive that when tired or perspiring men, women and children had the pier for a gathering spot the problem of helping sweltering humanity during the summer months had been solved in so far as it was possible for people to enjoy it. That was some years ago. I have been in charge ever since and am still studying the conditions. Now, take this as a positive opinion.

"The number of people who would visit the piers if there were no music provided would be next to nothing. It is the music that brings them, it is the music that holds them. Stop the music and they start away. They even wander off between numbers. There is not the least doubt in my mind that while the recreation pier has an inviting title and seemingly should be a complete blessing, that of itself it is far from accomplishing the result that was first supposed would come as a matter of course.

"The band concerts in the various parks of the city during the pleasanter months of the year attract millions of people and the benefit derived is reported to be incalculable. A gathering on the Mall in Central Park on Saturday afternoons and evenings during the summer has to be seen to comprehend the appreciation of many thousands. There are men and women who attend regularly and who have been coming for many years. For nearly half a century these Saturday concerts have been given. Grandfathers and grandmothers who

attended as boys and girls find very little changed. It is one of the few spots left unmolested in the big city.

"Between fifty and seventy city bands have the work of providing music in public places distributed among them."

The concerts arranged for in the various parks throughout the city last year numbered 300.

It is proposed this year that the talking machine shall be introduced in a larger way, as an entertainer in the public parks and recreation piers of New York.

In many other cities the talking machine, as an entertainer figures largely at outdoor gatherings.

Dr. F. R. Rix, who has charge of music in the elementary schools, is enthusiastic as to the character influence of musical instruction.

He remarked in a recent interview:

"There is no reason at all why the hundreds of thousands of pupils in New York's public schools should not be able to read music fluently when their public school days are finished. We are now teaching so that this is plainly within the accomplishment of all. I have found this out—and you may emphasize it as strongly as you wish and it will not be too strong:—Wherever you find a public school showing a high percentage in music

you will find that same school showing a high percentage of efficiency in other studies. I have never known it to fail. There is that about the close study of music that requires a kind and depth of thought which is equally efficacious in the mastery of all other studies."

It is difficult to estimate how much the theaters of New York spend for music, but during recent years, many of the theaters have cut out the orchestra entirely and some of them depend upon instruments supplying the music automatically. Still, notwithstanding the big reduction, made over former years, it is estimated that the theaters spend as high as \$150,000 a year for music.

Then, there is the Metropolitan Opera House which draws upon the Gotham purse to the extent of \$150,000, and after that, there are expenditures for music at various features of entertainment which it is difficult to estimate.

The aggregate salary of the private music teachers would reach large figures.

It is estimated by some that the annual amount of money which New York pays for music is about \$5,000,000. However, some conservative estimates run as low as \$3,000,000, but it is certain that New York's annual music bill is pretty large.

TAYLOR PURCHASES STOCK.

Of the E. E. Forbes Piano Co., Which He Will Conduct Under His Own Name.

(Special to The Talking Machine World.)

JACKSON, MISS., December 2.—M. E. Taylor, who has many friends in this city, has purchased the talking machine department of the E. E. Forbes Piano Co., of which he has been manager for the past five years.

Mr. Taylor will continue to conduct the business in the same place as heretofore, occupying the space with the Forbes Co.

He has many friends in this vicinity, and there is no question but that he will make a decided success of the business for himself.

AN AGGRESSIVE VICTOR DEALER.

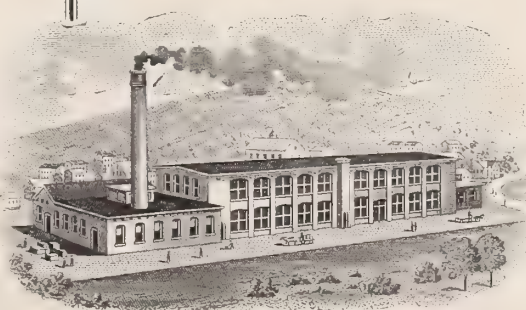
From Langdon, N. D., comes the gratifying report of how the A. O. Wold Co., an aggressive Victor dealer in this country city, devised an excellent system for getting after trade. The company used two automobiles in working out its system, and this season a canvass was made of an entire county in the State of North Dakota which is forty-eight miles long and thirty-two miles wide. In this energetic canvass no family was overlooked, and the sales and live-wire prospects secured on this trip more than accounted for the time, labor and expense utilized.

The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us: Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business. Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 8.—ACOUSTICAL INSTRUMENT. Louis Lumiere, Lyon, France, assignor to The Victor Talking Machine Co., Camden, N. J. Patent No. 1,077,536. This invention relates to improvements in acoustical instruments such as telephones, microphones, stethoscopes, talking machines, musical instruments, and in general any instrument used for the reception or transmission of sounds.

The invention consists in a certain construction of sound box for such instruments, and its essential features are an extensible chamber with a stationary wall, a movable wall adapted to be reciprocated toward and away from the stationary wall, and means between the two walls for preventing the escape of air between them but allowing perfect freedom of the movable wall to move in unchanged form and to any extent that may be practically required. According to this invention a sound box for acoustical instruments is obtained comprising a stationary wall, having an opening therein for the passage of the sound waves, a movable wall adapted to be reciprocated toward and away from the stationary wall, and means between the edges of the movable wall and the stationary wall to prevent the escape of air between them, such means however, leaving the movable wall free to move as a whole in substantially unchanged form to any extent that may practically be required, and offering substantially no resistance to the movement of the movable wall whatever the position of the latter with regard to the stationary wall, so that the position and movement of the movable wall is regulated entirely by the sound waves or means

thermore, the resistance of the diaphragm to the vibrating effect enormously increases as the diaphragm is distorted out of its normal plane. For these reasons any attempts to increase the loudness of phonographic reproduction by increasing the amplitude have been unsuccessful, for the reason that to materially increase the amplitude of vibration would impose an enormous increase in the wear of the record surface. Furthermore, it is found that even under existing conditions, where floating weights are used that are as heavy as can be employed without imposing objectionable wear on the record, the weight itself is more or less responsive to the vibrations and particularly vibrations representative of tones of low pitch, so that the weight vibrates under the effect of such tones and correspondingly detracts from the reproduction obtained from the diaphragm itself. Consequently phonographic reproductions, particularly of a piano, are characterized by a slurring of the bass notes.

The object of the invention is to provide an improved phonographic apparatus, particularly for reproducing purposes, in which the means for setting up vibrations in a static column of air is susceptible of vibrations of relatively enormous amplitude and wherein the power necessary to effect such vibrations remains practically constant throughout the entire movement.

A further object is to provide a recording or reproducing apparatus in which a compensating weight may be used of great mass, so as to be unresponsive to any of the vibrations of the record but maintaining the stylus in correct relation to the surface regardless of mechanical variations or eccentricities therein, and at the same time the said weight, notwithstanding its great mass, will not impose any undue wear on the waxlike material.

To this end the invention consists, in a broad sense, of employing as a means for setting up vibrations in a static column of air a vibrating piston instead of a diaphragm, the piston fitting very closely but not touching the bore of the casing in which it operates, connected to the stylus so that the two will move in unison, and combined with suitable elastic tension devices for maintaining the stylus in proper engagement with the recording surface or the record as the case may be. Such a vibrating piston is made as light as possible so as to reduce momentum and inertia to a minimum, and it is therefore preferably formed of thin sheet aluminum or magnesium (preferably the latter) having a depending flange, with its body formed with concentric corrugations and preferably provided with radial ribs, so as to be as stiff as possible. The inventor with these devices contemplates using a compensating weight of greater mass than is customary, which is supported on the record itself preferably by an anti-friction roller, and the stylus lever is pivoted to this weight in such position that the stylus will be in line with

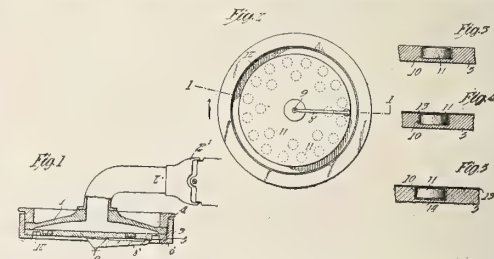
compensating weight; Fig. 2 is a bottom view of the same; Fig. 3 is an enlarged detail view showing the compensating weight and the connection with the stylus lever; Fig. 4 is an enlarged detail view showing the adjustment for the tension mechanism; Fig. 5 is a cross sectional view similar to Fig. 1, showing the apparatus without the compensating weight, as it may be used if the records are sufficiently true; Fig. 6 is an enlarged view showing the construction of diaphragm, and Fig. 7 is a bottom view of the diaphragm.

SOUND-BOX. Thomas A. Edison, Llewellyn Park, Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 1,078,266. This invention relates to sound boxes particularly of the type adapted for use in connection with disk records having vertically undulating grooves, although its use is not limited to that type, as it may be applied for lateral cut records.

In order to hold the reproducing stylus into firm engagement with the record, it has heretofore been customary to weight the casing or support for the diaphragm. It has been found that by weighting the diaphragm and distributing the weight uniformly over the same, a better quality of reproduction is obtained than when all the weight comes to the diaphragm through the diaphragm support, the strain in the latter case, being substantially all transmitted to the diaphragm over a small area above the reproducing stylus, whereas with the improved construction, a large part of the strain is distributed uniformly over substantially the whole diaphragm.

The principal object of this invention is to provide an improved diaphragm weighted as described above.

In a general way this invention resembles that disclosed in Letters Patent of the United States No. 676,225, granted to Mr. Edison on June 11, 1901, wherein is described a recorder provided with a movable weight having in its lower end a rubber insert which bears upon the center of the diaphragm to counteract the upward stress exerted upon the diaphragm by the engagement of the cutting or engraving tool with the record material.



The present invention, however, refers more particularly to reproducers and is furthermore an improvement on that described in the above named patent in that the strain over the diaphragm is distributed by weighting the same at a plurality of points uniformly over the surface thereof.

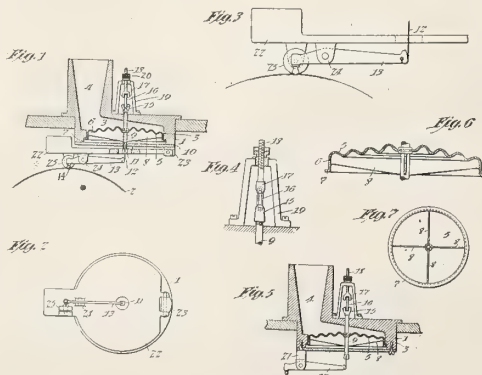
Another object of this invention is to provide a diaphragm rigidly secured to its support and having a recess for permitting flexing adjacent the periphery of the diaphragm so as to permit a free bodily movement of the latter.

Fig. 1 is a central vertical section taken on the line 1-1 of Fig. 2 of a reproducer provided with a diaphragm embodying the invention. Fig. 2 is a bottom plan view thereof; Fig. 3 is a cross section of a diaphragm illustrating preferred means of weighting the same; and Figs. 4 and 5 are similar views of modifications thereof.

AUTOMATIC STOP MECHANISM FOR GRAMOPHONES. Minard Arthur Possons, Cleveland, O. Patent No. 1,078,460.

This invention relates to improvements in automatic stop mechanism for gramophones, and the object is to provide means for automatically lifting the needle from the record and stopping the machine when the record has been played and pertains particularly to an attachment which can be readily attached to the ordinary reproducer now in use without changing any part thereof. The only addition of the gramophone is the placing of a small projection on the record.

In the accompanying drawings, Fig. 1 is a side elevation of the ordinary reproducer showing this attachment applied and in the position when the reproducer is supported by the needle on the record.



that part of the weight that bears on the record, such as the roller referred to, so that, the desired relation of the stylus and the weight will be always maintained.

Fig. 1 is a sectional view of a reproducing apparatus embodying the present improvements in their preferred form, and showing the use of a

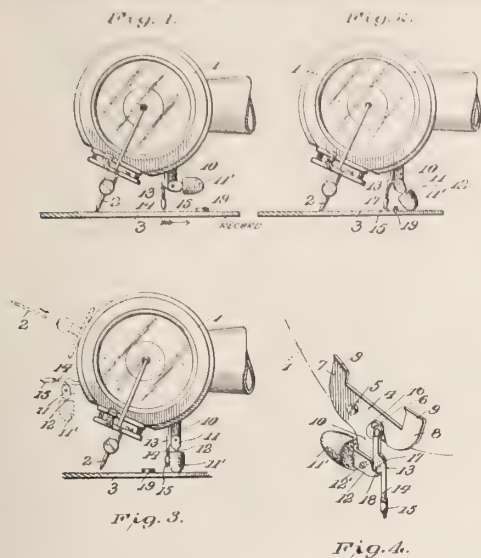
through which the movable wall is reciprocated. Further, according to this invention the whole of one side of the extensible chamber moves, and not merely the central portion thereof, thus producing a more effective reproduction.

Fig. 1 is a sectional elevational view of one construction of sound box embodying this invention; Fig. 2 is an end view of the movable member shown in Fig. 1, and Fig. 3 is an end elevational view of a modified form of the movable member stiffened by suitable corrugations.

PHONOGRAPHIC RECORDING OR REPRODUCING APPARATUS. Thomas A. Edison, Llewellyn Park, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,078,264. This invention relates to improvements in recording or reproducing apparatus for phonographs or other talking machines, but the improvements are particularly directed to reproducing apparatus.

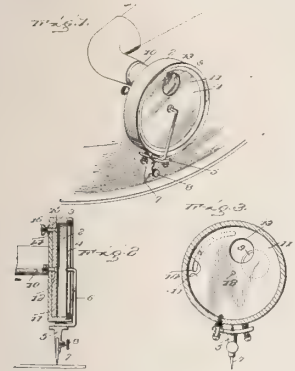
With phonographic reproducing apparatus as now made, the diaphragm, which is rigidly clamped at its periphery, comprises a single disc corrugated so as to be as stiff as possible, or a series of discs of gradually reduced diameters. With such a diaphragm the limit of amplitude is comparatively slight, since in vibrating to one side or the other of the medial line the diaphragm is not only flexed, but it undergoes stretching and contraction as it recedes from or approaches the medial line. Fur-

Fig. 2 is a similar view showing the projection in the act of tripping the device and the device engaging the record and lifting the reproducer from the record. Fig. 3 is a similar view to Fig. 1, showing the reproducer raised and the needle clear



of the record and having stopped the record, and showing in dotted lines the reproducer swung around for inserting a new needle and showing the device automatically setting itself. Fig. 4 is an enlarged perspective view of improved attachment.

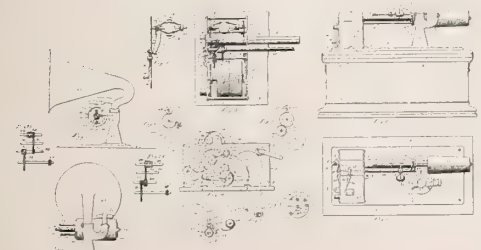
SOUND-MODIFYING REPRODUCER FOR PHONOGRAPHS. Carl G. Carlson, Hawthorne, Ill. Patent No. 1,077,593. This invention relates to phonographs,



and particularly to the sound boxes or reproducers thereof, and the primary object of the invention is to provide means whereby the degree of loudness of the sound may be modified to any desired degree so that the reproduction will either be relatively faint or relatively loud as may be desired.

PHONOGRAPH. Pliny Catucci, Newark, N. J., assignor to A. E. Meisselbach & Brother, same place. Patent No. 1,077,973.

The objects of this invention are to make certain improvements in the details in the construction of phonographs, and more particularly, to provide a feed mechanism whereby so-called 2-minute and 4-minute cylinder records may be reproduced upon the same instrument, by means of a very simple and effective change in the transmission gears; to provide simple and effective means for engaging, disengaging, and shifting the



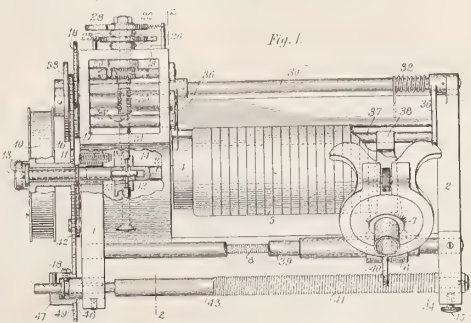
record feed; to provide simple and effective means for starting, stopping, and governing the speed of the device; and in general, to improve the construction, in the direction of simplicity and reduction of cost of cylinder phonographs.

Fig. 1 represents a side elevation of the phonograph, and its containing box with the amplifying horn and reproducer or sound box omitted. Fig. 2 is a top plan view of the same. Fig. 3 is a top plan view of the spring motor with the guard

removed to show the gear trains in detail. Fig. 4 is an end elevation, partly in section, of the spring motor. Fig. 5 is a detail plan, partly in section, of the starting, stopping, and governing device. Fig. 6 is a detail of the record feed train for operating a 2-minute record. Fig. 7 is a detail of the record feed train for operating a four-minute record. Fig. 8 is an end view of the record feed showing the feed nut in dotted lines as disengaged from the feed screw. Fig. 9 is a section on line 9-9, Figs. 1 and 2, of gear drive for the record mandrel. Fig. 10 is an under plan view of the half nut which engages the record feed. Figs. 11 and 12 represent the sound box and horn support. Figs. 13 and 14 illustrate respectively the two-minute and four-minute gear trains.

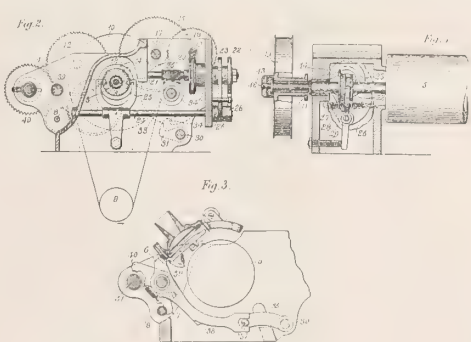
AUTOMATIC ANNOUNCEMENT-GRAPHOPHONE. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,079,419.

This invention relates to automatically operating talking-machines for uttering a number of different announcements, the periods of announcements alternating with intervals of silence. Briefly stated, this invention consists in the provision of a continuously operating driving device from which the



sound-record tablet and the reproducer are automatically and intermittently operated. It further consists of the provision of means for automatically restoring the machine to initial position at the proper time.

More particularly, this invention comprises the following features: first, a clutch for connecting and disconnecting the ordinary graphophone and a continuously rotating driving-pulley; second, gearing or the like and cams, etc., for actuating said clutch in alternate directions at the proper interval; third, means for adjusting the last-named devices,



whereby the intervals may be altered; fourth, means for restoring the machine to initial position; fifth, means (operating when the last announcement of the series has been made) to bring the restoring mechanism into play; sixth, other adjusting means.

The invention is applicable to disc machines so-called, and is explained in connection with the annexed drawings that illustrate a preferred embodiment applied to a graphophone of the type using cylindrical sound records.

In these drawings, Fig. 1 is a partly broken-away plan view of a graphophone of ordinary construction having the present invention combined therewith, the same being shown in position of making the last announcement of the series; Fig. 2 is a section through line 2-2 of Fig. 1; Fig. 3 is a transverse section taken through the carriage and "speaker" of the graphophone; and Fig. 4 is a longitudinal vertical section through the left-hand portion of Fig. 1, illustrating certain details.

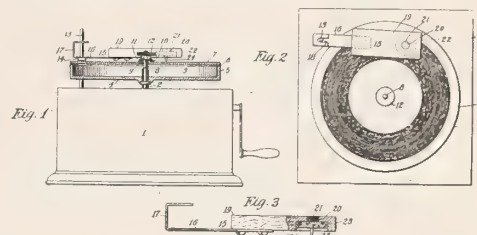
VIBRATING-RECORD PHONOGRAPH. Donald M. Bliss, Orange, N. J. Patent No. 1,076,741. This invention relates to phonographs by which sound is reproduced from the vibration of a sound record

tablet, as contrasted to the sound reproduction in the well known commercial types of phonograph which reproduces sound by means of a diaphragm and a sound box.

The object of this invention is to make a practical phonograph without a sound box or a diaphragm, to simplify the construction of the various parts, to provide a sound amplifying or resonating means to coact with the vibrating record and also to make the various parts of the phonograph commercial and efficient.

In all phonographs there are essentially two possible sources of sound reproduction. The first and commonly used source of sound reproduction consists of the stylus in connection with the diaphragm, sound box and horn. The second consists of the record tablet itself, which tends to vibrate downward as the stylus tends to vibrate upward. This second possible source of sound reproduction from the record tablet has not been perfected or widely used by others, in fact many devices to quiet it have been tried, probably because the sounds reproduced by vibrations of the record have been of unsatisfactory quality, and also probably because it has been thought desirable to utilize all of the relative movement between the stylus and the record tablet to vibrate the diaphragm.

In the vibrating record phonograph the inventor has discarded the sound box, the diaphragm and the horn, and has accentuated the sound reproduced by the record tablet by means of a resonating chamber or amplifying device associated with the record tablet. He has also accentuated the vibrations in the record tablet by providing a com-



paratively inert, rigid attachment between the stylus and the swinging arm which carries the stylus, and by mounting the record resiliently.

Fig. 1 is a side elevation of the phonograph. Fig. 2 is top view of Fig. 1. Fig. 3 is an enlarged view of some of the principal parts shown in Fig. 1 and Fig. 2.

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It is estimated that the profits to the Government from the operation of the new parcel post system during the calendar year 1913 will be about \$30,000,000. The new system became effective on January 1 last. It was estimated that the profits for the first year would be about \$15,000,000, but the actual figures now in possession of postal officials convince them that the profit, instead of being \$15,000,000, will be \$30,000,000 for the first year. No wonder the express companies are reducing or passing dividends.

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RECORD BULLETINS FOR JANUARY, 1914

COLUMBIA GRAPHOPHONE CO.

No.	Size.
SYMPHONY DOUBLE-DISC RECORDS.	
A1422 Maritana (Wallace). "Yes, Let Me Like a Soldier Fall." Walter Wheatley, Tenor, orch. accomp.	10
Maritana (Wallace). "There is a Flower that Bloometh." Walter Wheatley, Tenor, orch. accomp.	10
A5510 Carmen (Bizet). "Flower Song." Walter Wheatley, Tenor, orch. accomp.	12
La Boheme (Puccini). "Your Tiny Hand is Frozen." Walter Wheatley, Tenor, orch. accomp.	12
ITALIAN AND NEAPOLITAN SONGS.	
A1434 O Sole Mio (de Capua). Lina Cavalieri	10
Mattinata (Tosti). Lina Cavalieri	10
A1432 Sweetest Story Ever Told (Stults). Carolina White, Soprano, orch. accomp.	10
Natoma (Herbert). Spring Song. Carolina White, Soprano, orch. accomp.	10
BLUE-LABEL DOUBLE-DISC RECORDS.	
A1427 Maori—Samoan Dance (Tyers). Mike Bernard, Pianist	10
1915 Rag (Tierney). Mike Bernard, Pianist	10
A1440 Sally In Our Alley (Carey). Columbia Stellar Quartet, orch. accomp.	10
The Girl I Left Behind Me (Lover). Columbia Stellar Quartet, orch. accomp.	10
A5511 Elijah (Mendelssohn). Recitative: "Ye People Rend Your Hearts;" and "Aria: "If With All Your Hearts." Reed Miller	12
Elijah (Mendelssohn). Aria: "Then Shall the Righteous Shine Forth." Reed Miller	12
A5514 Christmas Bells (Stevenson). Columbia Mixed Quartet, orch. accomp.	12
Adore and Be Still (Gounod). Columbia Mixed Quartet, orch. accomp.	12
A1433 Salute to the Sultan—Marche Orientale (Lawrence). Remington Typewriter Co. Band	10
Fraternal Spirit March (Scull). Remington Typewriter Company	10
A5509 Home, Sweet Home, the World Over (Lampe). Remington Typewriter Co. Band	12
War Songs of the Boys in Blue (Laurendeau). Remington Typewriter Co. Band	12
TWO SPECIAL RECORDS FOR ODD FELLOWS.	
A1430 I. O. O. F. Installation Ode, No. 1 (Thompson)	10
I. O. O. F. Opening Ode, No. 1 (Seiffert)	10
A1431 I. O. O. F. Opening Ode, No. 6	10
I. O. O. F. Closing Ode, No. 1 (H. F. McF.)	10
THE NEWEST DANCING RECORDS.	
A5513 The Argentine Tango, from "The Sunshine Girl" (Reubens). Prince's Band	12
Firefly—Waltzes (Friml). Prince's Orchestra	12
A1429 Tango Bueno (Smith). Prince's Band	10
Tango South America (Smith). Prince's Band	10
A1435 The Better Land (Cowen). Carrie Herwin, Contralto, orch. accomp.	10
I'll Take You Home Again, Kathleen (Westendorf). William Thomas, Tenor, orch. accomp.	10
A1428 I Love her, Oh! Oh! Oh! (Monaco). Accordion duet by Guido and Pietro Deiro.	10
Mammy Jinny's Jubilee (Muir). Accordion duet by Guido and Pietro Deiro.	10
A1426 Wiegand—Lullaby (Verne-Bredt). Hans Kronold, Cellist.	10
Canzonetta (D'Ambrosio). Hans Kronold, Cellist	10
DOUBLE-DISC RECORDS.	
A1436 Die Lorelei (Silcher). Grace Kerns, Soprano; Beulah G. Young, Soprano; and Clara Moister, Alto	10
Stars of the Summer Night (Woodbury). Grace Kerns, Soprano; Beulah G. Young, Soprano, and Clara Moister, Alto	10
A5512 Adele (Briquet). Selections. Prince's Orchestra	12
Marriage Market (Jacobi). Selections. Prince's Orchestra	12
POPULAR MID-WINTER HITS.	
A1442 Marriage Market (Jacobi). "The One I Love." Grace Kerns, Soprano, and Reed Miller, Tenor, orch. accomp.	10
The Doll Girl (Kollo). "Come on Over Here." Agnes Kimball, Soprano, and Charles W. Harrison, Tenor, orch. accomp.	10
A1441 There's Ragtime in the Air (Klein). Peerless Quartet, orch. accomp.	10
The Girl in the Gingham Gown (Klein). Edna Brown, Contralto, and James F. Harrison, Baritone, orch. accomp.	10
BLUE-LABEL RECORDS.	
A1444 Love Has Done Wonders for Me (Solman). Manuel Romain, Counter-Tenor, orch. accomp.	10
You Went Away (Straight). Chas. W. Harrison, Tenor, orch. accomp.	10
A1438 Take Me Back (Berlin). Henry Burr, Tenor, orch. accomp.	10
My Skylark Love (Denni). Clara Moister, Contralto, and Henry Burr, Tenor, orch. accomp.	10
A1443 On the Old Front Porch (Lange and Heath). Ada Jones, Soprano, and Henry Burr, Tenor, orch. accomp.	10
Oh, You Million Dollar Doll (Abrahams). Peerless Quartet, orch. accomp.	10
A1439 She's Waiting For You to Love Her All the Time (Monaco). Albert Campbell, First Tenor, and Henry Burr, Second Tenor, orch. accomp.	10
Dixie Days (Fitzgibbon). Peerless Quartet, orch. accomp.	10
A1427 At That Midnight Masquerade (Goodwin, Brown and Ayer). Peerless Quartet, orch. accomp.	10
Down in Monkeyville (Morse). Arthur Collins, Baritone, and Byron G. Harlan, Tenor, orch. accomp.	10
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BLUE AMBEROL CONCERT.	
28185 The Swan (Le Cygne) (Saint-Saens) Violin solo, piano accomp. by André Benoit.	
28186 The Heart Bowed Down—The Bohemian Girl (Balfe). Baritone solo, orch. accomp. T. Chalmers	
28187 Elsa's Traum (Elsa's Dream)—Lohengrin (Wagner). Soprano solo in German, orch. accomp. Marie Rappold	
28188 Air des Bijoux (Jewel Song)—Faust (Gounod). Soprano solo in French, orch. accomp. M. Sylva	
REGULAR AMBEROL LIST.	
2115 The Beautiful Galatea Overture (F. von Suppé). Edison Concert Band	

2116 Sunlight—Waltz Song (Harriet Ware) Soprano solo, orch. accomp. Marie Kaiser	
2117 The Lord is My Shepherd (Smart) Soprano and contralto, orch. accomp. Charlotte Kirwan and Kathryn Hall Staats	
2118 Take Me Back (Irving Berlin) Tenor solo, orch. accomp. Walter Van Brunt	
2119 A Dream (J. C. Bartlett) Cornet solo, orch. accomp. Ernest Albert Couturier	
2120 When the Song Birds Sing no More. Tenor, orch. accomp. Emory B. Randolph	
2121 When I Dream of Old Erin (Friedman) Tenor and chorus, orch. accomp. Irving Gillette and Chorus	
2122 If You Only Knew What I Know Says the Moon (Sharp). Comic song, orch. accomp. Ada Jones	
2123 Marriage Bells (O'Reardon) Bells and xylophone duet, orch. accomp. John F. Burckhardt and Charles Daab	
2124 Frisco Dan (Van Alstyne) Comic song, orch. accomp. Billy Murray	
2125 Where Is My Wandering Boy To-Night? (Robert Lowry). Sacred, orch. accomp. Edison Mixed Quartet	
2126 My Mother's Old Red Shawl (Moreland) Counter-tenor solo, orch. accomp. Will Oakland	
2127 Old Black Joe, with Variations (Foster-Benoist) Piano solo, orch. accomp. André Benoist	
2128 The Maple Leaf Forever (Muir) Vocal, band accomp. Knickerbocker Quartet and N. Y. Military Band	
2129 On the Old Front Porch (Arthur Lange) Conversational duet, orch. accomp. Ada Jones and Billy Murray	
2130 On the Honeymoon Express (Kendis and Stillwell) Comic song, orch. accomp. Collins and Harlan	
2131 When I Lost You (Berlin) Violin solo, harp accomp. Charles D'Almaine	
2132 Favorite Airs from Rob Roy (de Koven). Edison Light Opera Co.	
2133 Floating Down the River (White) Male voices, orch. accomp. Premier Quartet	
2134 An Irish Husband—The Marriage Market (Kern) Tenor and chorus, orch. accomp. Irving Gillette and Chorus	
2135 Tango—Miss Mexico (Henry Frantzen) for dancing. National Promenade Band	
2136 Tra, La, La, La! (Irving Berlin) Comic song, orch. accomp. Billy Murray	
2137 What D'ye Mean You Lost Yer Dog? (Daly) Comic song, orch. accomp. Edward Meeker	
2138 When the Corn is Waving (Blamphin-Buck) Male voices, orch. accomp. Knickerbocker Quartet	
2139 The International Rag Medley—Turkey-trot (for dancing). National Promenade Band	
2140 Be My Little Baby Bumble Bee—"A Winsome Widow" (Henry L. Marshall) Soprano and tenor, orch. accomp. Elizabeth Spencer and Walter Van Brunt	
2141 Down in Monkeyville (Theodore Morse) Jungle song, orch. accomp. Collins and Harlan	
2142 The Lass from the County Mayo (Raymond A. Browne) Baritone solo, orch. accomp. Owen J. McCormack	
2143 In the Land of Plankity Plank (Theodore Morse) Male voices, orch. accomp. Premier Quartet	
2144 From Maine to Oregon March (Souza). New York Military Band	

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POPULAR SONGS.		
17429 How Late Can You Stay Out To-Night? (Goodwin-Fischer). Walter J. Van Brunt		10
They've Got Me Doin' It Now (Berlin Medley) (Irving Berlin). Billy Murray		10
17437 I Love You, California (Silverwood-Frankenstein). Elsie Baker		10
When It's Springtime in Virginia (Walsh-Erdman). "That Girl" Quartet		10
17480 Underneath the Tango Moon (Gray-Carroll). Collins and Harlan		10
At the Midnight Masquerade (Goodwin-Brown-Ayer). Peerless Quartet		10
17481 What D'ye Mean You Lost Yer Dog (Allden-Daly). Peerless Quartet		10
Tra, La, La, La! (I. Berlin). Collins and Harlan		10
17482 You've Got Your Mother's Big Blue Eyes (Irving Berlin). Lillian Davis		10
On a Good Old-Time Sleigh Ride (Allison-Gumble). Peerless Quartet		10
17485 You Went Away (Walsh-Straight). Charles W. Harrison		10
I Wish that You Belonged to Me (Browne) Helen Clark-Walter J. Van Brunt		10
17491 He'd Have to Get Under—Get Out and Get Under (To Fix Up His Automobile) (Clarke-Leslie-Abrahams). Billy Murray		10
Wilhelm the Grocer (Lewis-Meyer). Ada Jones		10
MASONIC CHAPTER HYMNS.		
17483 1—Mark Master Ode No. 1 (tune "America"); 2—Mark Master Ode No. 2 (tune "Hebron") organ accomp. Metropolitan Quartet		10
1—Mark Master Ode No. 3 (tune "America"); 2—Mark Master Ode No. 4 (tune "America") organ accomp. Metropolitan Quartet		10
17484 Past Master Ode No. 1 (tune "Manoah") organ accomp. Metropolitan Quartet		10
Royal Arch Ode (tune "Autumn") organ accomp. Harry Macdonough		10
35338 Most Excellent Master Ode No. 1 (tune "Adeste Fidelis") Metropolitan Quartet		12
Most Excellent Master Ode No. 2 (tune, "Adeste Fidelis") Metropolitan Quartet		12
STANDARD SONGS AND RECITATIONS.		
17471 Recessional (Kipling) Recitation. Harry E. Humphrey		10
The Man with the Hoe (Markham) Recitation. Harry E. Humphrey		10
17473 In Old Madrid (Bingham-Trotter). Frederick Wheeler		10
Bedouin Love Song (Pinsuti). Alan Turner		10
17474 Silver Threads Among the Gold (Rexford-Danks) Elsie Baker		10
When You and I Were Young, Maggie (Johnson-Butterfield). Chas. W. Harrison		10
17478 1—Daddy (Nicholas); 2—That Little Chap of Mine (Morris) Recitation. Homer Rodcheaver		10
1—To My Son (Grafin); 2—The Mother's Love (Cooley) Recitations. Homer Rodcheaver		10
17479 Calvary (Darwood-Sweeney). Trinity Choir		10
Sun of My Soul (Kebble-Ritter). Helen Clark		10

17475 Somewhere a Voice is Calling (Newton-Tate)... Harry McClaskey	10
The Maiden in Gray (Hubi-Newcombe-Barnicott) Elsie Baker-Frederick Wheeler	10
NEW DANCE RECORDS.	
17477 To Have and To Hold—Waltz Boston (Ball)... Victor Military Band	10
Dixieland—Two-step and Turkey Trot (Haines) (with bells)... Conway's Band	10
17487 The International Rag—Medley Two-step or Turkey Trot... Victor Military Band	10
Bobbin' Up and Down—Medley Turkey Trot... Victor Military Band	10
35334 You're My Girl—Medley Two-step or Turkey Trot... Victor Military Band	12
On the Old Fall River Line—Medley One-step or Turkey Trot (H. Von Tilzer)... Victor Military Band	12
35340 The Sunshine Girl—Medley One-step, Two-step or Turkey Trot... Victor Military Band	12
NEW INSTRUMENTAL COMBINATION.	
17472 Narcissus from "Water Scenes" (Ethelbert Nevin) violin-flute-cello-harp... Florentine Quartet	10
La Serenata (The Serenade), (Tosti) violin-flute-harp... Neapolitan Trio	10
TWO FAMOUS GERMAN COMPOSITIONS.	
17470 Old Comrades March (Teike)... Victor Military Band	10
Wiener Blut—Waltz ("Vienna Blood") (Johann Strauss Op. 354)... Victor Military Band	10
INSTRUMENTAL RECORDS OF BIG SUCCESSES.	
17492 When It's Apple Blossom Time in Normandy—Medley (introducing "Sunshine and Roses") (Bell Solo)... William H. Reitz	10
Peg o' My Heart (Fischer) violoncello... Rosario Bourdon	
TWO NEW OPERETTA GEMS.	
35339 Gems from "Adele" (Paulton-Briquet-Philipp)... Victor Light Opera Company	12
Gems from "The Marriage Market" (Jacobi-Rourke-Kern)... Victor Light Opera Company	12
OPERA GEMS NOW IN DOUBLE FORM.	
35337 Gems from "Tales of Hoffman" (Offenbach)... Victor Opera Company	12
Gems from "Mignon" (Ambroise Thomas)... Victor Opera Company	12
A NOVELTY IN PIANO RECORDS.	
17443 A Trip to Syria (Original Syrian Dance) (Malloof) pianoforte... Alexander Malloof	10
Al-Ja-Za-Yer (Original Syrian Dance) (Malloof) Pianoforte... Alexander Malloof	10
RECORDS BY A FAMOUS ACCORDION PLAYER.	
17486 Broadway Medley (Accordion)... Pietro Deiro	
The Great White Way Medley (Accordion)... Pietro Deiro	
THE FAMOUS FORZA DUET.	
Lambert Murphy, Reinald Werrenrath. (In Italian.) 70103 Forza del Destino—Solenne in quest' ora (Swear in This Hour) (Act III)... Verdi	12
TWO NEW LA FORGE RECORDS.	
55031 Berceuse (Chopin, Op. 57) pianoforte... Frank La Forge	12
Les Sylphes (The Fawns) (Chaminade, Op. 60) pianoforte... Frank La Forge	12
THE RED SEAL LIST.	
88454 Old Folks at Home... Foster	12
Jan Kubelik, Violinist; pianoforte by George Falkenstein.	
74368 Sixth Sonata: 1—Adaigo; 2—Allegro... Handel	12
Johann Gadschi, Soprano, in English.	
87113 Annie Laurie... Scott	12
Geraldine Farrar, Soprano, in English.	
87126 Alleluia, from the Motette "Exultate" Mozart	10
Ernestine Schumann-Heink, Contralto, in English.	
88451 The Kerry Dance... Molloy	12
Margarete Metzner, Soprano, in Italian.	
88431 Aida-Ritorna Vincitor (Retturn Victorious!) (Act I) Verdi	12
Mischa Elman, Violinist; (pianoforte by Percy B. Kahn.)	
74341 Thais—Meditation... Massenet	12
Pasquate Amata, Baritone, in Italian.	
88438 I Due Foscari (The Two Foscari) (Scena e Romanza, "O vecchio cor, che batti") (Scene and Romance, "My Beating Heart")... Verdi	12
Clarence Whitehill, Baritone, in English.	
74320 Elijah—Lord God of Abraham... Mendelssohn	12
John McCormack, Tenor, in English.	
64254 A Farewell... Kingsley-Liddle	10
64333 Sospiri miei, andate ove vi mando (My Sighs are Wafted on the Breeze) (In Italian)... Bimboni	10
George Hamlin, Tenor, in Italian, with harp accompaniment by Francis Lapitino.	
64387 Cavalleria Rusticana—Siciliana (Thy Lips Like Crimson Berries)... Mascagni	10

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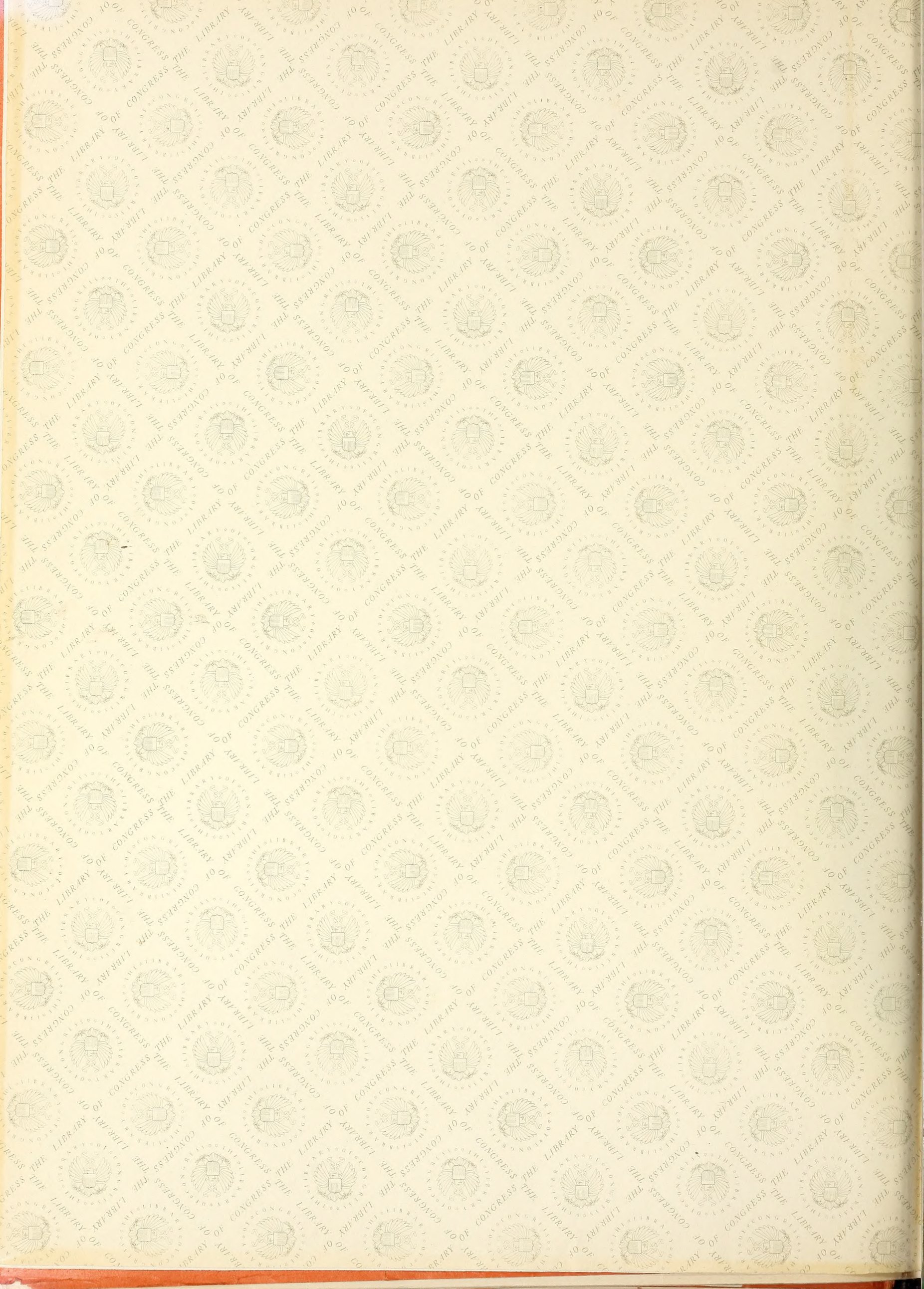
Whether it's a disc or a cylinder, the phonograph of purest tone and truest quality is an Edison.

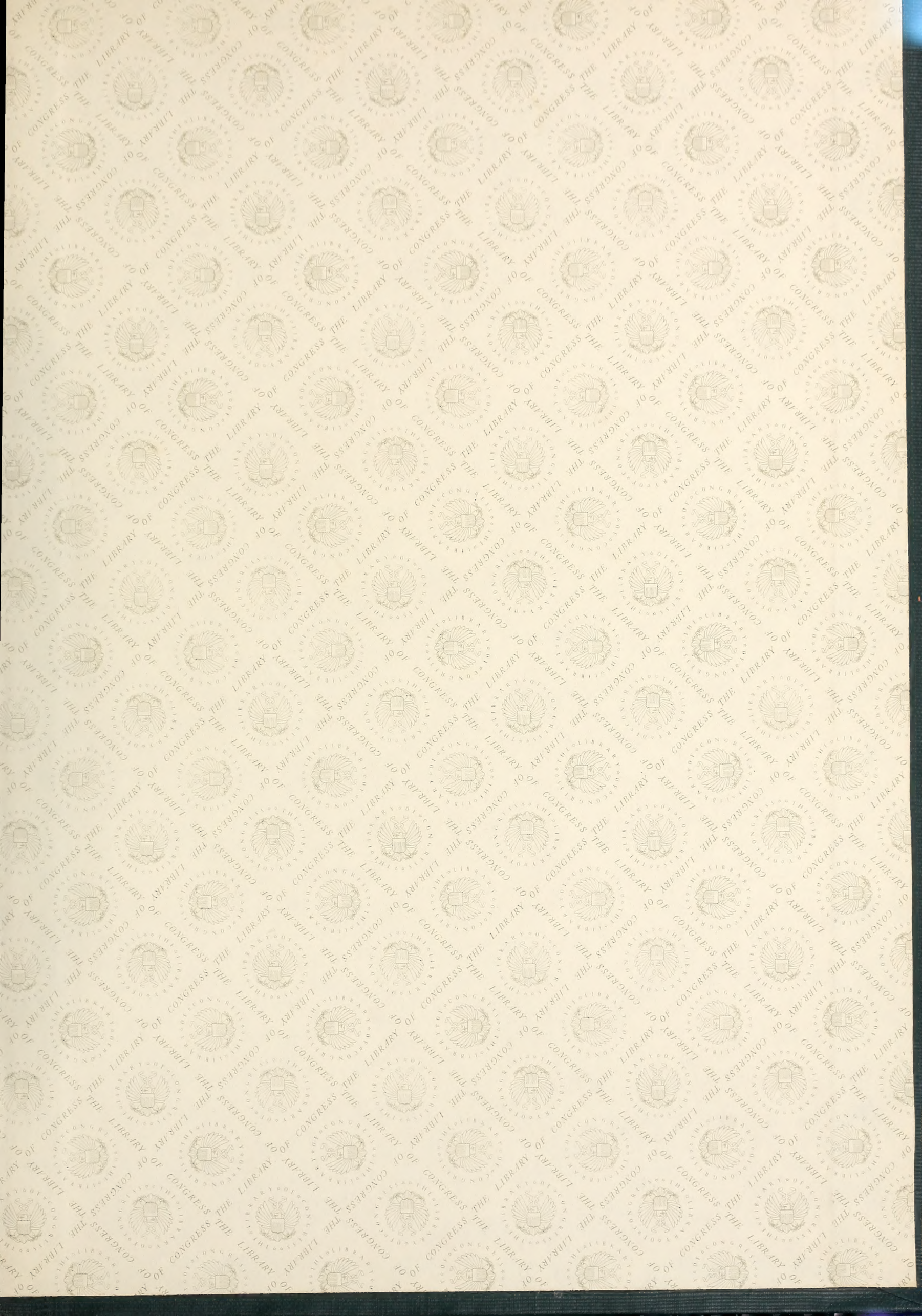
A full understanding of the possibilities in the Edison line today can be gained from pages 8 and 9 in this number.



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